



www.canadiancarwash.ca

# CANADIAN CARWASH ASSOCIATION



MAY 2019

## Directors

Christopher Armena – MARK VII  
Morgan Arnelien – CARWASH PROGRAM CO-ORDINATOR,  
ENERGY PRODUCTS, FEDERATED CO-OPERATIVES LIMITED  
Jeff Beam – MONDO PRODUCTS CO LTD  
Cristina Caruso – CATEGORY PORTFOLIO MANAGER,  
CAR WASH, SUNCOR ENERGY  
Domenic DiMonte – CROSSTOWN CAR WASHES  
Sameer Haidari – CATEGORY MANAGER,  
CIRCLE K - CENTRAL CANADA DIVISION  
Jason Kaye – BAYVIEW CAR WASH LTD.  
Sean McBride – CLEANING SYSTEMS INC.  
Karen Smith – VALET CAR WASH  
Kirsten Vaive – MOSAIC  
Tim Walker – REVINMEDIA  
Rudy van Woerkom – BIG CITY AUTO N TRUCK WASH  
Mark Vella – 7-ELEVEN

## NATIONAL OFFICE

Finance Director  
**Karen Dalton CAE**  
Operations Director  
**Kiki Cloutier**  
Manager Membership  
**Jorge de Mendonça**

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## FIND A CARWASH

> THE CARWASH SEARCH FEATURE <  
[canadiancarwash.ca/search](http://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](mailto:office@canadiancarwash.ca)  
for more information.

## INDUSTRY FORUM

### **SIX NEW BOARD MEMBERS ELECTED AT CCA ANNUAL GENERAL MEETING**

**The Canadian Carwash Association members elected six new Board members at its Annual General Meeting held March 5, 2019 at the Toronto Congress Centre.**

Morgan Arnelien, Carwash Program Coordinator, Energy Products with Federated Co-operatives Limited; Jeff Beam, Mondo Products; Cristina Caruso, Category Portfolio Manager, Carwash, Suncor Energy; Sameer Haidari, Category Manager, Circle K, Central Canada Division; Karen Smith, Valet Car Wash; and Tim Walker, Revin Media join returning Directors Mark Vella, 7-Eleven; Chris Armena, Mark VII; Domenic DiMonte, Crosstown Car Washes; Jason Kaye, Bayview Car Wash Ltd; Sean McBride, Cleaning Systems Inc; Kirsten Vaive, Mosaic; Rudy van Woerkom, Belvedere Technical Service Ltd who were all elected to serve a one-year term.

President Jason Kaye thanked the directors leaving the Board including Brad Goetz, Mondo Products Co. Ltd. who had served on the Board for 25 years; Brad Baldwin, Zep Vehicle Care Inc. who served for 10 years; former President Mike Dietrich, Parkland Fuel Corporation; and Terry Fahey, Fahey Electric/Capital Wash Systems.

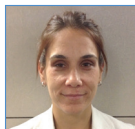
## MEET YOUR NEW DIRECTORS



**Morgan Arnelien**, *Carwash Program Co-ordinator, Energy Products, Federated Co-operatives Limited – Saskatoon, SK.* Morgan provides guidance and strategic direction for over 130+ Co-op carwash locations across the Prairies/ Western Canada. Prior to his current role Morgan was the Energy Marketing Co-ordinator at FCL, where he was responsible for developing carwash and gas bar marketing campaigns.



**Jeff Beam**, *Mondo Products Co Ltd – Ajax, ON.* Jeff started in the car wash industry 40 years ago as an attendant at a Gulf Oil car wash in Kitchener, Ont. After a successful 17-year car wash management career with Petro Canada, Jeff transitioned into car wash chemical sales and service. As a 23-year veteran of car wash chemical technical support he has gained a wealth of experience in tunnel, roll over, coin operated, friction and touchless car washes.



**Cristina Caruso**, *National Category Portfolio Manager, Car Wash Marketing, Suncor Energy – Mississauga, ON.* Cristina joined the company in 2000 and has been in a number of positions with Suncor ranging from sales, operations and marketing. Since 2011 Cristina has been in category management with Suncor, starting out on the Convenience Store side of the business and is now in car wash for the past year and a half.



**Sameer Haidari**, *Category Manager, Circle K - Central Canada Division – Scarborough, ON.* During his time as an analyst for Circle K, Sameer capitalized upon every opportunity that involved analyzing and generating insights regarding car wash trends and the industry as a whole. His profound understanding of the operations and delivery of car washes have led him to manage hundreds of car washes for Circle K.

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DEDICATED TO SHARING KNOWLEDGE AND BEST PRACTICES IN THE CARWASH INDUSTRY

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## MEET YOUR NEW DIRECTORS CONTINUED



**Karen Smith**, *Training and Compliance Manager, Valet Car Wash - Kitchener, ON.*

Karen started with Shell Canada in 1993 as a retailer, operating gas bars, convenience and car wash. She served on the Shell training team, assisting with new POS role out and new retailer training in Ontario and Alberta. She joined the Valet team 2012, in a management capacity. She is responsible for understanding regulations on labor laws, health and safety and compliance. She develops policies and procedures and enhances the health and safety program at Valet's 10 locations including . Karen served on the CCA board previously in 2002-2004.



**Tim Walker**, *Revinmedia - Dundas, Ontario.*

Revinmedia, established in 2004 as a marketing and branding company, is primarily focused on creating a consistent, brand strategy to help companies achieve their fullest potential. Currently specializing in the car wash industry, previous clients have come from a variety of sectors including food and education. From brand concept, design, design imaging, site signage, marketing, printing to installation, countless clients have realized significant returns from implementing revinmedia's leading edge, branding and marketing initiatives.

## CARWASHCONNECT IS NOW MOSAIC

CEO Matt McCulloch recently announced that CarWashConnect was rebranding to Mosaic. The software company provides digital solutions for the carwash industry including monthly pass and subscription services, in-app messaging, enhanced reporting and analytics. The new website is [www.wearmosaic.ca](http://www.wearmosaic.ca)



## VALET CAR WASH AND JIFFY LUBE

*Looking to get into the Car Wash and Quick Lube business?* Here's a great opportunity for a new or existing operator looking to expand. Complete turn key modern car wash and quick lube, includes all car wash equipment including full tunnel package, pay station, POS system and outside vacs. Jiffy lube comes with all equipment and POS operating system. Business consists of a 150-foot exterior tunnel wash with a large subscription base, interior cleaning bay, 4 bay quick lube bays with full basement, lots of storage. 3 furnished upstairs offices. Located in a high traffic area in Etobicoke, Ontario.

Asking \$379,000 for both car wash and quick lube business.  
Please contact Mike Black for further information at [mdblack@sentex.net](mailto:mdblack@sentex.net)  
or call 1-519-654-2570.

## WASH VOLUME REPORT Q4 RESULTS

The Canadian Carwash Association has released the 2018 fourth quarter results of the Wash Volume Report (WVR) reporting that average revenue per site was down 11.5% at \$64,581 compared to \$72,598 in the fourth quarter of 2017. The average number of cycles per site was 6,594 down 9.4% compared to the 2017 fourth quarter results. Average revenue per cycle was \$ 9.79 which was down 6.7% compared to 2017 quarterly results. Full results are available on the CCA website for members.

CCA Members now have exclusive access online to three years (12 quarters) of results by province or region. In addition, average precipitation data in millimetres has been added to the average cycles per site charts by province or region which shows the clear impact of weather on carwash operations.

Undertaken for the CCA by Kent Group Ltd., a research firm specializing in the gas station and car wash industry, the WVR is a national quarterly survey of 1,035 carwash sites. Carwash operator members of the CCA may participate in the WVR program and receive results specific to their regional at no extra cost beyond their membership fee. All CCA members can access the full fourth quarter results. Also available online is information on how you can add your carwash site to the WVR.

### CANADIAN AVERAGE REVENUE PER SITE

