



www.canadiancarwash.ca

CANADIAN CARWASH ASSOCIATION



SEPTEMBER 2012

President
Scott Murray
EZEE CLEAN

Vice-President -
Carwash Owners/Operators
Dianne Parker

RIMS AND ROVERS AUTO AND PET WASH

Vice-President - Oil Companies
Mike Dietrich
PIONEER PETROLEUM

Vice-President - Secretary/Treasurer
TBA

Vice-President -
Manufacturers/Distributors/Suppliers
Nancy Schmutz
ODESSA DEVELOPMENTS

Past President
Richard McKinnon
MIAMI CAR CARE CENTRE INC.

Executive Director
Jorge de Mendonça

Operations Manager
Karen Dalton

Directors

Brad Baldwin - ECOLAB/BLUE CORAL
Nathan Ewing - TRANSCHEM INC.
Brad Goetz - MONDO PRODUCTS CO. LTD .
Jennifer Lai - SUNCOR ENERGY
Brad Laurier - MACNEIL WASH SYSTEMS LTD.
Matthew McCulloch - MARK VII EQUIPMENT INC.
Bob Walsh - FERNROB PCS Inc.

NATIONAL OFFICE

Canadian Carwash Association
4195 Dundas Street West, Suite 346
Toronto, ON M8X 1Y4
Tel: 416.239.0339 Fax: 416.239.1076
office@canadiancarwash.ca
www.canadiancarwash.ca

INDUSTRY FORUM

CARWACS CALGARY

OCTOBER 23-24, 2012

The annual CARWACS tradeshow and seminars are slated for October 23-24, 2012 in Calgary, Alberta. The tradeshow floor will open its doors at noon of each day, allowing visitors to see the latest in carwash equipment, chemicals and a range of other services and products for the industry.

As in past years, the CCA will be putting on seminars with specific interest to the carwash industry. The Canadian Carwash Association sessions will be:

Advancing your Carwash Business - Sponsored by Visa

Tuesday, October 23, 9:30 a.m. - 12 p.m.

Join CCA suppliers and operators for interactive discussions on items crucial to carwash business success. As a carwash owner, you need to concern yourself with insurance, business and financial planning, and marketing and communications strategies, just to name a few. Speakers will present in a roundtable format for maximum interaction with operators and other attendees.

Marketing your Environmentally Friendly Carwash

Wednesday, October 24, 9:30 a.m. - 11 a.m.

Market your carwash to set yourself ahead of the pack! This session will cover what it means to be an environmentally friendly carwash, and how to frame your marketing strategies to incorporate your eco-conscious initiatives. Learn how to promote your unique carwash using various tools such as social media and CCA member programs like the *WaterSavers™* program.

The Chemistry Explained

Wednesday, October 24, 11:15 a.m. - 12:30 p.m.

This session will provide attendees with information to help them better understand what each wash chemical is responsible for in the carwashing process. Join industry insiders as they provide insight on new developments in the industry and discuss the impact that chemicals have on the final carwash product.

....continues

ANNUAL CCA GOLF TOURNAMENT



Have you been golfing all summer long? Have you taken a single swing at all this season? Regardless of how much - or little - you golf, be sure to register for the carwash industry's premier networking event on Tuesday, Sept. 11, 2012.

Caledon Woods Golf Club in Bolton, Ontario will host carwash operators and suppliers for a full day of golf followed by an entertaining evening of networking, dinner and prizes. Come on out with your industry peers and trade tips and information on the carwash business, on your golf game, or both. The Annual CCA Golf Tournament also helps raise funds for Trout Unlimited Canada's Yellow Fish Road program. The CCA hopes to see you on the green!

AGENDA

9 A.M. - REGISTRATION
10 A.M. - SHOTGUN START (Lunch on the cart)
3 P.M. - COCKTAILS
4 - 6 P.M. - DINNER AND PRIZES

DEDICATED TO SHARING KNOWLEDGE AND BEST PRACTICES IN THE CARWASH INDUSTRY



GETTING STARTED TOOLKIT RELEASED

The first issue in a series of documents from the Canadian Carwash Association (CCA), entitled *Carwash Toolkit™: Getting Started*, is now available for members to download for free from the Association's website (www.canadiancarwash.ca).

Intended for those new to the industry looking to either build a carwash or purchase an existing site, the 31-page document provides an overview of the Canadian industry, what is required for a site, cost estimates and more. Existing carwash operators will find this document equally valuable as it will help in evaluating their own sites using the best practices described in the *Getting Started* toolkit.

For those planning to build, the document includes a series of best practices for optimizing a location for current and future possible business. The document also discusses what an operator should be looking for in terms of traffic and competition.



RENEWAL BACK TO ANNUAL

The Board of Directors of the CCA has decided to move back to an annual membership year starting in January. This means that anyone who joined part way through the year will only need to pay a pro-rated membership fee to the end of December 31, 2012.

Members are encouraged to visit the CCA website to check on their renewal date. The renewal form is available to members who are logged into the site and it will show the pro-rated amount if they expire before December 1, 2012. The renewal page is available through a link on the member account page where login information, such as email addresses and passwords, can be updated.

Also available on the website is the new member referral form. The form provides a place for new members to fill in and qualify for a \$100 discount on their first year of membership. A section also exists on the form for sponsors to claim a \$50 (per new member) discount for membership renewals.

MUNICIPAL ACTION PLAN

The CCA has worked with a number of municipalities across the country in regards to water and sewage bylaws. Currently, a committee is working towards an education program designed to demonstrate the benefits of professional carwashing compared to driveway carwashing. The program is directed towards top municipalities across the country.

The education program will provide this information to mayors, councillors and key water and sewer related staff. The package of information will also be made available to members who might wish to promote the industry to their local level of government.

The focus of the campaign is to avoid such issues as those which occurred in the City of Ottawa in the spring of 2011, where six carwashes were forced to close due to water shortages caused by crumbling infrastructure.

CARWACS CALGARY continued

EXTRA: For the first time, the CCA will host a working luncheon on the topic of getting started in the carwash industry.

Get Started in Carwashing – Luncheon Wednesday, October 24, 12:30 – 1:30 p.m.

The Canadian Carwash Association's sponsors invite you to an industry lunch and learn on entering the carwash profession. The presentation will focus the recently released *Carwash Toolkit™: Getting Started* document.