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# CANADIAN CARWASH ASSOCIATION



MAY/JUNE 2013

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Jennifer Lai – SUNCOR ENERGY  
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Bob Walsh – FERNROB PCS INC.

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## INDUSTRY FORUM

# CCA ANNUAL GENERAL MEETING SET



The Canadian Carwash Association (CCA) holds its annual general meeting (AGM) in Toronto every April. This year the date has been set for April 29th, 2013 at the Weston Prince Hotel, 900 York Mills Road, Toronto, Ontario. The AGM is where bylaw changes are made and where the Board of Directors is elected.

The Board of Directors is the governing body of the Association and conducts CCA's business by a majority consensus at regular bi-monthly meetings. Directors are required to participate and become knowledgeable and active in the management of the affairs of the Association. Communication takes place on an on-going basis by email, and meetings are held by teleconferencing whenever geographical constraints prohibit physical attendance. Directors participate on a volunteer basis and no remuneration is received. Nominations are encouraged from across Canada.

At this year's AGM there will be a presentation by representatives of TD Waterhouse on succession planning for business owners

and managers. The discussion will focus on planning for the transfer of ownership and management of the business to others while maximizing personal financial security.

Those members who cannot make the meeting are asked to send in their proxy forms, which were mailed out in late March and available from the AGM page of the website. A quorum of votes is needed to pass the various items up for approval, the most important of which is the proposed change in the size of the CCA Board down to seven members. More details on the event are posted on the AGM page of the CCA website (see the AGM link on the left side navigation menu of the site).





## CARWACS TORONTO SHOW A SUCCESS



The CARWACS show held on March 5th to 6th, 2013 was well attended by carwash operators. In fact, the four education sessions put on by the Canadian Carwash Association sold out weeks in advance. The sessions at this year's event were:

- Advancing your carwash business
- Getting started in professional carwashing - Luncheon
- Marketing your environmentally friendly carwash
- Chemistry Explained

More details on the seminars, including copies of the slide presentations can be found on the education page of the CCA website ([www.canadiancarwash.ca](http://www.canadiancarwash.ca)).

The event was so well attended that members were calling and emailing the office the week before it to say they could not register online as seminar registration had been closed due to the sellout. Fire regulations limit capacity and thus must be taken into account when staging such events. The Association's National Office staff did insure, however, that every member who showed was allowed into the seminars. Members of the CCA can attend the education seminars and the trade show free of charge.

Planning for next the CARWACS event, scheduled for October 1st and 2nd, 2013 in Calgary, Alberta, has already started. The seminar list and other details of the show will be published on the CCA website's education page in June.

## THE CCA IS LOOKING TO ADD MEMBER BENEFITS



The CCA represents over 1,000 carwash sites from coast to coast. A large percentage of those sites, however, are in the hands of a few operators. This poses a challenge to the Association's Board, which is looking to expand membership benefits. It has been recommended by the current Directors that the Board size should be reduced to seven, down from the current eleven. The recommendation has been to use those existing volunteers on committees, where the real work of the Association takes place, instead of them serving on both the Board and committees.

A number of members of the Board will be stepping down this year after serving the industry for a long time. Most of the members retiring off of the Board have expressed interest in continuing to assist the Association in a more limited capacity, such as on committees.

One of the major pushes by the Association has been working with municipalities to advocate on behalf of the industry with regards to water regulations and bylaws related to carwashing. This effort is paying off as more municipalities are moving to reduce carwashing where soaps can enter the storm sewer system, such as with driveway washing. The advocacy on behalf of the industry is one of the largest components of the work of the Association, but it is one that does not translate into immediate member benefits for carwash owners.

Advocacy is a long term job which is needed to ensure that the industry is fairly regulated and that the CCA is seen as the source to approach when legislation and bylaws are being planned for change. As a stakeholder, the CCA is here to promote the industry and come to its defense if needed. Unfortunately, when carwash operators ask what the CCA does for them, advocacy is discounted by many as not being an important enough a reason to join. That is of course, until governments start to change the rules that affect their own carwash operations without consulta-

tion, but by then the CCA has a much harder time trying to influence decisions.

The real benefit is in being out ahead of change and better informing members of what is coming so they can plan for it. Whether or not people want to believe it, this work behind the scenes is the real benefit that the

CCA provides. Not to say, however,

that there are not other more immediate benefits, such as the group insurance program, access to education, promotion of individual sites and new documentation for operators that's currently being worked on.

In the end, the CCA needs more members to step up and help advance the industry as a whole so that each individual business will prosper. If you have any interest, please contact any member of the Board of Directors or the National Office staff to inquire on how you might become involved.

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