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CANADIAN CARWASH ASSOCIATION



JULY 2013

President
Mike Dietrich
PIONEER ENERGY

Vice-President -
Carwash Owners/Operators
Richard McKinnon
MIAMI CAR CARE CENTRE INC.

Vice-President - Oil Companies
TBA
Vice-President - Secretary/Treasurer
& Past President
Scott Murray
EZEE CLEAN

Vice-President -
Manufacturers/Distributors/Suppliers
Brad Baldwin
ZEP® - SUPERIOR SOLUTIONS
Executive Director
Jorge de Mendonça
Operations Manager
Karen Dalton

Directors

Nathan Ewing – TRANSCHEM INC.
Brad Goetz – MONDO PRODUCTS CO. LTD.
Sean McBride – BELANGER, INC.
Matthew McCulloch - MARK VII EQUIPMENT INC.
Bob Walsh – FERNROB PCS INC.

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INDUSTRY FORUM

CCA BOARD OF DIRECTORS

The 2013 Annual General Meeting (AGM) of the Canadian Carwash Association (CCA) was held April 29, 2013, in Toronto, Ontario. Turn out for it was one of the lowest in recent memory, but despite this, it was a lively debate.

Constitutional changes to reducing the minimum number of Board members to seven from 11 was rejected, and other items on the agenda were pushed off for consideration at a later AGM. As only nine individuals had put their name forward for the slate, this vote meant that the CCA Board now has to find

and appoint two additional members as a minimum.

Moreover, given the controversy around the number of supplier members on the Board versus the number of operators which existed at the time, clear direction was voted on at the AGM to seek operators to fill the open positions.

Mike Dietrich of Pioneer Energy was unanimously elected as the new CCA President for the 2013/14 term. Scott Murray, who was the CCA President stepped down to focus on a new business project, but has agreed to take on the role of Treasurer.

Brief profiles of the CCA Board of Directors follows.



Mike Dietrich, President

Mike Dietrich has been in the carwash industry for more than 24 years. He first started working in his father's carwash in Kitchener-Waterloo when he was 20 years old. He has since worked for Suncor in the carwash systems area and then move to Cango where he managed the convenience and carwash portfolio. Mike has been with Pioneer Energy for six years managing the carwash side of the company's business.



Scott Murray, Past President & Treasurer

After completing a business degree from the University of Western Ontario, Scott Murray began a 16 year career in the corporate world with Imperial Tobacco both in Canada and the United States. Upon his return to Canada he researched the carwash industry in southern Ontario and subsequently purchased a 3 year old site in 2006, EZEE CLEAN Car Wash.



Richard McKinnon, VP - Carwash Owners/Managers

Richard McKinnon created Miami Car Care Centre in 2004 after completing the Business Administration Program at Wilfrid Laurier University in Waterloo. After having spent time in various businesses, Richard became a full time car wash guy in 2004, and has since built his second operation in London.



Brad Baldwin, VP - Manufacturers/ Distributors/Suppliers

Brad Baldwin is the Canadian Distributor Sales Manager for Zep Vehicle Care based in Calgary where he worked for the company's distributor network and Corporate accounts in Western Canada. After a stint in the Canadian Navy Brad started in the water treatment business in Saskatchewan selling, servicing and renting equipment both for residential and commercial applications. That initial business experience was where he first started working with carwash operators in assisting them with their businesses.



Nathan Ewing

In the late eighties, with a degree in business and economics, Nathan Ewing joined his father at the newly formed Transchem Inc. The goal was to build a company that would specialize in developing, manufacturing and supplying cleaning products to the transportation industry.

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INDUSTRY FORUM



DEDICATED TO SHARING KNOWLEDGE AND BEST PRACTICES IN THE CARWASH INDUSTRY

CCA BOARD OF DIRECTORS CONTINUED.



Brad Goetz

Brad Goetz has been involved with and committed to the carwash industry for many years. He has been employed in a sales and management capacity with Mondo Products for over 25 years. Brad is presently Vice-President of Vehicle Washing Equipment Sales & Service for Mondo Products Company Ltd.



Sean McBride

Sean McBride is the Tunnel Product Director for Belanger, Inc. Since 2005, he has also served in managing the car dealer, fleet, and rental markets, as well as national account business. Sean came to Belanger with over eight years of experience helping manage a high-volume tunnel in Michigan, where he gained a hands-on understanding of carwash tunnel operations.



Matt McCulloch

Matt McCulloch is currently the National Service Manager for Mark VII Canada where he oversees the Service and Chemical divisions. Matt has been involved in the carwash industry for more than eight years, six of those years spent with Advantek Wash Systems based out of Ontario.



Bob Walsh

Bob Walsh built his first four-bay self-serve in Miramichi, NB in 1986 and still owns and operates this site. He has added a touch free automatic that was installed in 2002. Bob started his other company, Fernrob PCS Inc., in 1987 selling and installing carwash equipment.

More details on the CCA Directors is available on the CCA website.

THE MUNICIPAL FILE



A major focus for the coming year will be to target larger municipalities across the country to promote professional carwashing as the environmentally preferred way to wash cars. The CCA launched its first effort with the City of London, Ontario.

More than 16 carwash sites agreed to donate half a day's of carwashing gross revenue to the London Food Bank. At the time of writing this article the exact donation was not known as more carwash sites were considering participation.

"The Canadian Carwash Association was honoured to have been invited to contribute to the *London Cares* event. *The Protect Our Environment Carwash Event* is a unique way to bring attention to environmental issues that threaten local waterways. With proceeds going to the London Food Bank, the CCA and the people of London were able to support two key issues that affect the community," said Jorge de Mendonca, CCA's Executive Director.

Richard McKinnon, owner of two Miami Carwash locations in London and the CCA Vice-President, Carwash Operators, was one of the local businesses donating part of their proceeds from their June 15th activities. "Being able to give back to the community which allows my family to earn a living is important to me. Being able to also educate my customers about how professional carwashes help the environment was an added bonus," said McKinnon.

McKinnon acted as the lead carwash operator for the project, which included materials designed specifically to promote professional carwashing over driveway washing. The City of London further provided an official printed brochure which indicated that driveway washing is to be avoided.

The CCA is hoping to move this project out to at least another dozen major municipalities across the country to promote the industry to both consumers and municipal officials. In order to do so, the Board is looking for volunteers to take the lead in their own community in the same way McKinnon did in London.

For more information on the City of London and the municipal file projects visit CCA website at www.canadiancarwash.ca/london.

GOLF TOURNAMENT DATE ANNOUNCEMENT

The CCA golf tournament is the premiere carwash industry networking event of the year. Operators can attend to look for information on topics such as extending their wash with convenience store or other ancillary revenue opportunities, or just come for the fun of golf.

Carwash operators are encouraged to meet their peers, suppliers and others to trade tips and information on the carwash business, on their golf game or both. Sign up a few foursomes to impress clients, connect with industry colleagues and support Trout Unlimited Canada's Yellow Fish Road program.

This year's event is scheduled for Tuesday, September 10th, 2013, at Caledon Woods Golf Club. More details can be found on the CCA website. For more information visit www.canadiancarwash.ca/golf.



LOOKING FOR DEALS?

Visit the Canadian Carwash Association website for deals on equipment and chemicals on the new For Sale page (www.canadiancarwash.ca/forsale). It is now the third most often viewed page on the site after the home page and the supplier page respectfully.

Both supplier and operator members can list items for sale on the CCA site for free, though some conditions do apply. Just send the information you to have posted to the page to office@canadiancarwash.ca.

There is a \$50 charge per month for non-members to list items.