

Carwash College

Guaranteed Money Makers: A look at services at the wash that can impact your bottom line

Carwash College's, Robert Andre, will share proven money making services and how to implement them at your wash. He will also discuss the need for change to keep your wash alive and profitable including a discussion on the express carwash model and how to adapt this format to your existing facility.

Tuesday Early Bird Panel Discussion and Breakfast

Open forum discussion on topics concerning the carwashing industry. Meet with seasoned industry experts prepared to answer any of your carwashing questions. Hear what issues other operators are facing. This is your opportunity to discuss industry concerns and hear how other leaders in the carwash industry have solved problems. Year after year this seminar receives the highest reviews.

Moderator:

Bob Katseff, Turnpike Carwash, Peabody, MA

Panelists:

Terrance Elder, NECA

Raj Patel, MCA

Walt Hartl, NYSCWA

Donato DePinto, NECA

Steve Petruzelo, NECA

The "Pros and Cons" of the Unlimited Wash Club

These panelists will share with us their thoughts and experiences with the "Unlimited Program/Club Plan"... the good and bad. Their expertise and hands-on with this guaranteed revenue stream is invaluable to those with existing plans or those thinking about implementing them. This candid panel will provide you with an arsenal of information you won't want to miss hearing.

Moderator:

Walt Hartl, Hoffman Car Wash, Albany, NY

Panelists:

Dennis O'Shaughnessy, Sr., Glenmont Car Wash, Glenmont, NY

Tom Hoffman, Hoffman Car Wash, Albany, NY

Mark Kubarek, K & S Car Wash, Auburn, NY

Patrick Mosseso, Ro Jo Car Wash, Norwood, MA

Keynote Presentation



Bob Hurley, Sr., has built Saint Anthony High School in Jersey City, NJ, into a national basketball powerhouse.

Despite an aging facility and limited financial resources, he has accumulated in excess of 1,000 wins in more than 40 years at the school, but that is far from the most significant number of his ongoing career. Not even his 24 state championships or nine Tournament of Champions titles are most noteworthy, to Coach Hurley. It's the millions of dollars he has helped raise to keep this small parochial school afloat and prospering that means the most to him.

In 2010, Coach Hurley became just the third high school coach inducted into the Naismith Memorial Hall of Fame. Featured in a 60 Minutes segment, as well as various other media, his reach is far and his impact even greater.

Coach Hurley will share with us how he has been able to steer hundreds of former players to a college education, many the first of their families to reach that goal. What we can all learn from this coach is how to overcome obstacles and thrive – and make a real difference in the lives of so many.

ICA Address



Mark Curtis
ICA President
Splash Car Wash, Stamford, CT

Mark is CEO of Splash Car Washes, with 16 locations, including everything from self-serve to flex serve to full serve, with 5 oil change operations and detail shops at each of the 16 sites. Splash Car Washes is celebrating its 32nd year in business.

Currently Mark serves as the president of the ICA having served on the ICA board previously from 1999 to 2001, and currently since 2008. He served on the CCA board from 1994-2001, the last 5 years as president.

The primary topics for discussion will be new ICA initiatives and the growth of WaterSavers and Washcount.

Opening Night Reception & Awards

Rockin' Out Reception and Benefit



Join us as we rock out at the Hard Rock Café, located at the Trump Taj Mahal, at our opening night reception. The NRCC has teamed up with Restore the Shore in an effort to raise money for the victims of Hurricane Sandy who are still impacted by the devastating hurricane last fall. Enjoy passed hors d'oeuvres and an open bar of beer and wine. A silent auction and raffles will top the night. Our goal is to raise \$10,000 so join us for great company and a great cause and make this an evening to remember.

Wednesday Early Bird Roundtable and Breakfast

Introduction:

Tony Setaro, Jet Spray Touchless, Waterbury, CT

Table Moderators:

Self Service: Paul Ferruolo, Mr. Sparkle, Hartford, CT

In-Bays: Doug Lutz, Crossroads Car Wash, Bethel, CT

Full Service: Bobby Fisher, Delta Sonic Car Wash, Buffalo, NY

Express Exterior/Flex: Doug Rieck, Magic Wash, Manahawkin, NJ

Safety/Insurance: Mike Benmosche, McNeil & Co., Inc., Cortland, NY

Financial/Lending: Michael Ford, Coast Commercial Credit, Deltona, FL

Maintenance: Gary Sokoloski, Centerline Carwash Sales & Service, Wales, ME

Fast Oil Change: Eric Seale, Mighty Auto Parts, Kensington, CT

Detailing: Dave Petit, Simoniz USA, Bolton, CT

Marketing/Social Media: Sara Park, Hoffman Car Wash, Albany, NY

Get Out Alive! from Your Carwash Business

Thomas L. Ledbetter, J.D., LL.M



Carwash owners are like most self-made entrepreneurs; they put all their skill, knowledge and business acumen into building their business and deriving a good income for themselves and their families. But when it comes to figuring out how to convert their equity, a mere piece of paper representing their stock interest, into cash to build a retirement on, they are often at a loss. In this seminar Ledbetter will teach you how to avoid mistakes and devise an exit plan.

Tom Ledbetter is a co-author of *Get Out Alive! – a guide to extracting full value from your business*. His company, Business Transition Network, LLC, specializes in business succession and exit planning. He writes, lectures and conducts workshops on the subject of exit planning. Tom began his career as a tax lawyer in Philadelphia with a law degree from University of Michigan Law School and a Masters in Tax from Georgetown Law School. He now lives and works in Ft. Myers, Florida.