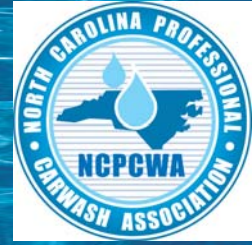
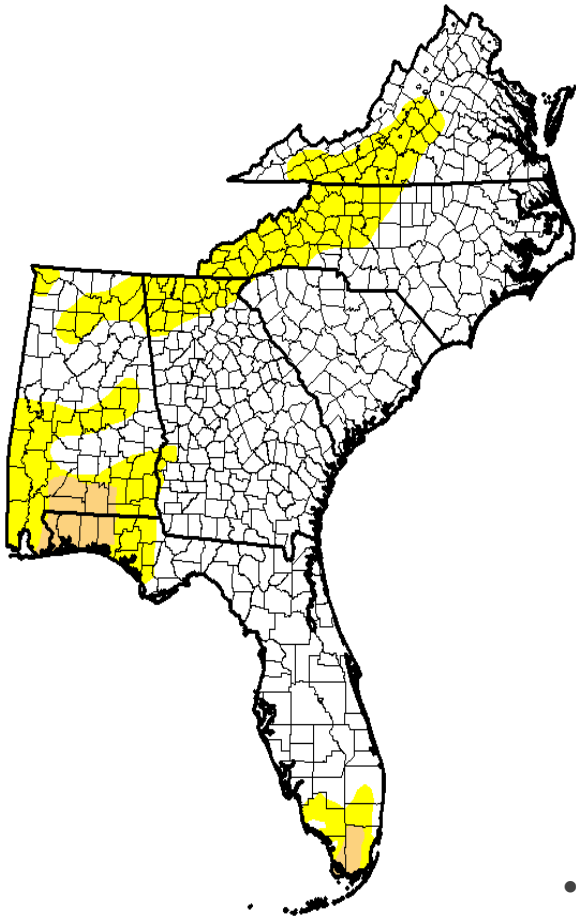


NC Professional Carwash Association



Volume 2015, Issue 1

March 2015
7300 Glenwood Ave.
Raleigh, NC 27612



March 17, 2015

Drought Condition (Percent Area):

Week	Date	None	D0-D4	D1-D4	D2-D4	D3-D4	D4
Current	2015-03-17	74.61	25.39	3.06	0.00	0.00	0.00
Last Week	2015-03-10	76.89	23.11	3.67	0.00	0.00	0.00
3 Months Ago	2014-12-16	60.15	39.85	8.23	0.96	0.00	0.00
Start of Calendar Year	2014-12-30	85.13	14.87	0.87	0.00	0.00	0.00
Start of Water Year	2014-09-30	54.60	45.40	9.31	1.20	0.00	0.00
One Year Ago	2014-03-18	94.93	5.07	0.00	0.00	0.00	0.00

Population Affected by Drought: **2,315,996**

Intensity:

- D0 - Abnormally Dry
- D1 - Moderate Drought
- D2 - Severe Drought
- D3 - Extreme Drought
- D4 - Exceptional Drought

Dates to Remember!!

NC Professional Carwash Association Board Meeting

April 1, 2015, NCPCCA Office, 7300 Glenwood Ave., Raleigh, NC 27612

The Car Wash Show™ 2015, presented by the International Carwash Association®

Dates: April 23-25, 2015

Location: Las Vegas Convention Center, Las Vegas, NV

Website: <http://www.TheCarWashShow.com>

SECWA 2015

2015 Road Show, New Orleans, LA Downtown Marriott at the Convention Center March 29-30-2015

2015 Trade show and Car Wash Tour, Myrtle Beach, SC Sheraton/Convention Center August 23-25-2015

President's Message

March 2015



Hello everyone,

2015 is really starting out to be a great carwash year. The pollen is already showing up in some areas and we have just enough snow to put a good little bump in car counts. Most operators I have spoken with are shown a definite increase over this time last year.

We had our NCP CWA booth at the South East Petro show in March and we caught the interest of some of the C-Store operators. It was a great show.

Now is a great time to start that spring cleaning of those equipment rooms and looking at all your safety guidelines for your carwash.

We are having a board meeting April 1st to discuss our annual meeting that will be held in May. We will announce in the next few weeks where and when.

We will also be electing new officers for the board during the annual meeting as well. If you have anyone that you would like to nominate please forward the info to me. aburchfield@cpcarwash.com

If you would like to put anything in your newsletter such as an article about the industry please feel free to share it with us.

Thank You and have a great spring and summer see you in May.

Alan Burchfield

President NCP CWA

Small Business Owners Get Relief After IRS change

Owosso-based accountant James Demis Jr. has one of those tax-time stories from the land of everlasting fire that we just had to share it. After Demis and his colleagues at other Andrews Hooper Pavlik offices in Michigan filled out about 500 tax forms for small-business owners, farmers and others, the rules suddenly changed.

Form 3115, Application for Change in Accounting Method, was no longer required for many small-business owners. Most of those 500 forms would no longer be needed to be filed by March 15 or April 15. On Feb. 13, yes Friday the 13th, the Internal Revenue Service essentially announced in more technical language: **Just forget about it.**

"Come on, it's Feb. 13," Demis said. "It's been a tax season from hell."

The late change may have been a pain for accountants, but it was something they and many small businesses sought. Form 3115 is a form that only a few outside the accounting industry know exists. But accountants and small-business owners had plenty to complain about when it came to all that extra paperwork, and they actually had lobbied for the change.

Melissa Labant, director of tax advocacy for the AICPA, said the repair regs, as they are known, boil down simply to figuring out when a business can expense something immediately, like a repair, or when a business would have to spread that expense out over a number of years.

The problem, as CPAs saw it, was that the requirement for Form 3115 was too broad and applied to too many small one-person operations and even individuals who own a few rental properties.

Carol Wright, a principal at the Rehmann office in Troy, said some small business owners, maybe in manufacturing or real estate, could still benefit from filing the form and could choose to do so. But other businesses that wouldn't benefit, could opt out. Many in the accounting industry are now thankful that the form will not apply to nearly as many small businesses.

"It was cumbersome. It has some heavy-duty concepts. Even if you tried to explain it to clients, their eyes would just glaze over," said George W. Smith IV, a certified public accountant and partner at George W. Smith in Southfield. "You'd try to explain this to someone and there was a big 'You've got to be kidding me' most of the time."

The reporting applies to taxpayers with depreciating assets or those who buy, sell, improve, or dispose of assets.

Terry Dykhouse, director of Doeren Mayhew in Troy, said small-business owners need to be aware of the regulations but many can now make any necessary changes to their accounting methods in-house and not have to file the form. The issue involved tax years beginning on or after Jan. 1, 2014, the effective date of the repair regulations.

The IRS said the new simplified procedure is generally available to small businesses, including sole proprietors, with assets totaling less than \$10 million or average annual gross receipts totaling \$10 million or less. While thankful for the guidance, CPAs agreed the official word just did not arrive soon enough for many. Too many hours were spent as CPAs prepared to meet a March 15 filing deadline for corporations or an April 15 deadline for others, such as those who run a business and file a Schedule C.

Smith said it's unfortunate that the IRS made the changes late in the game. Hours and hours were spent trying to explain the complex rules to small-business owners who no longer need to file the form.

"This has been handled as ineptly as possible," Smith said.

By Susan Tompor, Detroit Free Press Personal Finance Columnist





Under the Dome

After the distraction of all of the winter storms and the ACC Tournament, the Assembly is getting back to work. Bills of interest are listed below.

NCPCWA's primary focus is keeping a watch on any tax policy changes that will introduce a sales tax on services that could impact our industry. To date none have appeared but there is still a month available for such legislation to be introduced. In the meantime, some bills that might be of interest are outlined below.

SB 206: Appropriations Act of 2015

Senators Brent Jackson (R-Duplin); Harry Brown (R-Onslow); Kathy Harrington (R-Gaston)

This bill was filed to make base budget appropriations for current operations of state departments, institutions, and agencies. It will likely be a legislative vehicle for the state budget or additional budget-related items as the session progresses.

SB 206 was referred to the Committee on Rules and Operations of the Senate.

HB 230: Up Minimum Wage With COLA/Const. Amendment.

Representatives Jean Farmer-Butterfield (D-Pitt); Larry Hall (D-Durham); Susan Fisher (D-Buncombe); Carla Cunningham (D-Mecklenburg)

This bill would amend the North Carolina Constitution to set the state minimum wage. Upon the approval of voters at a statewide general election held on November 8, 2016, it would set the minimum wage six months after enactment at \$8.80 an hour. This bill is unlikely to see movement this session.

SB 200: Eliminate Safety Insp./Modify Emission Insp.

Senators Shirley Randleman (R-Stokes); Jeff Tarte (R-Mecklenburg); Stan Bingham (R-Davidson)

This bill repeals the annual safety inspection requirement for motor vehicles registered in this state. The bill specifies fee changes for emission inspections and passenger vehicle registrations. It also provides for the development and implementation of a management improvement plan to increase efficiency, reduce costs, and improve customer service for the Motor Vehicle Emissions Inspection Program administered by the Division of Motor Vehicles. Additionally, the legislation requires the Fiscal Research Division of the General Assembly to conduct a fiscal review of the Division of Motor Vehicles emissions inspection program, based on recommendations from the program evaluation division. SB 200 has been referred to the Senate Rules and Operations Committee.

HB 3 / SB 74: Eminent Domain

Representatives Chuck McGrady (R-Henderson); Skip Stam (R-Wake), David Lewis (R-Harnett), and Ken Goodman (D-Richmond), Senator Brent Jackson (R-Duplin)

HB 3 was the first substantive bill introduced this session and the first bill to see movement in the House.

With 69 House Democratic and Republican sponsors and co-sponsors, the bill would put to voters in May 2016 the question of adding language to the North Carolina constitution specifying that local and state governments can take private property with "just compensation" only for public uses, such as schools, roads, sewers and utility easements. It also adds to the constitution a guarantee that damages in such a case should be decided by a jury if requested by the property owner.

Bill sponsors explained that these provisions are already in North Carolina law, but unlike most states, they're not in its constitution. Nearly identical provisions passed the House in 2013 and 2014 by overwhelming margins, and similar bills won House approval in prior years, but Senate leaders have refused to take up the matter. However, SB 74, which is identical to HB 3, has been introduced.

HB 3 makes clear that the taking of property for a public use does not include selling the property to a private entity for economic development purposes.

HB 3 passed the House and has been referred to the Committee on Rules and Operations of the Senate. SB 74 has been referred to the Senate Committee on Rules and Operations. The bill has been referred to the House Committee on Finance. SB 277 is the companion bill that was filed this week.

SB 7: Allow Seating for Food Stand Customer

Senators Jerry Tillman (R-Moore); Harry Brown (R-Jones)

This bill allows a food stand to provide tables and chairs for customers to use while eating or drinking on the premises without obtaining a restaurant permit, unless the Department of Health and Human Services proves that this type of seating poses a threat to public health and safety. It defines food stand as a food establishment holding a permit to prepare or serve food without seating facilities. It has been referred to the Committee on Commerce.

SB 39: State Minimum Wage/Inflation Increases

Senators Don Davis (D-Greene); Paul Lowe (D-Forsyth); Angela Bryant (D-Halifax)

This bill requires the minimum wage to be increased on January 1, 2016, and every January 1 thereafter, by the cost of living as measured by the percentage increase of the consumer price index calculated by the U.S. Department of Labor. We do not see this legislation getting much traction with House and Senate leadership at this time. SB 39 has been referred to the Commerce Committee.



To Advertise or Not to Advertise, That is The Question

written by Chuck Lundberg, Independent Car Wash Consultant

I have always thought it was funny when I heard a car wash owner say that he cannot spend any money advertising because business has been too slow lately. So I ask the obvious question that one would ask who works outside the car wash industry—how do you expect your business to get busier if you do not advertise?

That one simple question sparks off a very in depth conversation with most car wash owners. See, most other retail businesses, if you want to increase traffic to your business, thus increasing income, you need to promote your products and services through some sort of advertising. I have found that advertising for most businesses is just another regular expense, like your electric bill or taxes. In the car wash business, we often just wait on the weather to change to see an increase in business. For all you car washers who have implemented an advertising budget and made an advertising program for your wash—cheers to you, it will pay off I am sure of it.

Tips For Advertising With Little To No Budget:

- A car wash can advertise just by talking to other local businesses.
- Print off some \$2.00 Off any wash coupons and ask other businesses if you can leave a stack of these on their counters. Some local pizza shops will let you attach one of your coupons to each pizza box, it makes the customer feel like they got a discount on a car wash because they bought a pizza at this particular pizza place.
- Talk to the local service stations, many of them would love to be able to hand their customers a coupon for \$2.00 off any wash with a fill up. maybe even go as far as allow the service station to give their customers a free wash with an oil change and then sell the washes to the service station for a few dollars.

Remember its all about advertising and getting the word out about your business and the services you offer. You do what it takes to get them in the door with marketing and advertising and then you "WOW" them and exceed their expectations with superior service and then, they will return again and again as one of your new regular customers. Do an ad swap—tell the pizza shop that you will hand out a coupon for them, a dollar off any pizza to all your wash customers when they hand out your coupons. Communities need to share their customers and work together to be successful.

With minimal budget, you need to set up an annual ad campaign. Decide how much are you willing to spend, if its 300 a month then set it up to be 300 a month and do not expect to see any immediate results because this type of advertising takes time. Do not run one ad in your local ValPak and see that for 300 dollars you only took in 2 coupons so then you think the ad did not work. Advertising works when customers see and hear about you over and over again. Again, do not run one ad in your local newspaper and expect sudden results. You will need to set up an ad campaign and schedule it so that your ad runs on schedule every Sunday for a year, or every other Wednesday, but it needs to be consistent for a long period of time to get the desired results.

Success comes to those who demonstrates persistence and patience. Don't give up on an ad campaign because the amount of coupons you took in did not even pay for the ad. That is not how it works. Advertising is to attract new customers, then once you have them, you have them forever, and they will continue to spend money at your facility long after the ad promotion has stopped. These new customers become regular customers and will hopefully be paying you back for that ad campaign for many years to come. How fast do you want to grow? If you are taking a bank loan to add some new equipment to your wash, why not ask for a little extra to put into an advertising campaign? Tell your customer about the new thing you just added, do a radio spot, mail out flyers showing photos of the upgrade, make people excited about wanting to come see whats new at your wash.

How To Measure The Success Of Your Advertising Campaign

Time measures everything. Car wash owners who are not running an effective and successful advertising program are doing so because they have tried this and tried that but did not commit to any one form of advertising long enough to get the results that could have been achieved if they had done it correctly. You can measure results by counting how many coupons come in, that's fine, but then track that customer and then see how many times they come in from now on, and long after that promotion has stopped. The best way to measure success is watching your business grow, but this may take months or years. Remember this tip about any type of print advertising—yes some people will throw it in the trash and it will never even be seen. Yes some people will cut out the coupon and bring it in to your wash. But the majority of people will glance through the print, see your ad, take a mental photo of it and when they think about getting a car wash they will see your ad in their minds eye and visit your car wash, but they will not have the coupon or even worry about that, they just want a wash. So your advertising worked, but the only way you will know that is by seeing your car count go up gradually.

How Long Does It Take To See Measurable Results?

It can take months, even a year if that is financially possible. Run an ad campaign for the summer and have the offer change, then people will start looking for it. The first offer needs to be good, really good. If you cheap out on the first ad, they will not take you serious and they will not even take a moment to look at other ads in the future. If you mail out a flyer or do direct mail such as ValPak, give them a great deal, that's what makes it work; \$4.00 off our best wash and a free air freshener. If you do a dollar off any wash, you will not see the results you were looking for.



Then next month make it for free Tire Shine with any wash purchase. Then the following month: remember the Pizza shop we just talked about, he is now handing out your coupons and you are handing out his? Well, use his pizza shop to bring in more customers to your wash. In your ad tell them that when they come in and buy your top wash package they get a coupon for \$2.00 off any large pizza at the local pizza shop up the street. If you register tape receipts at the local grocery store, its very expensive but so worth it if you put on a great offer. If the grocery store is three miles from your wash, you will need to give people a reason to drive three miles from where they are with a car full of groceries to get their car washed. Make it a great deal, half Price Any Wash Monday - Friday. Thousands of these receipts get put into the hands of the grocery store customers everyday, it works, but again, it takes time.

Now with the invention of social media marketing we are seeing real time results from our advertising dollars that were just not possible years ago. Let's back up for just a minute. So I asked the car wash owner why are you not advertising and he told me that business was too slow so he could not afford to spend any money on advertising. A few weeks later the weather changes and everyone is washing their cars, business is doing well. I stop in and ask the owner if he is ready to advertise now because I see that the wash is busy and he is making some money. He then says to me "Why do I need to advertise now? Can't you see I am busy washing cars; I have a line out to the street, why do I need to advertise?"

UUGGH!!!

Chuck Lundberg is a 23 year car wash industry professional who has been involved in all aspects of washing cars and detailing in New England and was the first car wash manager to be selected to serve on the New England Car Wash Association Board of Directors. Chuck has recently become a car wash consultant and offers his car wash services throughout the

Do You Operate a Certified Carwash?

Is your carwash certified? There is a voluntary carwash water conservation certification program to encourage and promote the use of year round water conservation and water use efficiency measures. It provides that a public water service or large community water system shall recognize and credit commercial carwashes that have met the standards of the certification program. Carwashes certified under the program shall not be required to reduce consumption more than any other class of commercial or industrial water users during a water shortage emergency. It provides a vehicle for carwash operators to conserve water and receive credit for using water efficiently while also protecting their business interest.

If your carwash was certified more than a year ago, now is the time to consider recertification to continue your eligibility for the program.

If you are not a member of the program, your wash must be certified at least six months prior to enforcement of water restrictions to be protected under state law from targeted water restrictions. In the event of drought related water restrictions, you cannot certify your facility after the fact. You MUST be proactive.

Contact the Association office for more information.

Bill To Ensure Access for Disabled and Protection for Businesses

Congressmen Ken Calvert (R-CA) and Duncan Hunter (R-CA) have reintroduced the ACCESS (ADA Compliance for Customer Entry to Stores and Services) Act. H.R. 241 would help small businesses comply with the Americans with Disabilities Act (ADA), and stop the frivolous ADA lawsuits that have hurt so many businesses.

When reintroducing the bill, Rep. Calvert pointed out that the ADA was not created as a tool for abusive trial lawyers to take money from small businesses. The legislation would require that written notice be provided to the retailer prior to filing an ADA violation lawsuit. Within 60 days of receipt of the notice, the retailer would have to provide the plaintiff a description outlining the improvements that would be made to address the barrier, and then have 120 days to make the corrections.

State Sales Tax Changes in Anson and Ashe County

Effective April 1, 2015. Anson County and Ashe County have both adopted resolutions to raise the sales tax .25%,

The general 4.75% State and 2.25% local rates of sales and use tax (total rate of 7.00%) apply to taxable sales and purchases of tangible personal property, taxable service contracts to maintain or repair tangible personal property or motor vehicles, taxable gross receipts derived from admission charges to an entertainment activity, certain digital property, and other transactions subject to the general State rate of sales and use tax pursuant to the provisions of N.C. General Statutes. § 105-164.4. Sales of food subject to the 2.00% rate of tax are not subject to the additional 0.25% local rate of sales and use tax.

Effective April 1, 2015, the total general State and applicable local and transit rates of sales and use tax is: 6.75% in 70 counties; 7.00% in Alexander, Anson, Ashe, Buncombe, Cabarrus, Catawba, Cumberland, Davidson, Duplin, Edgecombe, Greene, Halifax, Harnett, Haywood, Hertford, Lee, Martin, Montgomery, New Hanover, Onslow, Pitt, Randolph, Robeson, Rowan, Sampson, Surry and Wilkes Counties; 7.25% in Mecklenburg County, and 7.50% in Durham and Orange Counties.

The NC Department of Revenue has added 2014 Tax Law Changes booklet to its website. The booklet can be found at http://www.dornrc.com/practitioner/law_changes_2014.html.

Perception is Important—Image is Important

Good presentation is a huge influencing tool, it generates trust, motivates your staff and makes customers comfortable with their decision. If your front of house is messy, what does that say about your warehouse or filing systems? Even if things are chaotic behind the scenes, never lower the standards of your customer facing areas.



You Paid A Premium For Your Location... MAKE IT WORK FOR YOU!!

The Kooler Ice Vending Machine offers your Car Wash an excellent way to create an ADDITIONAL REVENUE STREAM that can earn for you 24/7 - Rain or Shine!



Prices start at \$29,500 or as low as \$625/mo

- ✓ Immediate Cash Flow
- ✓ High Return on Investment
- ✓ Low Up Front Investment
- ✓ Long Term Profitability
- ✓ No Limit to Income Potential
- ✓ Attracts New Customers

ISN'T THIS OPPORTUNITY WORTH THE TIME OF A PHONE CALL TO EXPLORE?

For a free site evaluation or consultation contact:
Gary Galloway (704) 400-5740
gary@gallowayequipment.com



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Statistics on the Carwash Industry

These statistics are provided by “Statistic Brain.” They were compiled from information from MSSP, IRS, Professional Carwash and Detailing, US Census Bureau. Research Date: February 2, 2015.

Carwash Industry Statistics	Data
Car wash industry annual revenue	\$5.8 billion
Car wash industry annual revenue including gas purchases	\$48 billion
Annual car wash industry revenue growth from 2006-2011	-1.6 %
Number of full-service carwashes	9,000
Number of exterior conveyor washes	10,500
Number of self-serve car washes	36,000
Number of in-bay automatics	58,000
Total number of carwashes	113,000
Total number of car wash employees	350,000
Number of cars washed annually	2.3 Billion
Number of cars washed per day	8 Million
Percent of car washes that also dispense gasoline	65 %
Percent of car washes owned by small business persons	90 %
Estimate number of gallons of water used on each car	38 gallons
Average annual number of gallons of water lost per car wash	48,000
In-Bay Automatic Statistics for a single operation	
Average number of cars washed annually	19,947
Average sale per vehicle	\$6.34
Average profit per vehicle	\$4.35
Average annual profit	\$86,531
Average annual revenue	\$139,000
Self-Serve Statistics for a single operation (Wand or Coin-op Style)	
Average monthly revenue per bay	\$1,489
Average percent of time bay is in use	10 %
Average annual revenue for a 2 bay operation	\$41,000



Tunnel Carwash Statistics for a single operation	
Average number of cars washed per year	45,750
Average price per carwash	\$15
Average annual revenue	\$686,250
Busiest Carwash Days by Percent of Weekly Washes	
Saturday	25 %
Friday	20 %
Sunday	12 %
Monday	12 %
Strongest Seasons of the Year by Percent of Sales	
Winter	32 %
Spring	25 %
Summer	25 %
Fall	18 %

Changes for 2015 – 3 Ways to Improve Your Carwash

Change and adaptation is a must for any business if it wants to grow and have a healthy customer base. There are many mistakes that can hurt your business. Here are 3 easy ways you can help your business grow and keep your customers coming back for more.

1. Don't Complicate Your Business

Creating complicated marketing plans or making the purchasing process of your services difficult is bad for your business, no matter what type of business you are running. Not only will your customers be dissatisfied, but they will tell other people about your poor service practices and you will lose both current customers and potential ones.

You can help improve your customers experience by:

- Easy-to-use payment systems
- Product Consistency
- Simple billing process
- Top quality products in stock
- User-friendly website
- Responding quickly to customer queries

To get an idea of what customers think about how you are running your business, you could have them take a survey, either online or at your business. Surveys are a good way to get an idea of your business is performing and overall customer satisfaction.

2. Using Social Media to Your Advantage

Marketing and connecting with your customers is easier than it has ever been, thanks to social media sites such as Facebook, Twitter, YouTube, Google+ and other sites. You will be hard-pressed to find a customer that doesn't use some sort of social media, so use this to your advantage. These sites offer free or inexpensive marketing options that will allow you to speak to your customers and bring new ones to your business.

Some tips on how to successfully use social media to market your business include:

- **Stick to topics and comments only related to your business.** Don't comment on the latest political or celebrity controversy. Doing so can annoy potential customers and open up a floodgate of trouble for you and your business.
- **Stay active.** People can quickly lose interest if you aren't keeping up with your posting. Be sure to update your posts daily to keep your customers interested.
- **Don't post the same thing twice.** If you have a Twitter and Facebook account, don't repeat a post on both websites. For example, you could use Twitter to update your customers on new products or services your business is offering and use Facebook to communicate with your customers and update them on upcoming promotions and sales.






1 in 58
CHILDREN
 born in NC today has
AUTISM

The Autism Society of North Carolina (ASNC) works to improve the lives of individuals and families affected by autism. The nonprofit organization offers advocacy, training and education, and direct care.

You Can Help. Donate Online at:
<http://bit.ly/DonateToASNC>

Every dollar that ASNC raises stays in North Carolina, helping people who live and work in our local communities.



Learn more at: autismsociety-nc.org | 800-442-2762

- **Talk to your customers.** It's good to interact with your customers. Answer any questions they may have and ask a few yourself.

If you are new to social media you can start off slow by joining just one website and work your way up from there, once you get more comfortable. Or you could always hire someone to take care of the social media aspect of your business for you!

3. Embrace Social Causes

Customers do care about the environment and will avoid places that use toxic and harmful chemicals. Here are some ideas to consider:

- **Green is good!** Switching to green light bulbs, recycling bins, eco-friendly chemicals and water and energy saving equipment are excellent ways to make your business eco-friendly. Not only will that impress your customers, but you can also save a lot of money on bills.
- **Help charities.** If there are any nearby charities, you could set up a collection bin in your business or offer to donate a portion of a customer's bill to that cause. In return, you could ask the charity to mention your business in their newsletters for a good marketing opportunity.
- **Participate in charities.** Once a month, you and your employees could help out a local shelter by giving out meals or participate in another charities event. You can also encourage your customers to participate as well!

By doing this, you will show your people that your business cares about its community and you are willing to go out of the way to help the needy. Not only will you be doing a good thing for people, but you will also make your customers want to continue using your service and bring in a lot of new clients.

Your NCPCWA 2014-2015 Leadership Team

- | | |
|---|--|
| President— Alan Burchfield
Carolina Pride Carwash
aburchfield@cpccarwash.com | Secretary — Manly Clark
Sampson Bladen Oil Co.
manly.clark@sampsonbladen.com |
| Vice President— Carl Howard
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carl@autobell.com | Treasurer— Vanessa Dearing
TLC Auto Wash & Fast Lube
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| | Program Contact— Teresa Calton
tcaltan@ncpcm.org |



Raise Your Revenue!



IN-BAY EXPRESS WASH SYSTEM



It Pays to Convert that Old In-Bay: Ask Robert Greene

In just two months Georgia owner already seeing great numbers



"Within 2 months we quadrupled throughput, reduced wait-times and increased per-car revenue. My customers are ecstatic with the wash. MacNeil equipment really is second to none – no one else can match their expertise in getting maximum results from minimal space."

Robert Greene, owner, Carwash Express, Georgia



VITAL STATS Conversion completed February 2012

WHO:

Robert Greene, Owner, 11 Carwash Express Sites, Georgia; Vice President, Board of Directors, Southeastern Carwash Association; MacNeil customer since 2008

WHAT:

Converted an existing in-bay automatic to a mini tunnel using MacNeil's In-Bay Express Wash System, with Wheel Boss and Gloss Boss add-ons

WHERE:

Kingsland, Georgia at a high-volume intersection (daily volume 35,000 x 17,000 vehicles)

WHY:

An aging and over-burdened in-bay automatic facing stiff competition from a new express tunnel installed 1/4 mile away



By the Numbers: **Check Out these Results!**

4 x the throughput

From 9 cars/hour to 36/hour within first month, with expected volumes of 45/hour "easily accommodated"

+ \$2.50/car

Increase in revenue thanks to MacNeil wash quality, plus wheel and tire add-ons

- 7 minute

Decrease in customer wait time

Just 35 feet

Existing in-bay space required



Everyone wants a MacNeil. Now everyone can have one.



CAROLINA PRIDE
CARWASH SYSTEMS & SOLUTIONS

Contact Carolina Pride today for more information!

417 S. Madison Blvd. | Roxboro, NC 27573 | (800) 421-5119
sales@cpcarwash.com | www.carolinapridecarwash.com



Five Experts, Five Tips For Business Success in 2015

A new year is always a time of reflection, and for small business owners there are no exceptions. With success coming in different shapes, sizes and even dollars, consider how you can help support your business in the year ahead to make it your best yet.

Below, gain five tips from five industry leading experts on how to make 2015 your best year yet.

1. Treat customers like guests in your home.

While there will always be customers who have decreased attention, are in a hurry, or appear to be frazzled, you want to still aim to deliver strong customer care despite customer scenarios. One way to do this is to treat customers as if they are guests in your home.”

Kirt Manecke, customer service expert and author of the book “Smile: Sell More with Amazing Customer Service”

2. Belong to at least three professional organizations.

I always suggest to business owners that they belong to at least three professional associations. First, you should belong to your local Chamber of Commerce or downtown business association. That is where your business is and where your employees often live. Moreover, you should belong to your specific industry trade association. And last, you should belong to a statewide association because most legislation happens at state level, and you need eyes and ears looking out for your business. In most cases, an association will fill that role.”

Curtis Picard, Executive Director of the Retail Association of Maine

3. Participate in e-commerce.

The future of e-commerce belongs to small businesses. This is the biggest opportunity for retailers since farmer’s markets began hundreds of years ago. People often believe setting up an online store is expensive and difficult, but this is not the case.”

Harley Finkelstein, Chief Platform Officer at Shopify.com

4. Introduce commerce and charity.

Research shows that 83 percent of customers want to buy products that benefit a cause. Combining your business with a charity of your choice is a great way to gain consumer attention while increasing sales.”

Dan McCabe, Director of SixDegrees.org

5. Embrace the cloud.

The cloud is here to stay and Windows is dead. Over the next three to five years, the cloud will really come of age for small businesses, and Windows-based POS (point of sale) and other operations will disappear. Retailers and small businesses must think about upgrading their technology – with cloud being the obvious choice.”

Jason Richelson, founder and CEO of ShopKeep POS

From Forbes

The Evolution of the Car Washing Industry

Today’s automatic car wash systems are incredibly convenient. It’s easy to lose sight of how far car washes have come in so little time. Before the onset of the computerized, automatic car wash systems, everything was done manually. Let’s take a look at the evolution of the car washing industry.

The First Car Washes - The first ever car washes debuted in Detroit in 1914. These were manual car washes that involved a lot. Customers’ cars were pushed in circles to multiple cleaning stations where they progressed through the stages of washing.

The Arrival of Automatic Car Washes - In 1928, the Studebaker brothers in Detroit spawned the automatic car wash. These engineers envisioned a mechanism that would pull the cars through each cleaning stage. By 1946, this vision became a reality. The first ever semiautomatic car wash debuted in Detroit. Conveyors with moving tracks were installed in car washes to replace the dangerous hook conveyors. Cars were pulled along these new tracks by machines while being scrubbed with manually operated brushes.

Self-Serve Car Washes - In the 1960s and 1970s, the car wash process progressively improved. Brushes with plastic bristles were faced out and replaced sponges that were gentle to the car’s surface. Self-serve car washes also debuted. They allowed drivers to hire car spray guns, brushes, and brushes to clean their own cars. They could also use their own shampoos, foam treatments, fragrances, tire cleaners, spot removers and spot free rinses at self-serve washes.

The Transition to Express Car Washes - In the past couple of decades, there has been a movement towards fast, cost efficient car washes. The car wash industry understood that people were beginning to lose interest in full-service conveyor washes. The transition to express car washes was made in an effort to serve more people, clean cars quicker and charge customers less money. Express washes reduced labor costs as extra services were offered before and after the vehicle made it through the tunnel wash self-serve. Flex-serve options also developed where customers got the best of both full-serve and express washes. It provided a fast wash at a low price along with the ability to tap into extra services.

Today’s High Tech Washes - Nowadays, car washes are incredibly efficient. They treat the water used in each wash with reclamation systems that recycle it for future use. They also have high tech computer controls and high pressure nozzles that preserve water. Electricity costs have been cut thanks to solutions like regulators that reduce dryer cycles. The International Carwash Association estimates that over 20,000 car washes now exist across the world.

NCPCWA Easter Schedule

The NCPCWA offices will be closed on Friday, April 3, 2015, in observance of Good Friday.



IRA Rollover Limits Starting in 2015

This one's a **tax change for 2015** -- it won't effect your 2014 return, but will affect your savings next year. Starting Jan. 1, 2015 you can only make one rollover from an IRA to another IRA in a 12-month period. A rollover is described as withdrawing the funds from one IRA, holding them for less than 60 days and then depositing them into another IRA account.

Taxpayers can still make as many trustee-to-trustee transfers as they like over the course of a year. (That means you can tell Bank "A" to send your IRA funds to Bank "B" -- the money is never actually withdrawn and in your possession.) If you roll over more than one IRA, the withdrawals after the first will be taxed to you at regular rates, plus potentially a 10 percent early withdrawal tax. In addition, the disallowed rollover will be subject to the regular IRA contribution limits. If the rolled over amount exceeds your allowable IRA contribution, it will be treated as an excess contribution and subject to a 6 percent excise tax. The takeaway: Withdraw IRA funds with great care and attention in 2015 and going forward.

Small Business Insurance Protection from Electronic Fraud and Theft

You wouldn't close shop for the night without locking up tight. You'd never leave the cash registered open and unattended. But failing to protect your small business's bank account from hackers and fraudulent electronic fund transfers puts you at even more risk. Insurance companies offer extensions to their standard business owners' policies (BOPs) to help small businesses cover losses from computer and funds transfer fraud; but most place dollar caps per incident on the coverage. Even so, it's probably a smart investment if you rely heavily on electronic banking (and who doesn't these days). Smarter yet is to take the preventive steps to avoid being a target for cybercrimes.

Have a Dedicated Computer for Banking.

The bad guys are ingenious but like most crooks, they're going to take the path of least resistance. That's why hackers frequently target your small business's computer instead of your financial institution's system. The easiest means of access is via an email attachment with an infected file or a link to a bogus website. Following the link or visiting the website allows them to infiltrate your computer with malware. Once they're inside your system, they can access banking logins, passwords and other sensitive data. Of course you should have firewalls in place and keep your antivirus software current, but that alone won't protect you completely. Far better, experts say, is to 1) have a dedicated computer that isn't part of your LAN, 2) isn't used for email, web browsing or anything but electronic banking and 3) whose use is restricted to a few trusted employees. You can also consider using an obscure operating system since hackers seldom bother writing malware programs for those.

Educate Your Employees

Be certain that whoever handles your online banking knows about potential threats, the latest scams and current advisory information for dealing with problems.

Monitor Your Accounts

If your financial institution has a service to alert you to unusual or excessive account activity, sign up for it. You should also make it a habit to monitor your accounts daily and reconcile your monthly statements.

Secure Your Data and Records

Opt for electronic bank statements to eliminate having to store hardcopy and paper checks. Protect your passwords and account numbers. Change your account passwords periodically. Lock up unused business checks. Instead of allowing many employees to use the company credit card, reserve that privilege for a few trusted people and ask everyone else to use their personal cards and submit a request for reimbursement.

While small business insurance can protect you to some extent from electronic fraud and theft, your first line of defense is a sound security protocol and commonsense.

US House Passes Bill To Minimize Regulatory Costs

Last week, the House passed H.R. 50 by a vote of 250-173. The "Unfunded Mandates Information and Transparency Act" would add steps to the rulemaking process in order to minimize regulatory costs. H.R. 50 would require independent regulatory agencies to comply with the 1995 Unfunded Mandates Reform Act (UMRA) and require a regulatory impact analyses under more circumstances.

Further, the bill would require agencies and the Congressional Budget Office (CBO) to include an estimate that includes foregone profit and costs passed on to consumers.

The bill, introduced by Rep. Virginia Foxx (R-NC), is strongly opposed by Democrats, in part, because agencies would be required to consult with the private sector prior to proposing a major rule.

Companion legislation, S. 189, was introduced in the Senator Deb Fischer (R-NE). President Obama has already stated that he will veto the bill should it make it through the Senate.

The first of April is the day we remember what we are the other 364 days of the year. —Mark Twain

