



**It's all in the details.**

Industry Innovations | Practical Business Solutions | Unparalleled Hospitality

*Experience*  
**SCWA**

2011 Convention  
& Car Wash EXPO

March 6-8, 2011  
Convention Center  
& Sheraton Hotel  
Arlington, Texas



**Convention & EXPO Guide**

## Sunday, March 6

- 9:00-Noon** **Convention Registration** *Sheraton-2nd Level*  
**12:00** **Dessert Reception** *Sheraton-2nd Level*  
**12:30** **2011 CEO FORUM** *Sheraton Ballroom*



### The Forces Driving the Car Wash Industry

Bill Martin,  
CEO, Metro Express Car Wash  
Sponsor: Pro-Tech Service Company

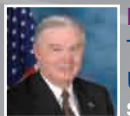
- 2:00-6:30** **EXPO HOURS** *Convention Center/EXPO Hall*  
Entertainment Sponsor: Commercial Washing Systems  
**4:30** **Welcome Reception** *EXPO Hall*  
Sponsoring Host: Kwik Industries

## Monday, March 7

- 7:30** **Registration & Continental Breakfast** *Sheraton-2nd Level*

- 8:00-10:00** **IDEA EXCHANGE SESSIONS**
- Self-Serve/Automatic** *Hall of Fame*  
Moderators: Shane Weiss & Paul Kennedy
- Conveyor/Express** *Ballroom III*  
Moderators: Clayton Clark & Bill Trainor
- Car Wash Investing Basics** *World Series*  
Moderators: Charlie Gates & Henry Garza
- Discussions will include location analysis, model definition, benchmark operating costs and more.

- 10:30** **GENERAL SESSION** *Sheraton Ballroom*  
Welcome: Doug Cookston – SCWA President  
2011 SCWA Awards Presentation



### Keynote Address

The Honorable Joe Barton  
United States Congress  
Sponsor: Big Man Development

- Noon** **Lunch with Exhibitors** *Convention Center Grand Hall*  
Sponsoring Host: Scotch Plaid

- 1:00-5:30** **EXPO HOURS** *Convention Center*  
Break Sponsor: Midlothian Insurance

- 5:00** **Grand Prize Drawing** *EXPO Lounge Area*  
Prize Sponsor: Blendco

- 6:30** **CELEBRATE SCWA PARTY** *Sheraton Ballroom*  
Sponsoring Host: AP Formulators

- 8:00** **Texas Rangers Ballpark Event**



(Meet in Hotel Lobby for transportation to Ballpark.  
Pre-registration required.)  
Sponsor: Belanger

# Experience SCWA 2011 Convention & Car Wash EXPO

**WELCOME** to the 2011 Annual Convention & EXPO. The SCWA Board of Directors and Management are committed to providing an enjoyable and profitable time during your stay. EXPERIENCE SCWA celebrates the Car Wash Industry as we build foundations for better and more successful car wash operations.

The 2011 EXPO is the largest gathering of owners and suppliers in the Southwest. Use every exhibit hour to see the latest in equipment, supplies and industry support. Our 2011 program is designed to provide superior educational opportunities from the Opening CEO Forum through the Tuesday Car Wash Academy.

If you are a member of SCWA, we appreciate your support. If not, we encourage you to join us. I know from personal experience that your membership will pay great personal and professional dividends. Stop by the SCWA Booth at the entrance of the EXPO Hall for membership information and a FREE GIFT for new members joining during the convention.

EXPERIENCE SCWA and enjoy time with the most successful car wash/lube owners & suppliers across the Southwest and beyond. If I, any member of the SCWA Board or SCWA Management can be of assistance, let us know.

**Doug Cookston**  
2010 - 2011 President

# It's all in the details.

Continued on Back Panel



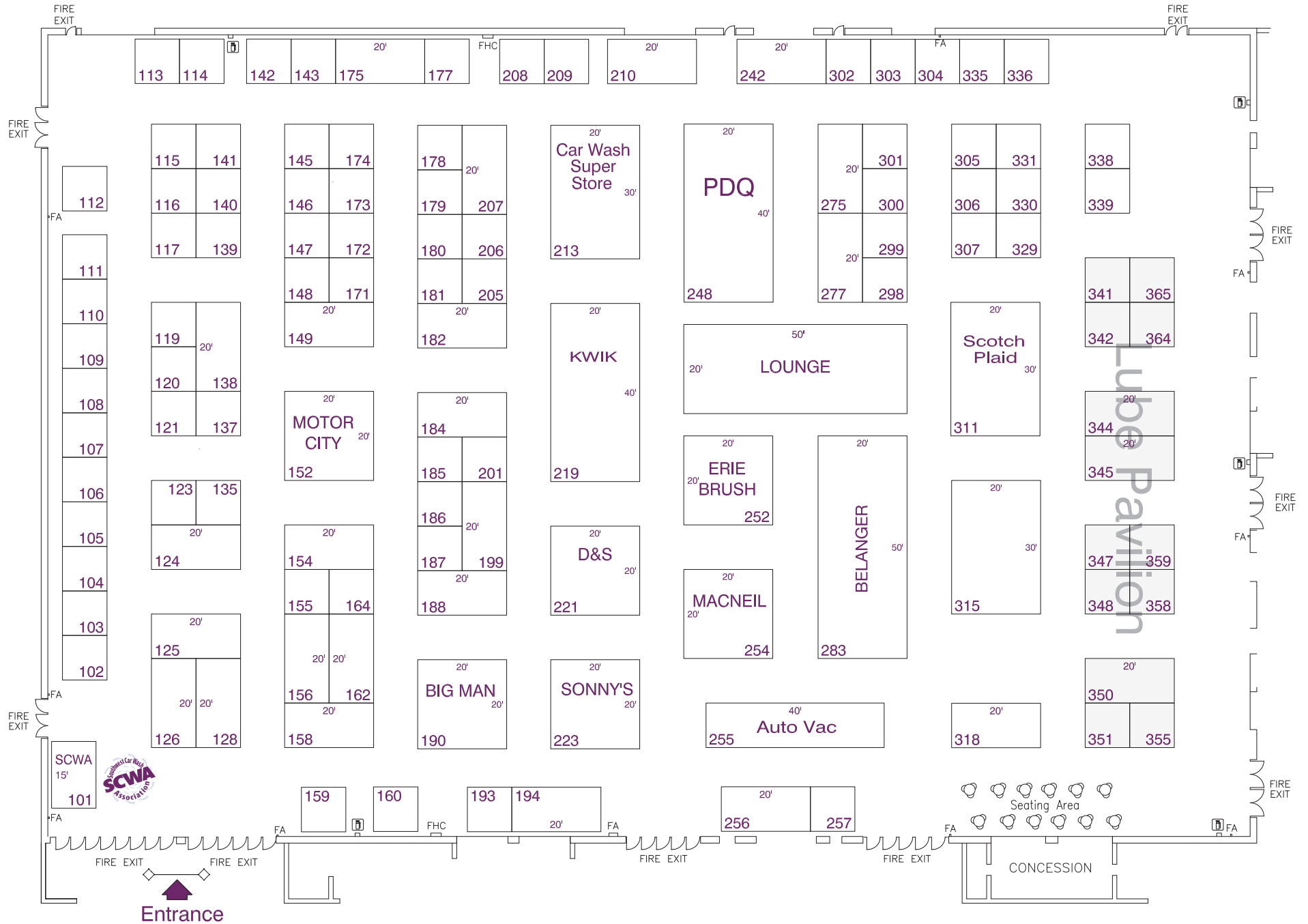
# 2011 EXPO Company Listing

Company	Booth	Company	Booth
Acquire Video	159	<b>Kwik Industries-Lube Area</b>	350
Aerodry Systems	336	Lowery Property Advisors	146
American Changer	257	MacNeil Wash	254
<b>AP Formulators</b>	126	Mark VII Equipment	117
Arimitsu Pumps	187	Matrix Technologies	303
ASAP Security Services	330	Meridian Payment Systems	162
Astromatic	121	Micrologic Associates	111
Auto Clean	315	<b>Midlothian Insurance Agency</b>	149
Auto Vac	255	Mighty Auto Parts	355
AutoFloors	347	Modern Building Systems	298
AV Carwash-AUTEC	137	Motor City Wash Works	152
Avery Oil Company	351	Nationwide Insurance	109
AVW Equipment Company	175	North American Lubricants	364
Baker Equipment & Supply	184	North Texas Lubricants	358
<b>Belanger</b>	283	Oasis Car Wash Systems	115
<b>Big Man Development</b>	190	O'Rourke Petroleum	365
<b>Blendco Systems</b>	182	Parker Engineering & Manufacturing	110
BMC Capital	147	PDQ Manufacturing	248
Car Wash Architects, A Plus Design Group	104	PECO Car Wash Systems	164
Car Wash Superstore	213	<b>Pro-Tech Service Company</b>	315
Car Wash USA	186	Proto-Vest	113
Carolina Pride Carwash	301	PurClean/PurWater	188
CAT Pumps	307	Ra-Lock Company	102
ChemQuest	180	Rowe Bill Changers	148
Clean World Distribution	318	Rug Beater by Dralco	305
Coin Acceptors	105	Ryko Manufacturing	140
<b>Commercial Washing Systems</b>	210	<b>Scotch Plaid</b>	311
Con-Serv Water Recovery Systems	242	Sellers Sales Company	108
<b>CSI/Lustra Car Care</b>	277	Service Champ	341
Cummins-Allison	185	Simoniz USA	139
D&S Car Wash Equipment	221	Sonny's Enterprises	223
Delta Kits	128	Southwest Car Wash Association	101
Devon Lube Center Equipment	359	Standard Change-Makers	208
Diamond H20	206	Stinger Additive	348
Diamond Shine	154	Stinger Chemicals	194
DigiCapture	201	Stinger Car Wash Systems	304
Dixmor	171	Sun Country Car Wash Systems	315
Dosmatic USA/International	329	Sun Ports	112
<b>DRB Systems</b>	158	Superior Auto Extras	193
Ecolab Vehicle Care	114	Tara Energy	142
ECP-Platinum Carwash Systems	178	Texas Auto Burglary & Theft Prevention	335
Erie Brush & Manufacturing	252	Texas Lottery Commission	172
Etowah Valley Equipment	331	The Insurancenter	103
Extrutech Plastics	205	Trans-Mate	106
Fragramatics Manufacturing	107	Turtle Wax	209
Gallop Brush Company	339	Twin Distributing	302
General Pump	174	Unilube Systems	342
Halo Boom Systems	177	Unitec Electronics	207
Hamilton Manufacturing	116	Uni-Wash Systems	173
Hanna Car Wash Systems	135	Vacutech	199
Huron Valley Sales	300	Valvoline Express Care	345
Hydra-Flex	155	VCP International	179
I.C.E. Signs	160	Vehicle Washing Systems	145
IDX	299	Ver-Tech Labs	143
Innovative Control Systems	181	Warsaw Chemical	306
Integrated Services	141	Wash Solutions	120
Istobal USA	156	WashCard Systems	256
J.E. Adams	124	Washlink Systems	125
Jim Coleman Company	123	WashWorld	138
Kim Supply	275	WWW.CarWashForSale.BIZ	338
Kleen-Rite	119		
<b>Kwik Industries</b>	219		

# 2011 EXPO Category Listing



Company	Booth	Company	Booth
Southwest Car Wash Association	101	PurClean/PurWater	188
Ra-Lock Company	102	<b>Big Man Development</b>	190
The Insurancenter	103	Superior Auto Extras	193
Car Wash Architects, A Plus Design Group	104	Stinger Chemicals	194
Coin Acceptors	105	Vacutech	199
Trans-Mate	106	DigiCapture	201
Fragramatics Manufacturing	107	Extrutech Plastics	205
Sellers Sales Company	108	Diamond H20	206
Nationwide Insurance	109	Unitec Electronics	207
Parker Engineering & Manufacturing	110	Standard Change-Makers	208
Micrologic Associates	111	Turtle Wax	209
Sun Ports	112	<b>Commercial Washing Systems</b>	210
Proto-Vest	113	Car Wash Superstore	213
Ecolab Vehicle Care	114	<b>Kwik Industries</b>	219
Oasis Car Wash Systems	115	D&S Car Wash Equipment	221
Hamilton Manufacturing	116	Sonny's Enterprises	223
Mark VII Equipment	117	Con-Serv Water Recovery Systems	242
Kleen-Rite	119	PDQ Manufacturing	248
Wash Solutions	120	Erie Brush & Manufacturing	252
Astromatic	121	MacNeil Wash	254
Jim Coleman Company	123	Auto Vac	255
J.E. Adams	124	WashCard Systems	256
Washlink Systems	125	American Changer	257
<b>AP Formulators</b>	126	Kim Supply	275
Delta Kits	128	<b>CSI/Lustra Car Care</b>	277
Hanna Car Wash Systems	135	<b>Belanger</b>	283
AV Carwash-AUTEC	137	Modern Building Systems	298
WashWorld	138	IDX	299
Simoniz USA	139	Huron Valley Sales	300
Ryko Manufacturing	140	Carolina Pride Carwash	301
Integrated Services	141	Twin Distributing	302
Tara Energy	142	Matrix Technologies	303
Ver-Tech Labs	143	Sun Country Car Wash Systems	304
Vehicle Washing Systems	145	Rug Beater by Dralco	305
Lowery Property Advisors	146	Warsaw Chemical	306
BMC Capital	147	CAT Pumps	307
Rowe Bill Changers	148	<b>Scotch Plaid</b>	311
<b>Midlothian Insurance Agency</b>	149	<b>Pro-Tech Service Company</b>	315
Motor City Wash Works	152	Auto Clean	315
Diamond Shine	154	Sun Country Car Wash Systems	315
Hydra-Flex	155	Clean World Distribution	318
Istobal USA	156	Dosmatic USA/International	329
<b>DRB Systems</b>	158	ASAP Security Services	330
Acquire Video	159	Etowah Valley Equipment	331
I.C.E. Signs	160	Texas Auto Burglary & Theft Prevention	335
Meridian Payment Systems	162	Aerodry Systems	336
PECO Car Wash Systems	164	WWW.CarWashForSale.BIZ	338
Dixmor	171	Gallop Brush Company	339
Texas Lottery Commission	172	Service Champ	341
Uni-Wash Systems	173	Unilube Systems	342
General Pump	174	Valvoline Express Care	345
AVW Equipment Company	175	AutoFloors	347
Halo Boom Systems	177	Stinger Additive	348
ECP-Platinum Carwash Systems	178	<b>Kwik Industries-Lube Area</b>	350
VCP International	179	Avery Oil Company	351
ChemQuest	180	Mighty Auto Parts	355
Innovative Control Systems	181	North Texas Lubricants	358
<b>Blendco Systems</b>	182	Devon Lube Center Equipment	359
Baker Equipment & Supply	184	North American Lubricants	364
Cummins-Allison	185	O'Rourke Petroleum	365
Car Wash USA	186		
Arimitsu Pumps	187		



Entrance

Lube Pavilion

CONCESSION

Seating Area



## Conveyor/Exterior Equipment

Astromatic	121
Auto Clean	315
Auto Vac	255
AVW Equipment Company	175
Baker Equipment & Supply	184
Belanger	283
Big Man Development	190
Car Wash USA	186
Commercial Washing Systems	210
Diamond H20	206
DRB Systems	158
Erie Brush & Manufacturing	252
Gallop Brush Company	339
General Pump	174
Halo Boom Systems	177
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Jim Coleman Company	123
MacNeil Wash	254
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Matrix Technologies	303
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PDQ Manufacturing	248
PECO Car Wash Systems	164
Pro-Tech Service Company	315
Proto-Vest	113
Ryko Manufacturing	140
Sonny's Enterprises	223
Sun Country Car Wash Systems	304
Sun Country Car Wash Systems	315
Twin Distributing	302
Vacutech	199
Vehicle Washing Systems	145
Wash Solutions	120
Washlink Systems	125

## In-Bay Automatic Equipment

Aerodry Systems	336
American Changer	257
Arimitsu Pumps	187
Astromatic	121
Auto Clean	315
AV Carwash-AUTEC	137
AVW Equipment Company	175
Belanger	283
Car Wash USA	186
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Standard Change-Makers	208
Sun Country Car Wash Systems	304

Sun Country Car Wash Systems	315
Twin Distributing	302
Uni-Wash Systems	173
Vehicle Washing Systems	145
WashWorld	138

## Self-Serve Equipment

Auto Vac	255
AV Carwash-AUTEC	137
Baker Equipment & Supply	184
Car Wash Architects, A Plus Design Group	104
Carolina Pride Carwash	301
CAT Pumps	307
D&S Car Wash Equipment	221
Dixmor	171
Dosmatic USA/International	329
Erie Brush & Manufacturing	252
Etowah Valley Equipment	331
Fragramatics Manufacturing	107
General Pump	174
Halo Boom Systems	177
Hamilton Manufacturing	116
Hanna Car Wash Systems	135
Innovative Control Systems	181
J.E. Adams	124
Jim Coleman Company	123
Kim Supply	275
Kleen-Rite	119
Mark VII Equipment	117
Oasis Car Wash Systems	115
Parker Engineering & Manufacturing	110
PurClean/PurWater	188
Ra-Lock Company	102
Rowe Bill Changers	148
Rug Beater by Dralco	305
Scotch Plaid	311
Sellers Sales Company	108
Standard Change-Makers	208
Sun Country Car Wash Systems	304
Sun Country Car Wash Systems	315
Twin Distributing	302
Vacutech	199
Vehicle Washing Systems	145

## Car Wash Products/Supplies

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AP Formulators	126
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Car Wash Superstore	213
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Coin Acceptors	105
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Hydra-Flex	155

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Kwik Industries	219
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Motor City Wash Works	152
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Simoniz USA	139
Sonny's Enterprises	223
Stinger Chemicals	194
Turtle Wax	209
VCP International	179
Ver-Tech Labs	143
Warsaw Chemical	306
Wash Solutions	120
Washlink Systems	125

## Detailing Equipment & Supplies

AP Formulators	126
Auto Vac	255
Clean World Distribution	318
Delta Kits	128
ECP-Platinum Carwash Systems	178
Fragramatics Manufacturing	107
Halo Boom Systems	177
J.E. Adams	124
Stinger Chemicals	194
Vacutech	199
Wash Solutions	120

## Lube Equipment & Supplies

AutoFloors	347
Avery Oil Company	351
Clean World Distribution	318
Delta Kits	128
Devon Lube Center Equipment	359
Integrated Services	141
Kwik Industries-Lube Area	350
Mighty Auto Parts	355
North American Lubricants	364
North Texas Lubricants	358
O'Rourke Petroleum	365
Service Champ	341
Stinger Additive	348
Unilube Systems	342
Valvoline Express Care	345

## Construction

AutoFloors	347
Big Man Development	190
Car Wash Architects, A Plus Design Group	104
Extrutech Plastics	205
Istobal USA	156
Kwik Industries	219
Kwik Industries-Lube Area	350
Modern Building Systems	298
Sun Ports	112

## Car Wash Chemical Manufacturer

AP Formulators	126
Blendco Systems	182
ChemQuest	180
CSI/Lustra Car Care	277
Diamond Shine	154
Ecolab Vehicle Care	114
ECP-Platinum Carwash Systems	178

Ryko Manufacturing	140
Scotch Plaid	311
Simoniz USA	139
Stinger Chemicals	194
Trans-Mate	106
Turtle Wax	209
Ver-Tech Labs	143
Warsaw Chemical	306

## Impulse Merchandise

Superior Auto Extras	193
Texas Lottery Commission	172
VCP International	179

## Finance/Insurance/Consulting

BMC Capital	147
Lowery Property Advisors	146
Meridian Payment Systems	162
Midlothian Insurance Agency	149
Nationwide Insurance	109
Tara Energy	142
The Insurancenter	103

## Marketing & Promotion

O'Rourke Petroleum	365
Southwest Car Wash Association	101
WashCard Systems	256
WWW.CarWashForSale.BIZ	338

## Technology & Electronics

Acquire Video	159
American Changer	257
ASAP Security Services	330
Coin Acceptors	105
Cummins-Allison	185
DigiCapture	201
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DRB Systems	158
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PDQ Manufacturing	248
Tara Energy	142
Unitec Electronics	207
Uni-Wash Systems	173
WashCard Systems	256
Washlink Systems	125

## Vending

Car Wash Superstore	213
Cummins-Allison	185
Etowah Valley Equipment	331
Fragramatics Manufacturing	107
Kim Supply	275
Kleen-Rite	119
Ra-Lock Company	102
Rowe Bill Changers	148
Superior Auto Extras	193

## Water Technology

AVW Equipment Company	175
Clean World Distribution	318
Con-Serv Water Recovery Systems	242
Diamond H20	206
Huron Valley Sales	300
PurClean/PurWater	188

## Environmental/Disposal

ChemQuest	180
O'Rourke Petroleum	365
PurClean/PurWater	188
Texas Auto Burglary & Theft Prevention	335



# 2011 SCWA Car Wash Academy

STRATEGY

## Car Wash/Lube – The Business Side

How to run your car wash/lube as a business. Points will include how to maintain the value of your business; depreciation methods; tax options; lending options and overall good business practices.

## Branding By Design - Marketing Strategies

How can we be more consistent in developing our business image and marketing strategy? What are some cost effective ways to put new life (look) in my building? What are the best advertising/marketing options? All this and more on how to develop and implement a plan to improve your business and awareness in your community.

## Changing Car Wash Models

Over the last few years the business climate in certain areas has created opportunities for changing the traditional car wash model especially in the self serve market. How will this impact you?

OPERATIONS

## Attention to ALL the Details

How can we be more successful in the car wash or lube center business? Pay attention to all the details! Here is a discussion on many factors and keys you may not have considered – but will certainly want to implement now.

## Cultivating Customers

We all want more customers. We all want to keep the customers we have. This session will discuss the keys to cultivating customers, handling angry customers and how to diffuse escalating situations.

## Customer Demographics & Site Selection

Neighborhoods and communities grow and markets change. What is happening in your car wash or lube center market? Are the customer needs and expectations the same as 5 years ago? Are you meeting the customer where they are today? If considering additional locations – identify what factors should be considered in selecting a site.

SOLUTIONS

## Video/Security – the NEW Essential

In today's market video and security are becoming an essential part of operations. What are the options? How can video installations actually save money? How can customer claims be controlled or even reduced? Can this installation save on insurance premiums?

## Car Washing & Lube Center 101 – the BASICS

This session will examine the basic concepts and operations of running a car wash or lube center. Thinking about the business or just entered the business...then this "seasoned" panel will offer invaluable experience and knowledge.

## Run It Like a TOP

You cannot be making money if your car wash or lube is down. Learn maintenance techniques and strategies to keep your business running smooth. Daily, weekly, monthly and annual practices you will want to learn and implement.

## Tuesday, March 8

7:00

**Devotion**

Sheraton Hotel Triple Crown

Moderator: Larry Barnes

7:30

**Registration & Continental Breakfast**

Sheraton-2nd Level

8:00-11:30

**Car Wash Academy**

## Car Wash Academy Schedule

Time	Strategy Champion I	Operations Champion II	Solutions Champion III
8 - 9	<b>Car Wash/Lube - The Business Side</b> Mark Lowery Randy Moon John Park	<b>Attention to ALL the Details</b> Ryan Carlson	<b>Video/Security - the NEW Essential</b> Mike Monsive Curtis Ray
9 - 10	<b>Branding By Design - Marketing Strategies</b> Trent Clark Randy Vaughn	<b>Cultivating Customers</b> Ryan Carlson	<b>Car Washing &amp; Lube Center 101 - the BASICS</b> Daniel Peebles Leslie Reed Phil Tutt
10:30 - 11:30	<b>Changing Car Wash Models</b> Robert Green	<b>Customer Demographics &amp; Site Selection</b> Rhonda Rhodes	<b>Run it Like a TOP</b> David Brigance Don Jacobs

Noon

**Luncheon/Annual Membership Meeting**

Hall of Fame

**2011- 2012 SCWA Officer Elections**

Sponsoring Host: CSI/Lustra  
WET

Experience  
**SCWA**  
2012 Convention  
& Car Wash EXPO

Join us Next Year for the SCWA Convention & EXPO,  
Arlington Convention Center & Sheraton Hotel  
March 4-6, 2012

# SPECIAL THANKS TO OUR 2011 SPONSORS

**Pro-Tech  
Service Company**  
*CEO Forum*

**Kwik  
Industries**  
*Sunday EXPO Reception*

**Big Man  
Development**  
*Keynote Speaker*

**AP Formulators**  
*Celebrate SCWA*

**Belanger**  
*Texas Ranger  
Ballpark Event*

**Scotch Plaid**  
*Lunch W/Exhibitors*

**Commerical  
Washing Systems**  
*EXPO Entertainment*

**Blendco  
Systems**  
*EXPO Closing Prize*

**CSI/Lustra  
WET**  
*Tuesday Luncheon*

**DRB Systems  
Midlothian Insurance Agency**  
*Break Sponsors*

## 2010-2011 SCWA Board of Directors

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Shane Weiss

**Vice President**  
Wade Welch

**Treasurer**  
Don Witt

**Past President**  
Charlie Gates

**Vendor Vice  
President**  
Jody Carroll

Mike Atkinson  
Clayton Clark  
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Barry Farris  
Paul Kennedy  
Chris Railey

Chip Smith  
Bill Trainor  
Eric Warden

**Executive Director**  
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