



Eric Rosenkranz, Owner/  
Speaker

**Right:** Craig Hanson  
(WashTech), Jonathan Braun  
(WashTech), Eric Rosenkranz  
(Smart Car Wash) and  
Thomas Deputy (Ridge  
Development, LLC)



## GET A "PEEK BEHIND THE SCENES" CREATING A LEED CERTIFIED WASH

### Carwash Tour and Dinner Meeting

Woodbridge, Virginia • September 29, 2010

Bus Tour (and refreshments) sponsored by WASHTECH, INC..

#### Carwash operations include:

- **Tacketts Mill Carwash**  
12831 Harbor Drive  
Woodbridge, VA
- **The Prestige Carwash**  
12920 Hoadley Road  
Manassas, VA
- **The Smart Carwash**  
(soon to become the nations first LEED  
certified carwash)  
13589 Minnieville Road  
Dale City, VA 22193

#### Schedule:

- **2:15 p.m.** Carwash Tour begins at the Smoketown Shopping Center parking lot, adjacent to the Smart Car Wash.
- **5:45 p.m.** Carwash Tour ends MCA Dinner Meeting Daks Restaurant Grill, 13641 Minnieville Road, Dale City, VA 22193 (across from The Smart Car Wash). Go to: [www.daksgriildalecity.com](http://www.daksgriildalecity.com).
- **6:00 p.m.** Social Hour (cash bar)
- **7:00 p.m.** Dinner - (top sirloin, with vegetarian option)
- **8:00 p.m.** Program/Presentation: Behind the Scenes Creating a LEED Certified Wash, Eric Rosenkranz, Owner/Speaker

**HOTEL INFORMATION:** Go to [www.mccarwash.org](http://www.mccarwash.org) for more information. Advance reservations are highly encouraged.

**Registration Online:** [www.mccarwash.org](http://www.mccarwash.org)

Cost: Tour FREE • Dinner FREE for operators • \$65 for vendors.

**or call 888.378.9209 / 410.647.5780**



**MCA** Mid-Atlantic  
CARWASH  
Association

# President's Message

by Mike Ashley, MCA President



## Northeast Regional Carwash Convention

As the 21st NRCC convention draws closer, I am reminded of how the sharing of knowledge can help us begin "Soaring Again" through these economic times.

I previewed the new location and as current host of the convention, we felt the Taj Mahal would offer us a fresh venue.

With the new show floor, vendors will have more space and hopefully it won't be as congested. You will have time to stop and visit with vendors to get your questions answered.

I feel like being in the carwash associations is like being with family. The networking and meeting of new people and the learning of the different ways of business in different areas is of such great value that I feel everyone such attend a convention at least one time if not yearly. This would be the year to try it!

I thoroughly enjoy the welcoming reception when we get to meet all of our old acquaintances, some of which we have not seen since the previous year. We always seem to meet new people and that is very enjoyable. This year's reception will be held in the Taj Mahal's Signature Club Monday Night at 7 p.m.

A couple of my favorite convention events are the early bird panels. While there you get to enjoy a breakfast buffet! We have two early bird sessions this year. Tuesday morning we will be discussing cost effective ideas and simple solutions which can easily be implemented at any carwash. Think of it as a question and answer session, with the only downfall being that you have to get up early as it's 7:30 a.m.

When speaking of the educational sessions, my favorite is **Social Media**. Tuesday's session will be 9:30-10:30 a.m. The panelists we have lined up have proven their knowledge first hand in their own businesses. You will

hear and be able to ask questions about the implementation of the concepts as they apply to you. I feel that social media is the latest marketing niche for our industry. You get so much bang for minimum cost and time involved.

Next is our **keynote speaker Joseph Hudak, FDNY Paramedic Instructor** and his partner **Captain Scott Shields, BEAR Search and Rescue**. You don't want to miss Tuesday 10:45 a.m. - 12 p.m. when we hear from these two 9/11 heroes. They will bring along their current search and rescue canine who is a pup from the original 9/11 search dog that has since passed on. I feel this will be the most heart touching of any event you will ever attend in your life. September 11th has touched the hearts and souls of all of us in so many ways. Can you only imagine being one of the very first people on the scene and be one of the very last to leave? This story will touch your heart in so many ways. He will inspire you to persevere, during anytime of need whether it be business or personal. I look so forward to meeting these heroes in person and I hope you will turn out in droves to give the welcome and thanks they so deserve.

Over lunch on Tuesday is our **Awards and ICA Address**. The exhibit hall will open following the awards till 6:30 p.m. Take the evening to go out on your own, entertain with friends at one of the great restaurants and turn in early. You won't want to miss the next morning.

Wednesday's **Early Bird** at 7:30 a.m. will be about current issues that plague our industry. You will hear from some of the self-made "experts" who have gone through some of the very same issues you have. Come learn some possible solutions to your troubles.

Last but not least 9:15-10:15 a.m. **Investing in the Future of Carwashing** will be something we can all learn from. These operators have re-invested in their businesses and given new life and a new look to their washes. They will explain to us how they expanded, renovated or grew during these economic times.

On Wednesday the exhibit floor is open till 2:30 p.m. That seems to always be a good day to stick around and talk to vendors.

I am looking forward to this show and seeing all of you again. Please hunt me down on the floor, text me or facebook me, or for those of you that are more traditional let's have a face to face greeting and exchange a business card. See you there,

Mike  
540-975-3354 • mhashley@shentel.net

## MCA LAUNCHES LISTSERV

In an effort to increase the value of membership, MCA has recently launched a listserv.

This new service will allow members to exchange information and ideas very easily. If you have a problem you need help with, have a bright idea that will help your colleagues, know of an event that you think would interest others, or want to share an experience with others in the industry, the MCA listserv is the answer.

If you are not already participating in a listserv, you might not understand how they work. Basically, when you send an email to the listserv address, all of the other people on the listserv receive your message. The recipients can choose to reply to everyone on the list (Reply All) or just to you (Reply). It is that simple!

In general, the rule of thumb is to "Reply All" if your response is of general interest. Obviously, if your response is just intended for the person who wrote the post, just use "Reply." Let's say someone offers a report to the members on the listserv. You would like to have a copy. In this case, "Reply" is appropriate because others don't want to read that you want to get a copy of the report. Use common sense and you will be fine.

There are some rules governing listserv behavior, and it is important that you understand them. The most critical rules have to do with anti-trust and restraint of trade. Let's say that you are thinking about raising your prices and you want to know what others plan to do, just having that discussion is illegal. You can't use the listserv for that purpose—aka as price-fixing. Or perhaps you are very angry with a vendor and would like to see others not use their products. If you put up a post about that, it is called a boycott and is also illegal.

There are also mistakes that fall into the category of "not smart." If you defame another person or product, you could get sued and it is not appropriate to use the MCA listserv for this purpose. Or perhaps you support a political candidate. You cannot post messages about your candidate because MCA, as host of the listserv, is a 501(c)6 organization and cannot support specific candidates. Further, you should not use the listserv to promote your product or service. This is advertising, and while not illegal, most people find it offensive to use the listserv for this purpose. Of course, profanity should not be used.

### Using the listserv is easy!

Using your regular e-mail account, just send a message to [members@mccarwash.org](mailto:members@mccarwash.org). All MCA members are automatically subscribed. You may unsubscribe by going into your member profile (need your user name and password to log-in) and uncheck "e-lists." If you prefer you can email [admin@mccarwash.org](mailto:admin@mccarwash.org).

Please take advantage of this great opportunity to interact with your MCA colleagues.



# November 17 Dinner Meeting



One of MCA's most memorable meetings was held at the Bavarian Inn in Shepherdstown, West Virginia. By popular demand, we are returning on November 17. The inn, on a bluff overlooking the Potomac, is a bastion of German cuisine in a casually elegant setting.

As always, operators (and their employees and spouses who attend) pay no fee to attend. The fee for suppliers is \$65 per person.

Our program will feature **Claire Darminin, Chief Operating Officer of the International Carwash Association**. The topic will be the WaterSavers program and how it can benefit carwashes.

Make your dinner reservations online at <http://www.mccarwash.org>.

Call the hotel directly for reservations. Mention MCA for a special room rate. **304-876-2551**.

#### Driving Time to Shepherdstown:

- Baltimore: 1 hour, 29 minutes
- Washington: 1 hour, 42 minutes
- Annapolis: 1 hour, 51 minutes
- Charlottesville: 2 hours, 49 minutes

## Meeting Fast Facts

**Date:** November 17, 2010

**Location:** Bavarian Inn, Shepherdstown, WV

**Reception:** 6:30 Reception (cash bar)

**Dinner:** 7:30 p.m.

**Program - ICA WaterSavers:** Claire Darminin  
ICA Chief Operating Officer

**FREE for operators, \$65 for suppliers**

**Registration Online:** [www.mccarwash.org](http://www.mccarwash.org)  
or call 888.378.9209 / 410.647.5780

## Claire Darmanin Chief Operating Officer International Carwash Association

Claire is the chief operating officer of International Carwash Association™, the trade group representing the retail and supply segments of the global professional vehicle care industry.

Claire joined the International Carwash Association in 2004 as the Director of Education. During this time, Claire designed and developed the educational programs offered to both the operator and vendor members of the association.

Claire helped to launch a new environmental stewardship initiative for car wash owners and operators, known as WaterSavers. This program has grown to over 800 locations and has proven an effective method for car wash owners to communicate their environmental stewardship practices to their customers.

Claire holds a B.A. in communication from Villanova University and is currently pursuing her MBA at the University of Notre Dame.



## How Does the WaterSavers Program Work?

The WaterSavers™ program is open to all members of the International Carwash Association™. Participation in the WaterSavers program requires that a car wash reclaim or recycle its treated water for future wash cycles and discharges effluent to a sanitary sewer or leach field. Each car wash location must be able to verify that they meet these requirements and maintain verification records on each car wash site.

Upon approval from the International Carwash Association, operators will receive a starter kit for each site containing the following:

- Welcome letter
- Decal
- Certificate
- Green Tips and Tricks for your Wash
- Copyright Agreement for Logo Use

Carwash operators have the ability to customize their involvement in the program by purchasing additional promotional materials.

## CEO of Unitec Electronics recognized as one of Baltimores top female leaders.

**President:** Mike Ashley  
**Operator VP:** Dave DuGoff  
**Distributor VP:** Tony Ferretti  
**Secretary:** Pam Piro  
**Treasurer:** Sean Larkin  
**Past Distributor VP:** Dave West

**Directors:**

Dan Callihan  
 Matt Bascom  
 John Lynch  
 Larry Bakley  
 Hank Walter  
 Scott Eichlin

**Executive Director:**

Patricia H. Troy, IOM, CAE

**Events Coordinator:**

Linda Hanifin, Ph.D., CAE

**Accounting:**

Deb Murnane  
 Sea Williams  
 Patty Blakeney

**Database:**

Barbara Smith

**Communications Center:**

Laurie Plemons

**Web Site:**

Anne Benjamin

**Newsletter Design:**

Betsy Earley

**MCA** Mid-Atlantic  
 CARWASH  
 Association

550M Ritchie Highway, #271  
 Severna Park, MD 21146  
 Ph: 888.378.9209 • F: 410.544.4640  
 www.mcacarwash.org



Erik Eden, Pamela Piro, and Jeff Ousborne, all with Unitec Electronics.

Unitec Electronics announces President & CEO, Pamela Piro, has received a Baltimore SmartCEO 2010 Brava! Women Business Achievement Award, which recognizes 25 female CEOs making unprecedented strides in business, building a stronger community both financially, philanthropically and most importantly, through leadership.

This year also marks a

significant milestone in the history of the Brava! program—the 2010 awardees will join past recipients to form the Brava 100 an elite group of the first 100 female entrepreneurs recognized in the program. SmartCEO was proud to acknowledge their success at the July 23 awards event held at the American Visionary Art Museum in Baltimore. The annual Brava! Women Business Achievement awards program serves as an extension of Smart CEOs mission to educate, motivate and inspire decision makers.

Pamela Piro was named President of Unitec Electronics in 2006 and has been with the organization since 1996. Unitec Electronics designs

and manufactures car wash entry systems and auto cashier equipment for all segments of the car wash market petroleum and C-store, self-serve and flex-serve. Unitecs line of customizable entry and payment systems includes the Sentinel, Portal TI, Wash Select II, Wash Select II POS, EZ Trak and WashPay.

### Operators Eat Free at MCA Meetings

MCA wants to be sure that our meetings are well-attended by operators, so now there is no meeting fee for operator members. This new policy makes MCA meetings more attractive to operators. Suppliers pay \$65 to attend.

**MCA** Mid-Atlantic  
 CARWASH  
 Association

550M Ritchie Highway, #271  
 Severna Park, MD 21146