



2010 Annual Report

Dear Member,

On behalf of the International Carwash Association's Board of Directors and staff, it is our pleasure to present to you our 2010 Annual Report.

This report documents the Association's activities and outcomes for the 2010 calendar year. It was an important year for us as we worked to strengthen key existing programs while also continuing to develop new products of value to our members and the professional car wash industry.

We are particularly proud of 2010 as the first full year of our WaterSavers™ program, the most successful membership program in our history. Informing consumers and water regulators about the positive environmental attributes of professional car washing is in all of our best interests. Therefore, we were pleased to announce in early 2011 the formation of the WaterSavers Alliance – an unprecedented mutual commitment to advancing the WaterSavers program with the Canadian Carwash Association, Mid-Atlantic Carwash Association, Southeastern Car Wash Association and Western Carwash Association.

On the pages that follow, you'll learn more about the Association's other accomplishments, including successes with Car Care World Expo™ and the launch of a first-of-its-kind industry data report that was launched in 2010. While we believe that 2010 was a positive year for International Carwash Association, we recognize that it is our members who determine our success. We remain committed to being your most important business partner, and we are thankful for your continuing support.

Sincerely,

Eric Wulf, *Chief Executive Officer*

Jeff Gheysens, *2010 Board Chair (President)*



2010 Highlights

Membership (as of Dec. 31)

2010: 1,234 operator company members and 388 vendor company members in 25 countries; total of 1,622.

2009: 1,138 operator company members and 337 vendor company members in 22 countries; total of 1,475.

Note: memberships are generally corporate in nature, representing all locations and employees.

WaterSavers™ (as of Dec. 31)

2010: 175 operator companies representing 806 locations in three countries.

2009: 141 operator companies representing 506 locations in two countries.

Financial Summary (as of Dec. 31)

Statement of Financial Position	2010	2009
Assets		
Cash and equivalents	\$438,835	\$191,090
Prepaid expense	\$573,966	\$555,990
Investments	\$4,620,097	\$4,702,608
Other	\$31,567	\$144,996
Total Assets	\$5,664,466	\$5,594,684
Liabilities		
Payables and accruals	\$72,044	\$162,972
Deferred revenue	\$1,240,641	\$1,528,258
Total liabilities	\$1,312,685	\$1,691,230
Unrestricted Net Assets	\$4,351,781	\$3,903,454
Statement of Activities		
Revenues		
Members' dues	\$613,622	\$495,124
Car Care World Expo™	\$2,715,282	\$2,454,198
Membership services	\$40,608	\$39,276
Total Revenues	\$3,369,512	\$2,988,598
Operating Expenses		
Car Care World Expo™	\$1,730,657	\$1,730,234
Membership services	\$203,236	\$308,805
General and administrative	\$1,133,292	\$1,189,142
Other	\$43,918	\$109,215
Total Operating Expenses	\$3,111,103	\$3,337,396
Total Other Income (Expenses)	\$189,904	\$95,999
Change in Net Assets	\$448,314	(\$252,799)

Note: Numbers are rounded; 2010 financial summary provides pre-audit figures.

Strategic Plan and 2010 Outcomes

Mission Statement

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.

Initiatives

Marketplace Initiative

Objective: Provide opportunities for buyers and sellers to network, evaluate products/services and learn.

Outcomes: Car Care World Expo remains the primary way in which the Association supports the buyer and seller marketplace. In 2010, 5,512 attendees visited or exhibited at the world's largest car wash convention and trade show. These attendees represented 5,924 car wash locations and 305 exhibiting companies. Educational session attendance was particularly strong, experiencing a 50% increase over 2009.

Advocacy Initiative

Objective: Promote and defend the professional car wash industry.

Outcomes: 2010 was the first full year of what has become the most successful membership program in the Association's history, WaterSavers. WaterSavers is a promotional program for member car wash locations focused on educating consumers and water regulators on the positive environmental benefits of professional car washing, particularly in terms of water quality and efficiency. As of December 31, 2010, 175 companies representing 806 locations were enrolled in the program. The program was recognized by the American Society of Association Executives by being named to its 2010 Associations Advance America Honor Roll and was selected as the "biggest story of 2010" by *Professional Carwashing & Detailing Magazine* readers.

Information Initiative

Objective: Provide the information needed by the industry to understand status, trends and opportunities.

Outcomes: The inaugural edition of the *ICA Car Wash Equipment Sales Report* was released in 2010. It contained sales information for the 2007 through 2009 calendar years from the wash equipment manufacturer category. (The 2010 report will be released in the first half of 2011.) The International Carwash Association also hosted the 2nd Annual Leadership Summit and released a summary of the meeting to the industry in late 2010. The Summit is an annual gathering of industry thought leaders to discuss trends in the industry, the findings of which are then shared with the membership and industry.

Expansion Initiative

Objective: Be representative of a diverse and global industry.

Outcomes: In recognition of the growth of the global car wash market and the expanding reach and location of its members, the Association conducted a member tour of the Automechanika trade show in Frankfurt, Germany, as well as German manufacturers and operators. 2010 was also noteworthy for a new partnership with the Western Petroleum Marketers Association (WPMA) in the production of ICA's Petroleum Marketer's Seminar. The seminar, designed to address the needs of petroleum marketers who are interested in the car wash business, was successful expanded beyond Car Care World Expo to also be presented at WPMA's annual convention, with faculty from both organizations participating.

Governance

The International Carwash Association is governed by a volunteer Board of Directors that is elected by its membership. Directors, representing both the operator and vendor membership segments, are elected to an initial three-year term. Officers are elected to one-year terms.

The Board of Directors responsibilities include caring for the financial and legal requirements of the Association, determining the Association's mission and overseeing the work of management. The Board meets twice per year in

person and its Executive Committee meets monthly, either by conference call or in person. The Board of Directors hires and reviews the work of an independent auditor, retains a general counsel and has established various policies to guide its and management's work. Included are policies on conflicts of interest, whistleblower protection and anti-discrimination. The Association's annual audit and Form 990 tax return are available by contacting the headquarters or at Guidestar.org.

2009 Board of Directors

Officers

President

Jeff Gheysens, *Sparkle Kleen Automatic Car Wash*

Operator Vice President

John Pierce, *Car Wash Clinic*

Vendor Vice President

Steve Barram, *Integrated Services, Inc.*

Treasurer

Jerry Miller, *Jerry's Express Car Wash*

Immediate Past President

Lisa Lyons, *Buggy Bath Car Washes*

Directors

Mark Curtis, *Splash Car Wash*

Al MacDonald, *Canadian Tire Corporation*

John Lai, *Mister Car Wash*

Scott Freund, *Prowash, Inc.*

Bruce Arnett, Jr., *Mr. Clean Carwash*

Gary Dennis, *Ultra Car Washes*

Russell Coleman, *Jim Coleman Company*

Pamela Piro, *Unitec Electronics*

Murray Kennedy, *Mark VII Equipment, Inc.*

Hank Richard, *Car Wash Technologies*

Mike Savignac, *PDQ Manufacturing*



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