

# 2008 Annual Report



International Carwash Association™  
*Your Partner for Success*



March 2009



Welcome to International Carwash Association's 2008 Annual Report. On the pages that follow, you'll learn about the focus, priorities and accomplishments of the world's leading advocate of the professional car wash industry. In the United States alone, professional car washing represents nearly \$20 Billion in retail and business-to-business sales and the washing of more than 100 million vehicles— at least once!

Professional car washes come in many forms – from urban hand washes and rural self serves, to single-site stationary automatics and national conveyor chains. Professional car washing is also increasingly occurring in “non-traditional locations”, such as at grocery stores and automobile dealerships. Importantly, we are also washing vehicles in ways that use less water and return more clean water to our environment. It is an industry that is less than one hundred years old, but with a tremendous future.

The information in this report is shared primarily for the benefit of International Carwash Association members, but also for anyone who is interested in learning more about our profession and the accomplishments of its trade association. Reflecting on 2008, I would like to thank the volunteers and staff without whom many of these results could not have been achieved. Most importantly though, I would like to thank our members in the professional car wash industry – the entrepreneurs and innovators who continue to find new ways to meet the needs of our customers... and deliver cars that are clean, shiny and dry!

Sincerely,

A handwritten signature in black ink, appearing to read 'E. Wulf', written in a cursive style.

Eric P. Wulf, CAE  
Executive Director and Chief Executive Officer



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International Carwash Association™  
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## VISION

*The International Carwash Association will be the primary source of innovative concepts that facilitate growth and profitability.*

## MISSION

*The International Carwash Association, comprised of operators, manufacturers, and suppliers, serves its members and the global car wash community by providing products and services to ensure its success*

## HISTORY

The seeds for a professional car wash association were planted in 1955 when a group of car wash professionals traveled to Mexico City at the invitation of Robin King and his publication *Auto Laundry News*. Since that time, the International Carwash Association has grown with the now estimated \$20 billion industry to provide car wash owners, operators, investors, suppliers and vendors the products and services they need to ensure their success. Today the International Carwash Association is recognized as the official voice of the car wash industry.





STRATEGIC PLAN 2009-2011

**Strategic Initiative One: Car Care World Expo & Car Wash Marketplace**

*Strengthen the Association's position as the most important and effective facilitator of buyer-seller interaction in the professional car wash industry, particularly through Car Care World Expo.*

- 2009 Objectives** Improve quantity and quality of Car Care World Expo attendance  
Improve trade show data gathering and interpretation
- 2010 Objectives** Assist in reducing the overall costs of exhibiting at Car Care World Expo
- 2011 Objectives**

**Strategic Initiative Two: Education**

*Establish the Association as the most trusted and reliable authority for car wash industry information and knowledge, particularly for car wash owners, investors and suppliers.*

- 2009 Objectives** Deliver "active engagement" education for Car Care World Expo exhibitors  
Deliver "best in class" car wash operator education  
Conduct supplier research
- 2010 Objectives** Conduct market size (retail locations, trade show attendance) research  
Online safety training  
Online employee orientation training
- 2011 Objectives** Conduct Consumer Study  
Conduct car wash volume research

**Strategic Initiative Three: Environment**

*Establish the Association and industry as a recognized leader in environmental stewardship through car wash recognition programs and outreach to regulators.*

- 2009 Objectives** Car wash "green" recognition program  
Environmental awards and awareness programs
- 2010 Objectives** Drought closure prevention program  
Car wash certification program
- 2011 Objectives**

**Approved October 20, 2008**

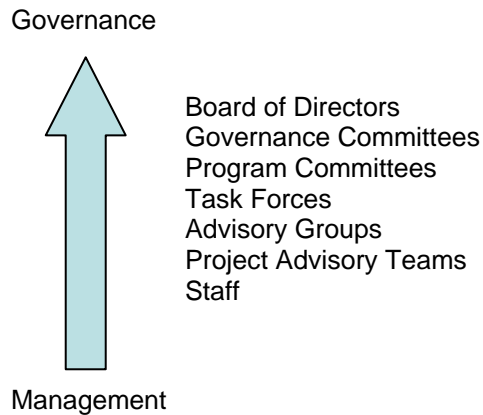


## GOVERNANCE

International Carwash Association is governed by a sixteen member volunteer Board of Directors. Directors are elected by the membership of the Association to three-year terms, with additional one-year terms for five officers. The Board of Directors sets the strategic direction of the organization and represents the will and needs of the members.

The Board usually meets twice per year in person and monthly on a conference call. The Board has also established standing committees focused on membership, finances, nominations, awards, research, and market strategy. These committees meet on an as-needed basis and the members serve one-year terms.

To assist it in fulfilling its fiduciary duties, the Board selects the Association's executive director and chief executive officer, general counsel, auditor and investment advisor.





## 2008 BOARD OF DIRECTORS



**Neil Hitchcock**

President, Oasis Development & Management, Ocean City, MD



**Lisa Lyons**

Operator Vice President, TRLC, Inc., San Diego, CA



**Laurie Sherman**

Vendor Vice President, Blendco Systems LLC, Bristol, PA



**Jeff Gheysens**

Treasurer, Sparkle Kleen Automatic Car Wash, Sewell, NJ



**Frank Lash**

Immediate Past President, Car-Robics Auto Wash, Newport News, VA

## OPERATOR DIRECTORS

**Fred O'Neill** O'Neill Enterprises, Fairfield, CT

**John Pierce** Autowash Express, Knoxville, TN

**Jeff Coplin** Matt and Jeff's Carwash, Novato, CA

**Jerry Miller** Jerry's Express Car Wash, Fort Worth, TX

**Mark Curtis** Splash Car Wash, Stamford, CT

**Al MacDonald** Canadian Tire Corporation, Toronto, Ontario

## VENDOR DIRECTORS

**Gary Hirsh** Pur-Clean, Palm Harbor, FL

**Steve Barram** Integrated Services, Inc., Portland, OR

**Tom Lye** W.E.T., Inc., Austin, TX

**Russell Coleman** Jim Coleman Company, Houston, TX

**Pamela Piro** United Electronics, Elkridge, MD

General Counsel Bruce S. Kramer, Borod & Kramer, Memphis, TN.



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## 2008 MAJOR ACCOMPLISHMENTS

### CAR CARE WORLD EXPO

Car Care World Expo 2008



Held in Orlando, Florida April 7-10, Car Care World Expo 2008 attracted 7200 attendees, 364 exhibitors and 146,200 square feet of exhibit space. In addition, Expo provided over 25 hours of education sessions and a networking event at Disney's World Showplace.

### COMMUNICATION

*Insight* – Association Video Newsletter



The Association distributed a weekly video newsletter, *Insight*, to more than 10,000 subscribers providing car wash industry news and updates from the International Carwash Association.

Launch of [www.carwash.org](http://www.carwash.org)



The Association launched its new website [www.carwash.org](http://www.carwash.org), featuring easier navigation and improved content layout. The site hosts many hours of video content specifically designed to help car wash owners and operators become more successful in running their business. The site includes 12 *Cleaning Edge* videos (videos designed to provide car wash design, marketing and operation information) and 12 *Tips and Tricks* videos that provide "hands on" practical instruction for car wash operators. That is over 50 hours of video focusing on innovation that can be found at car washes across the country. The site also includes specific industry content for both media and new investors.

Modern Marvels

In efforts to continually improve consumer perception of car washing, the International Carwash Association helped the History Channel produce an informative episode of Modern Marvels on car washing.

Media Coverage

With literally thousands of quotes and features in media outlets annually, the International Carwash Association is **the** voice of the professional car wash industry promoting the industry to consumers everyday.



## **COMMITTEES**

### Committee on Market Strategy

The International Carwash Association established the Committee on Market Strategy to help the Association understand and respond to the changing buyer/seller marketplace. The Committee, comprised primarily of suppliers, is charged with providing the Association input on how served the evolving needs of the buyer and seller in the car wash industry.

## **REPORTS**

### Study of Consumer Car Washing Attitudes and Habits Report

The Association conducted the *Study of Consumer Car Washing Attitudes and Habits Report*. This study is the most comprehensive report on consumer car washing habits and is conducted every 3 years beginning in 1999. The Association achieved a 30% response rate with a total of 4,091 responses from the 13,726 households that qualified during the screening process.

### Fish Toxicity Test Report

Environmental Partners, Inc., Issaquah, Washington conducted two tests in 2006 to measure the effects of untreated car wash affluent from domestic and charity-type car wash events on juvenile rainbow trout. The independent study was commissioned by Seattle-based Brown Bear Car Wash. The International Carwash Association assisted in the promotion and distribution of this report.

## **FINANCIAL AUDITS**

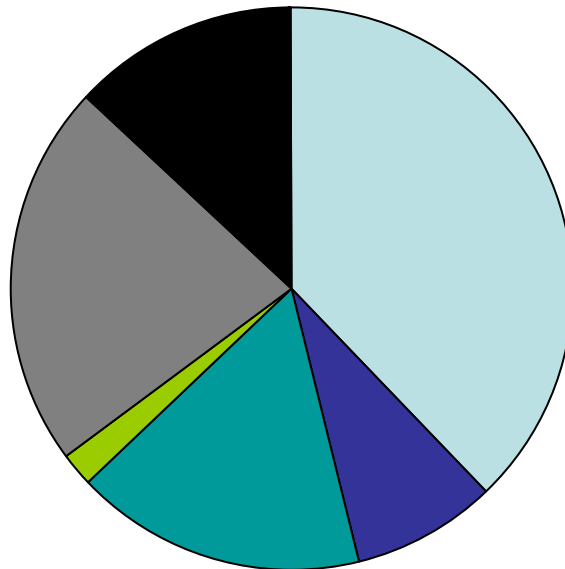
The Board of Directors successfully performed two audits in 2008. One, the standard financial audit conducted annually (in 2008 performed by Legacy Professionals) and the other an audit of the Association's staffing costs and performance to ensure staff costs are inline with industry averages. Both audits reported the Association's funds are being used in a responsible manner.



## MEMBERSHIP

The International Carwash Association is comprised of more than 1,800 member companies that represent the retail operation and supply sides of the professional car wash industry. Annual dues are \$225 for **operator members** and \$295 for **vendor members** (not including the member exhibition assessment). Those who are considering entry into the industry join as a **provisional member** for \$225.

The International Carwash Association strives to be its members' most important business partner. **Members have reported that their businesses are 21% more successful than nonmember businesses.** The Association serves its members by providing knowledge, networking and an avenue for commerce.



- Conveyor Operator - 670 Members
- InBay Automatic Operator - 150 Members
- Self-Serve Operator - 295 Members
- Detail Operator - 37 Members
- Vendor - 393 Members
- Provisional - 232 Members

## FINANCIAL POSITION



	Dec. 31, 2008	Dec. 31, 2007
Assets	\$5,528,385	\$6,707,168
Liabilities	\$1,372,132	\$2,026,389
<b>Net Assets</b>	<b>\$4,156,253</b>	<b>\$4,680,779</b>
<b>Statement of Activities</b>		
<b>Operating Revenue</b>	Dec. 31, 2008	Dec. 31, 2007
Car Care World Expo	\$3,395,262	\$3,585,305
Dues	\$546,720	\$582,919
Other	\$4,429	\$18,199
<b>Total</b>	<b>\$3,946,411</b>	<b>\$4,186,423</b>
<b>Operating Expense</b>	Dec. 31, 2008	Dec. 31, 2007
Car Care World Expo	\$1,824,251	\$1,823,645
General & Administrative	\$1,342,107	\$1,391,732
Membership Services	\$498,383	\$589,008
Website	\$85,342	\$167,489
<b>Total</b>	<b>\$3,750,083</b>	<b>\$3,971,874</b>
<b>Net Operating Income</b>	<b>\$196,328</b>	<b>\$214,549</b>
<b>Other Income/(Expense)</b>	<b>(\$720,854)*</b>	<b>\$144,075</b>
<b>Change in Net Assets</b>	<b>(\$524,526)</b>	<b>\$358,624</b>

\* This figure includes unrealized losses on investments held of \$604,906.



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