



**International Carwash Association™**  
Your Partner for Success

## Supplier Update

September 2009

### Association hosts Leadership Summit

At Car Care World Expo™ 2009, International Carwash Association™ President Lisa Lyons announced a new Association sponsored event for the benefit of the professional car wash industry – the Leadership Summit. The primary goals of the Summit were to 1) facilitate a dynamic exchange of opinions and viewpoints on the status of, and trends affecting, the professional car wash industry and 2) provoke thinking and innovation within the industry by publishing an executive summary of the meeting discussions.

On June 15th and 16th, twenty leaders from the

supply and operator segments of the industry participated in this inaugural event at International Carwash Association headquarters in Chicago, Illinois. While the participants’ backgrounds were varied, their interest in learning and sharing was passionately shared.

The day’s conversations focused on three major topic areas: consumers, suppliers and opportunities. A full summary of the meeting can be found at [carwash.org](http://carwash.org).

*“Facilitate a dynamic exchange of opinions and viewpoints and provoke innovation.”*

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**Car Wash Supplier Guide**

Find the products and services you need.

### Car Wash Supplier Guide Successfully Launched

In June, International Carwash Association launched what has become the industry’s most comprehensive directory of car wash suppliers. The “Car Wash Supplier Guide”, available at [www.carwash.org](http://www.carwash.org), features more than 1,500 company

listings – including manufacturers, distributors and consultants. The directory is searchable by keyword, zip code or company name. Nearly 475 visitors per week are currently using this resource, which also includes the ability to send

RFIs (requests for information) to multiple suppliers. More than 250 suppliers have taken advantage of opportunities to upgrade their listings to gain even more customer exposure. Visit [carwash.org](http://carwash.org) to learn more.

## Exhibitor CEO/CMO Meeting Announced

International Carwash Association is committed to being its supplier members' and exhibitors' most important marketing partner. To that end, the Association is again making available special resources and training for all Car Care World Expo™ exhibitors.

Last year, the Association engaged the services of Doug MacLean of MacLean Marketing to provide online

and in-person training for exhibit booth personnel and booth managers. This year, MacLean will be featured at a special meeting for exhibiting company CEOs and CMOs on **October 15<sup>th</sup> in Chicago**. The one-day meeting (10:00 a.m. to 3:00 p.m.) will be held at the Embassy Suites O'Hare. During this meeting, MacLean will share proven tactics that were successfully

implemented during Car Care World Expo 2009 to improve lead generation, booth personnel preparation and overall show return on investment.

For more information, contact Claire Darmanin at [cdarmanin@carwash.org](mailto:cdarmanin@carwash.org) or (312) 673-5749. You may [register online](#).



## Car Care World Expo 2010 Plans Taking Shape

Car Care World Expo, the world's largest gathering of car wash professionals and decision makers, will deliver even more value in 2010.

The Expo schedule allows attendees to attend the entire Expo and be home by Friday evening, and exhibitors can pack up their equipment and dismiss their booth personnel prior to the weekend resulting in significant travel and staffing cost savings.

Exhibit space is still available for what will be your best opportunity to meet car wash buyers in 2010. Marketing and sponsorship opportunities will be available in October. For more information, please contact Scott Narug at (312) 673-5974 or [snarug@carwash.org](mailto:snarug@carwash.org).

*"...Your best opportunity to meet car wash buyers in 2010."*

### Tentative Agenda

#### Tuesday, May 11

8:00 a.m. New Investor Seminar

#### Wednesday, May 12

8:30 a.m. Educational Tracks

11:00 a.m. Trade Show Opens (until 5)

5:30 p.m. State of the Industry /  
Networking and  
Entertainment Event

#### Thursday, May 13

8:00 a.m. Keynote address

9:30 a.m. Educational Tracks

11:00 a.m. Trade Show Opens (until 5)

5:00 p.m. Vendor Appreciation Event

#### Friday, May 14

8:00 a.m. Trade Show Opens (until 12)

## Wash Week Goes Coast to Coast

Delivering on its goal to be a year-round partner to operators and suppliers, the Association hosted three new learning and networking events in July.

Car wash professionals gathered in Orange County (CA), Chicago and Atlanta for these one-day programs. Each event featured presentations from industry leaders on topics such as marketing, power

management and car wash chemistry.

Each event concluded with a networking reception that allowed operators and suppliers in the area to meet one another and expand their professional network.

The events were particularly designed to provide opportunities for car wash distributors and other local providers.

For questions about educational and networking opportunities, including ways in which your company can participate, please contact Claire Darmanin at [cdarmanin@carwash.org](mailto:cdarmanin@carwash.org) or (312) 673-5749.

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## WaterSavers Opportunities for Suppliers

While the Association's WaterSavers program is less than a year old, it continues to be greeted with enthusiasm from member participants. More than 400 locations are currently enrolled in the program, which recognizes and provides marketing support to car washes that reuse/recycle and properly discharge water.

Participants receive the

benefit of Association-sponsored consumer and water regulator promotional messages throughout the year. These messages help operators to differentiate their wash as "green" and protect their businesses in times of drought.

Participation costs only \$49 per location per year, up to a maximum of \$250 per company. This program is an affordable opportunity for

suppliers to add value to their customer relationships by including a WaterSavers membership with purchases of new products and services. For more information on how you can use WaterSavers to your company's advantage, contact Sarah Murphy at (312) 673-4938 or [smurphy@carwash.org](mailto:smurphy@carwash.org).



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## New Association Directors Elected; Staff Update

On September 13<sup>th</sup>, Executive Director & CEO Eric Wulf announced four new additions to the International Carwash Association Board of Directors for three year terms to begin January 1<sup>st</sup>, 2010. Joining as vendor directors will be Mike Savignac of PDQ

Manufacturing and Hank Richard of Car Wash Technologies. Joining as operator directors will be Bruce Arnett, Jr. of Mr. Clean Car Washes and Gary Dennis of Mammoth Holdings.

Wulf also announced a new addition to the Association's

staff. Debbie Dietz has been named Chief Marketing & Sales Officer. In this role, Dietz will be responsible product and service innovation and growth. She joins the Association after succeeding in similar roles with Cummins Engine and WW Grainger.