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CANADIAN CARWASH ASSOCIATION



MARCH 2014

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INDUSTRY FORUM

FOOD ON CUSTOMER CARS FROM ROAD SALT?

Recently several news outlets have reported the use of cheese brine as a road salt additive to reduce the amount of salt required, and to make the mix more efficient on winter roads. Some jurisdictions use sugarcane molasses while others



are using garlic salt. The reports so far are from our neighbour to the south, but some Canadian municipalities are known to use beet juice as a road salt additive.

The reason for this is that salt is ineffective below about -20°C. Given the harsh weather many locations in North America have faced so far this winter, adding compounds to road salt has become a necessity.

What does this mean for carwash operators? With the addition of food products, or byproducts, to road salt the organic content increases dramatically. This in turn can require different

chemical mixes to adequately wash cars.

If operators are noticing a decrease in the quality of washed cars rolling out of their sites after road salting in their area, they should consult their chemical supplier to ask about different formulations to meet this new challenge. At the very least, operators should be informing their customers about the challenges of washing cars under different conditions through their websites or onsite point-of-purchase displays.

For more information and links to related news stories visit www.canadiancarwash.ca/news.

AGM AT CARWACS

The annual general meeting (AGM) for the Canadian Carwash Association (CCA) is scheduled for Tuesday, March 18th, 2014 between 10:45 AM and 1:00 PM during the Toronto CARWACS show. The show is located at the

International Centre, Conference Centre Entrance, 6900 Airport Road, Mississauga, ON.

Members will be voting on items important to the future of the CCA. For more details visit www.canadiancarwash.ca/agm.



STAFFING CHANGES AT CCA

The Board of Directors of the Canadian Carwash Association (CCA) has made changes to the staffing model at the national office.

The first significant change is that there will be no Executive Director going forward. Instead, the running of the Association will be divided into three segments with a project leader in charge of each to ensure the planned projects are executed on time and efficiently.

Karen Dalton, APR, CAE will be the Director of Finance, responsible for financial and membership reporting, working with the auditor and governance. Karen will also act as the team leader with regards to overall coordination.

William Chow will be Coordinator of Finance for CCA. William's responsibilities will include accounts receivable, accounts payable and to provide support to the Director of Finance.

Kiki Danielle Cloutier, CEM will be the Director of Operations responsible for Board relations, events and governance. The primary events Kiki will oversee include the two CARWACS shows, one in Toronto and

one in Calgary, along with the annual golf tournament.

Karina Waluk, the Association's Operations Specialist, will be responsible for membership and providing support to the Director of Operations. Membership responsibilities include renewals, updating member data and answering membership related questions from callers to the national office.

Jorge de Mendonça, who had acted as the CCA Executive Director, will be the Director of Communications. His specific responsibilities will include the membership newsletter, website and database management, along with special projects such as the Carwash Toolkits series.

Bryan Sparks will continue in his role as Communications Coordinator, which includes working on special projects and providing support to the Director of Communications.

These changes came into effect at the first of the year 2014. The Board has made this move in an effort to bring more flexibility and resources to the projects planned for the coming year.

UPDATE YOUR ONLINE WASH INFO

The Canadian Carwash Association (CCA) is working towards converting the Association's website to a more mobile friendly format. This move is in recognition that access to the Internet is increasingly moving away from traditional personal computers to mobile devices such as cell phones and tablets.

Chief among the changes will be work on the carwash site locator function of the website (www.canadiancarwash.ca/search). Included in the upgrades will be the ability of the site to read GPS coordinates from the devices equipped with that feature.

The CCA is asking all carwash operator members to update their carwash site information on the Association's website, including adding a site picture or logo. Members can update their wash site's information by logging into the website and accessing their account page. Operators with more than one site will be able to modify the different sites individually. For members with more than 20 sites, the CCA office will update the information if it is provided in an electronic format.



MORE WEBSITE INFORMATION

Member only information on the Canadian Carwash Association's (CCA) website is increasing every month, such as the national wash revenue reporting data started recently. But what are the top three pages on the website?

As no surprise, the most often visited page on the site is the home page (www.canadiancarwash.ca). The second most often viewed page is the supplier page (www.canadiancarwash.ca/suppliers), where all of the Association's supplier member information is listed.

The third most often viewed is the website's for sale page (www.canadiancarwash.ca/for-sale). On this page each member can post one item for sale, or help wanted, at no cost for as long as desired. Sponsors can post more corporate brand recognition type ads, while

others can post specials or one-of sales. Non-members can post items for \$50 a month. If you're a member with something for sale or have a position that needs to be filled, contact the national office at office@canadiancarwash.ca for more details. Non-members can do the same, but must pay before items are posted. (Note, some restrictions do apply.)