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CANADIAN CARWASH ASSOCIATION



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INDUSTRY FORUM

CCA CELEBRATES 57 YEARS OF SERVICE

By Karen Dalton

The CCA is celebrating its 57th year in 2016. Originally founded as the Automatic Car Wash Association of Ontario, it was affiliated with the Automatic Car Wash Association International or ACWA, which changed its name to the International Carwash Association (ICA).

The Association has consistently provided its members with information on how to run a successful carwash and created opportunities to meet with industry professionals. It has always promoted the 'responsible growth and prosperity of the carwash industry'.

The Canadian Carwash Association (CCA) owes its foundation to Ted Snyders who spent all his life working and volunteering in the carwash industry. One of my first assignments, after joining the CCA staff in 2001, was writing a brief history of the Association through Snyders' eyes.

Snyders drafted a constitution for ACWA Ontario, rounded up a group of operators, and on May 19, 1959 the first meeting was held, at which Snyders became the Charter President. The Association was incorporated in Ontario on December 31, 1960. When Snyders gave up the presidency after five years, he immediately became Executive Secretary, a position he held for 32 years until June 1996. Since that time, the Association has had only four others fill that position, including myself.

The CCA has been fortunate to have many members over the years who followed in Snyders footsteps dedicating countless hours to volunteering with the Association. Carwash operators and industry suppliers sit both on the National Board and on Committees, including the Golf Tournament Committee, Environment Committee, CARWACS Committee and others ensuring that your association provides valuable and accessible information as well as networking activities to help your business succeed.

1960s The first Canadian Automatic Car Wash Trade Seminar, sponsored by ACWA Ontario, was held in 1963 at the Muskoka Sands Inn. It was a three-day affair that included sessions on car cleaning, labour, cost accounting, equipment and general maintenance, extra income sales, complete car reconditioning, discounting, gas tie-ins and special promotions. The event was a success and the next year it moved to Niagara Falls and included the ACWA International Board meeting.

Topics at this Trade Seminar included equipment and maintenance, mobile washing and coin-ops, car care conditioning and ultra sonic washing. While the technology has certainly changed in 50 years, the business challenges facing the industry have remained largely the same.

In 1965, the third annual Canadian Automatic Car Wash Trade Seminar added a Trade Show to the event held at the Canadiana Motor Hotel in

Toronto, and a giant outdoor barbeque was hosted by Campbell Holmes, owner of Don Mills Car Wash at his country home. The Association's first Golf Tournament took place at the Tam O'Shanter Golf and Country Club that year.

1970s During this decade the Association continued to provide professional development seminars, conferences and networking opportunities to car wash operators primarily in Ontario. In 1975, the Association's Board of Directors approved a name change to the Canadian Carwash Association to reflect the geographic span of its members, 'Clean Across Canada'.

1980s The association held its first Trade Fair in 1980 at the Islington Golf and Country Club in Toronto in conjunction with the Annual General Meeting. In 1981, the CCA

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established the Ted Snyders Achievement Award, to honour distinctive service among its members. In 1995 at a tribute to Snyders, a plaque filled with the recipients' names was presented to him during a CCA meeting. Since its inception, this award has recognized outstanding volunteers who have served the association for many years.

Familiar names of current active award winners include Brad Goetz, Murray Ewing, Mike Black, Bill Barber, among others. For a complete list of the 23 recipients to date visit the CCA website http://www.canadiancarwash.ca/Ted_Snyders_Award.aspx.

1990s An insurance broker Erb and Erb that specializes in car wash and gas station insurance coverage partnered with CCA in the early 90s to develop the *Carwash and Gas Bar Operators Insurance Plan*. This exclusive and competitive program, endorsed and recommended by the CCA, provides operators with increased profitability due to insurance savings with many enhancements designed specifically to meet the special needs of members.

There are many other policy customizations available to car wash operators according to Bill Kirkwood, Vice President of Erb and Erb Insurance Brokers Ltd who developed the program after meetings with key members of the car wash industry association. The plan also includes discounts for good claims experience, for long term client relationships and for higher deductibles noted Kirkwood. The best news of all is savings on premiums for CCA members of up to 25% on comparable insurance packages.

In 1997, the CCA Board made a decision that *Octane* magazine would be the only publication to receive the official endorsement of CCA. That year the publication and the CARWACS trade show was published and produced by June Warren Publishing.

2000s In 2006, the Association partnered with Kent Group Ltd to collect and report market data for the car wash industry. The Wash Volume Reports provide members with the opportunity to participate in unique and confidential market research that provides information on industry performance, trends and market share. "As a result of interest from members of the carwash industry, the CCA established a task force to develop a program that will give members the ability to monitor data to determine if their sales are being influenced by marketing efforts, weather or other economic factors," said David Woodcroft, President of the association at the time.

Members of the task force included Bill Barber, President, Mississauga Kar Kare Centres; Nick Dudley-Smith, Category Manager, Car Wash, Petro-Canada; Al MacDonald, Associate Marketing Manager, Carwash, Canadian Tire Corporation; Peter Pazienna, Car Wash Category Manager, Shell Canada; Tanya Vetter, National Car Wash Manager, Imperial Oil Products & Chemicals Division; and David Woodcroft, President, CCA.

We now have 11 years of comparative data that is accessible to all members at no extra cost.

The Association developed a new distinctive logo and word mark in 2006 which we still use today and Fulcrum Publications purchased *Octane* magazine and CARWACS was added to the Convenience U trade show.

2010s In 2011, CCA enlisted the services of Leger Marketing to conduct a survey to determine Canadians' perception of carwashing and the effects on the environment. The survey reveals that most respondents mistakenly think that water goes to a water treatment plant when it enters storm drains on the street.

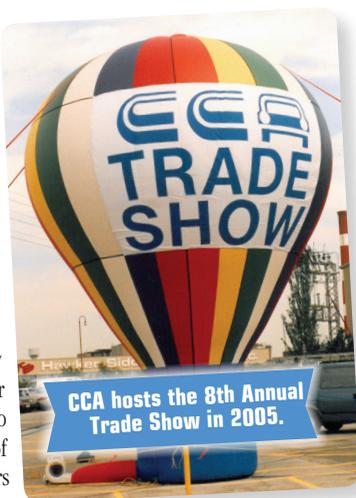
The CCA released the full results of the research during CARWACS 2011 at the Toronto Congress Centre March 24, 2011. A panel of experts discussed the benefits of using a professional carwash and its impact on the environment.

"The 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," said Jorge de Mendonça, Executive Director, CCA. "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 and rivers. This is the CCA's opportunity to raise awareness about the environmental benefits of using a professional carwash and the harmful impact that driveway carwashing has on the environment."

To provide assistance to carwash operators, CCA created the *Getting Started Toolkit* which has been available to members since 2012.

In 2015, the Association recognized the need for more digital communications strategies and partnered with Multiview to distribute a bi-weekly e-newsletter containing current information on the carwash industry and CCA news. We now have over 50 editions that are archived on our website and I encourage you to view the back issues of our *Octane* newsletters which are archived from 2005.

Our mission is "Dedicated to Sharing Knowledge and Best Practices", which we achieve by communicating with you through this printed newsletter, through our *Communique*, by organizing the CARWACS seminars and providing networking events such as the Golf Tournament for our members.



CARWACS



Does anyone know what the acronym CARWACS stands for?

Send your ideas to me at kdalton@canadiancarwash.ca and we'll send a gift card to the first 10 who submit the right answer.

We'll publish the results in the next issue.