

**Convenience U CARWACS Show – March 5, 2024**  
**The International Centre**  
**Canadian Carwash Association Sessions:**

**Day I – March 5, 2024**

**8:00 – 8:30 a.m.**

Refreshments & Networking

**8:25 to 8:30 a.m.**

*Welcome and Introductions*

**Karen Smith** – CCA  
President



**KAREN SMITH**, Valet Car Wash

Karen began her career in the industry in 1993 as a retailer, operating gas bars, convenience and carwash at Shell Canada. She also served on the Shell training team. Karen joined the Valet team in 2012 in a management capacity. Karen's role quickly developed into Training and Compliance Manager. With the ever-changing and additional rules and regulations on labour laws, health and safety and compliance, it became a full-time job keeping up with new information, developing policies and procedures and enhancing the health and safety program. Karen had previously served on the CCA Board of Directors from 2002-2004.

**8:30 to 9:00 a.m.**

*Build Better Managers*

**Claire Moore** – International  
Carwash Association



**Claire Moore** - Claire is the Chief Learning officer of International Carwash Association. Claire joined the association in 2004 as the Director of Education. Over her near 20 year tenure with the association, she has designed and developed all education programs for both the vendor and operator members of the industry, including LEAD – the award-winning online management curriculum for car wash managers.

Claire holds a BA in communication from Villanova University and a MBA from the University of Notre Dame.

**9:00 to 9:30 a.m.**

*What's Next With Sustainability Practices?*

**Robert Widler** – Aqua Detox



**Robert Widler** is the North American Business Development Director for aquadetox International, Germany. He holds his Bachelor of Engineering-Industrial Engineering degree and his Master of Engineering -Industrial Engineering Degree specializing in mechanical engineering. Robert has worked in the automotive and water treatment industries over the past five years specializing in sustainability concepts and applies his knowledge to assist the 6,500 aquadetox clients world-wide with their sustainability practices. He personally is a Lieutenant at the voluntary fire department in his hometown and is an Officer for Youth there as well. Robert is here today to share with us how water resources of 25 years ago in Europe were being utilized, and what that looks like today in terms of resources and usage. He has seen firsthand and worked with other car wash owners with the inherent issues both today and beyond with the water situation if we don't work towards protecting it now. He will share with us what challenges this presents to our industry today and in the future if we continue the same trajectory 10-20 years from now, or sooner. He provides real-life examples of how clients are protecting their resources, their business income, and retaining their customers.

**9:30 to 10:00 a.m.**

*CFIB Advocacy Update*

**Ryan Mallough** – Canadian Federation of Independent Business



**Ryan Mallough** is the Director of Provincial Affairs, Ontario with the Canadian Federation of Independent Business. Ryan joined the federation in 2015 with the communications team before moving over to the Ontario advocacy team in 2016. Ryan has been active in managing the Ontario response to the COVID-19 pandemic and is responsible for the electricity, environment, municipal and cannabis & alcohol files. Ryan graduated from the University of Ottawa in political science before achieving his masters in journalism at Western University.

**10:00 to 10:45 a.m.**

*Ask The Car Wash Experts*

Panel Presentation – Panelists TBA

**10:45 to 11:00 a.m.**

Networking Break

**11:00 to 11:45 a.m.**

*Canadian Carwash Association Annual General Meeting*

**12:00 Noon** - Lunch & Show Opens