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CANADIAN CARWASH ASSOCIATION



MAY 2015

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Mike Dietrich – PIONEER ENERGY LP
Nathan Ewing – TRANSCHEM INC.
Brad Goetz – MONDO PRODUCTS CO. LTD.
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FIND A CARWASH

> THE CARWASH SEARCH FEATURE <
canadiancarwash.ca/search

on the CCA website has close to a thousand member sites on it.
Is your carwash listed?
Member sites are listed for free,
so contact office@canadiancarwash.ca
for more information.

INDUSTRY FORUM

DON'T FORGET YOUR CAR(WASH) WHEN IT COMES TO SPRING CLEANING



Photo: Stuart and Sandra Gunn Coin Car Wash, Toronto, ON

Spring has finally returned, and although Canadians have rolled out the welcome mat for this most anticipated of seasons, keep in mind that its arrival is a bit of a double-edged sword. The opportunity to enjoy the weather we've been looking forward to all winter is preceded by the most daunting task of all seasons: spring cleaning.

The annual spring cleaning to-do list doesn't just apply to car owners; it also applies to carwash owners. At the request of the Canadian Carwash Association (CCA), Leger Marketing conducted a survey to determine Canadians' perception of car washing and the effects on the environment. It turns out that many Canadians are unaware that storm drains *do not* direct water to water treatment plants. Many Canadians are also unaware that professional carwashes do send wastewater to facilities for treatment.

What does this mean to carwash owners? It means many Canadians will consider washing their vehicles in their driveways, impacting the environment by sending

soapy, chemical-filled water into storm drains or having it seep into ground water, ending up at the nearest waterway – untreated.

If you haven't done so already, now is the time to give your carwash a spring cleaning of its own. A well looked after and clean carwash will certainly catch the attention of potential customers. You can get creative and think of new ways to entice car owners to choose your professional carwash over their driveway. No need to renovate, but perhaps look into new signage or a limited time promotion. Little acts like this just might do the trick in attracting new customers looking to cross one more item off their to-do list.

INDUSTRY FORUM



DEDICATED TO SHARING KNOWLEDGE AND BEST PRACTICES IN THE CARWASH INDUSTRY

ATTEND THE FIRST ANNUAL CCA CARWASH TOUR

Registration is now open for the first annual CCA Carwash Tour. It will take place on Thursday, June 11th, 2015 in Ontario and will include carwash site tours of the following CCA Member locations:

- H 2 Go - Car & Pet Wash (Kitchener),
- AutoSpa Ultimate Car Wash & Detailing (Burlington),
- Valet Car Wash (St. Catharines) and
- Pioneer Car Wash (Ancaster).

Attendees will board coach buses in Burlington and enjoy a day of networking, lunch and interactive site tours. Registration is free for CCA Members. Please visit canadiancarwash.ca for more information.

ENROL YOUR CARWASH IN THE WATERSAVERS® ALLIANCE



WaterSavers®

The Canadian Carwash Association (CCA) is a part of the growing WaterSavers® Alliance program, an initiative of the International Carwash Association (ICA). Members of the CCA can add their carwash to this environmental recognition program if they implement water management best practices and meet other water conservation requirements.

Being a participating member in the WaterSavers® Alliance provides carwash owners with new opportunities, says CCA Environmental Committee chair, Nathan Ewing, "By purchasing and prominently displaying the WaterSavers® signage, carwashes now have a new way to promote the environmental benefits of professional car washing to their customers."

NEW DIRECTOR JOINS CANADIAN CARWASH ASSOCIATION BOARD OF DIRECTORS

Christal Narday may be new to the Canadian Carwash Association (CCA) Board of Directors, but she certainly is not new to the carwash industry. In fact, you could say she was grandfathered in to it, so to speak. Christal brings years of experience to the CCA National Board after seeing first-hand how professional carwashes operate by working with her father and grandfather.

She started out as cashier at one of their sites and over the years held different roles, such as supervisor, assistant manager and site manager. She studied Business Administration at Humber College prior to working full-time in the carwash industry.

While serving on the Board, Christal looks forward to learning new perspectives about the industry and offers her expertise in

express detailing, which is her carwash's speciality.

Christal was appointed to the CCA Board of Directors on March 11, 2015 at the CCA Annual General Meeting in Toronto. "I love how in this industry every day is a new and different experience. I look forward to working with everyone on the CCA Board," said Narday.



PRACTICE YOUR PUTTING THIS SUMMER: CCA ANNUAL GOLF TOURNAMENT SEPTEMBER 15TH

It may sound like hard work, but consider a couple of trips to the fairway this summer in preparation for the annual CCA Golf Tournament. The tournament will be held at the Glendale Golf and Country Club in Hamilton, Ontario on September 15th. The annual event allows members of the CCA to gather for full day of golf and networking. Visit the CCA website at canadiancarwash.ca for more information on how to sign up for September's tournament. SEE YOU THERE!