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CANADIAN CARWASH ASSOCIATION



SEPTEMBER 2013

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INDUSTRY FORUM

DRIVING THE MESSAGE ABOUT CARWASHING AND THE ENVIRONMENT

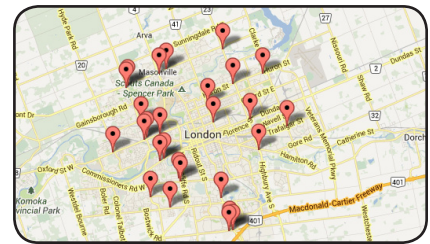
On June 15, 2013, 27 carwashes in the City of London, Ontario participated in the Protect Our Environment Carwash Event sponsored by the City of London and the Canadian Carwash Association (CCA). A portion of the proceeds from these carwashes, which totalled \$8,350 from pledges received, was donated to the London Food Bank as part of the 17th Annual London Cares Curbside Food Drive. Presentation of the cheque to the City of London Food Bank was carried on CTV News London.

“The Canadian Carwash Association is honoured to have been invited to contribute to the London Cares Curbside Food Drive. The Protect Our Environment Carwash Event is a unique way to bring attention to environmental issues that threaten local waterways. With proceeds going to the London Food Bank, the CCA and the people of London are able to support two key issues that affect the community. We are thrilled to be one of many supporters this year,” said Jorge de Mendonça, Executive Director, Canadian Carwash Association.

Participating CCA members in the London Cares event were:

- Petro-Canada (11 sites)
- Shell Canada (7 sites)
- Auto Spa Self Server Carwash (2 sites)
- Miami Carwash (2 sites)
- Elegance Auto Spa (1 site)
- Buffers Auto Clean (1 site)
- Husky (1 site)
- Pioneer Energy (1 site)
- Springbank Coin-Op Carwash (1 site)

Specific locations for the individual sites can be found at www.canadiancarwash.ca/londoncares.



27 Participating carwashes found within 10 Km of London City Hall

Richard McKinnon, owner of two Miami Carwash locations in London, was one of the carwash operators donating proceeds from the June 15th activities. “Being able to give back to the community which allows my family to earn a living is important to me. Being able to also educate my customers about how professional carwashes help the environment is an added bonus. I think the City of London has done a great job at merging these two causes very well,” said McKinnon.

Participation in the London event is part of a broader CCA campaign to inform consumers and municipal leaders about the environmental benefits of using professional carwashes. According to a 2011 study by Leger Marketing conducted on behalf of the CCA:

- 55 per cent of respondents believe there is no difference environmentally whether they wash their vehicle in their driveway or take it through a carwash;
- 48 per cent of respondents are unaware that most soapy water from driveway carwashing ends up untreated in nearby lakes or rivers when it goes down storm drains; and,
- 38 per cent of respondents wash their vehicles in their driveway.

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INDUSTRY FORUM



DEDICATED TO SHARING KNOWLEDGE AND BEST PRACTICES IN THE CARWASH INDUSTRY

CALGARY CARWACS SHOW SEMINARS

Part of the CCA's mandate is to provide education for operators. One of the major ways that happens is through sessions at the CARWACS shows in Toronto and Calgary. As a member of CCA, operators are provided with free passes to these shows, including all the educational seminars.

The CCA will be holding its next series of education seminars in conjunction with CARWACS Calgary trade show from October 1st to 2nd, 2013. This year's series of seminars are listed below.

Day 1 (9:45 A.M. – 12:00 P.M.)

PREVENTIVE MAINTENANCE AND COST SAVINGS FOR CARWASH OWNERS AND OPERATORS

For your carwash to run efficiently, maintenance is key. Learn from suppliers and industry leaders how preventive maintenance can save you money and extend the lifetime of your equipment. This session will be a panel presentation followed by roundtable discussions with topic leaders.

Day 1 (12:00 P.M. - 1:30 P.M.)

CCA MUNICIPALITIES ENVIRONMENTAL TOOLKIT - LUNCHEON

Following the success of the City of London charity carwash promotion, the CCA has developed a package to distribute to local municipalities to promote

professional carwash over driveway washing. This session will review the contents of the environmental Toolkit and how individual carwash owners can use it to promote themselves to their community and municipal politicians.

Day 2 (9:45 A.M. - 10:30 A.M.)

CCA INDUSTRY LEADERSHIP FORUM - INDUSTRY FEEDBACK

The Canadian Carwash Association wants your feedback! Join CCA board members in a discussion on what owners and operators are looking for from an association. The CCA Membership survey results will be presented and discussed at this session. If you're currently a member of CCA or looking to join, this session will help you better understand the tools and resources CCA has to offer.

Day 2 (10:45 A.M. - 12:00 P.M.)

GET ON YOUR GAME

Want to be at the forefront of the carwash industry? Join industry insiders as they discuss the key trends, issues and challenges facing carwash businesses today. Learn where the industry is going and what can be done to keep ahead of the competition.

CCA members can attend the CARWACS trade shows and seminars free of charge. A promotion code and link to the CARWACS registration page is available on the events page of the CCA website after logging in. Up-to-date information on the seminars and speakers is also available on the Education page of the site.

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Driving the Message about Carwashing and the Environment

Using a commercial carwash ensures that aquatic environments are protected from the harmful effects of dirty water entering the storm sewer systems. Storm sewer grates on many municipal streets are meant only for rainwater or melted snow because they generally flow to the nearest waterway. In order to prevent unwanted chemicals from entering storm sewers many municipalities, including the City of London, have a Sewer Use Bylaw that controls the quality and quantity of substances discharged into the sanitary and storm water sewer systems.

"The Leger Marketing survey findings reinforce what the Canadian carwash industry has been advocating for years: using a professional carwash is an environmentally friendly option for cleaning your vehicle," added de Mendonça. "A part of our industry's task is to educate the public that washing your car in the driveway sends soap and other

harmful chemicals into the storm sewer system, which could go directly into lakes, rivers and other waterways. The 17th Annual London Cares Curbside Food Drive provided the CCA an opportunity to raise awareness about the environmental benefits of using a professional carwash and the harmful impact that driveway carwashing has on the environment, while also benefiting the much needed London Food Bank."

This project is part of CCA's efforts to encourage municipalities to hold similar events to promote the environmental benefits of professional carwashing over driveway washing. More information on the municipal toolkit being prepared can be found on the CCA website. Communities interested in having the CCA involved in similar events should contact CCA (office@canadiancarwash.ca) to find out how to participate.

CALL FOR NOMINATIONS TO THE CCA BOARD OF DIRECTORS



This is a reminder that the CCA finds itself two Board members short of the 11 required under the constitution. A new effort is underway to select and elect individuals to fill the vacancies. In order to help those who might be interested in stepping forward but are unsure of what is involved, the CCA has put together a document called *Why Be a CCA Board Member*.

For more details, a copy of the nomination form and the mentioned CCA Board background. go to the web sites nomination call page (www.canadiancarwash.ca/nominate).

Those interested in running should contact the national CCA office at office@canadiancarwash.ca or call and ask to speak with the CCA Executive Director at 416-239-0339.