



PROGRAM @ A GLANCE

Sunday, February 25

- 9:00–Noon** **Convention Registration** *Sheraton 2nd Level*
Break | SPONSORING HOST: CHEMQUEST
- 12:00** **Forum Dessert Reception** *Sheraton 2nd Level*
- 12:30** **CEO Forum** *Sheraton Ballroom*
DAVID BEGIN | PAUL FAZIO | BILL MARTIN
The Future Is Much Closer Than You Think
SPONSOR: BIG MAN WASHES
- 2:00–6:30** **EXPO HOURS** *Convention Center*
4:30 - WELCOME RECEPTION
ON THE EXPO FLOOR
SPONSORING HOSTS: COLEMAN HANNA CARWASH SYSTEMS
DRB
HAMILTON MANUFACTURING



EXPO AREA QUICK TALKS

Located in EXPO Hall 2

All **QUICK TALKS** Sessions take place in the **EXPO Hall 2** Area. Take a Quick Break for a Quick Talk while enjoying both EXPO Floor Areas. Each session will provide at least “THREE” Solid Takeaways to use in your business, immediately.

Sunday

- 2:30** **Creating an Employee Safety Program**
- David Begin
- 3:30** **Build Your Brand**
- Aycock Mediaworks
- 4:30** **Selling the Sizzle (How to put on a Show for your Customer)**
- Robert Andre
- 5:30** **Viability of Offering Detailing at Your Car Wash**
- IDA

Monday

- 1:30** **Achieving Results By Recognizing Leadership**
- Justin Salisbury
- 2:30** **Social Media - 3 Fresh Tips To Improve Your Business**
- Geoffrey Brown
- 3:30** **Protect your Customers and Car Wash from Emergency Situations**
- Gerald Wilson, Dallas Police Department
- 4:30** **Grow Profit By Knowing Your Numbers**
- Jim Cadotte

Monday, February 26

- 7:00** **Registration & Breakfast** *Sheraton 2nd Level*
SPONSORING HOSTS: AP FORMULATORS
AUTO WASH SERVICES
WET - WASHING EQUIPMENT OF TEXAS
State Discussion Tables
Tables will be designated for attendees to discuss state issues.
- 8:00** **Fast Tracks** *Sheraton 2nd Level*
Pick your topics and circulate between discussion tables. *(Each session is 15 minutes).*

Managing Customer Claims
MODERATOR: CLIF FISKE

Branding Your Car Wash
MODERATOR: AYCOCK MEDIAWORKS

Online Image For Your Car Wash
MODERATORS: MAIN STREET HUB

Detailing for Profit
MODERATOR: PRENTICE ST. CLAIR

New Credit Card Rules in 2018
MODERATOR: KEVIN HODES

Make Your Car Wash Sparkle
MODERATOR: TRENT CLARK

Best Practices for the Self-Serve Car Wash
MODERATORS: DALE REYNOLDS, MEL ULRICH

Site Planning; Development & Construction
MODERATOR: JARED NORTH

Loyalty Plans
MODERATORS: MIKE NORTH & STEVE HOLCOMB

2018 CONVENTION & EXPO

Monday - Continued

- 8:00-10:15** **Car Wash Investor Basics** *World Series*
MODERATORS: TYLER FURNEY, ERIC WARDEN
& ANDREW ZAMORA
- 9:00** **Idea Exchange Sessions**
A. Conveyor/Express/Lube/Detail *Hall of Fame*
MODERATORS: JEFF BLANSIT, RYAN DARBY, DAVE SWENSON
B. Self-Serve/Automatic *World Cup-1st Level*
MODERATORS: JACK KELSO, LAMAR SKARDA, MEL ULRICH
- 10:15** **Break**
SPONSORING HOSTS: CON-SERV WATER RECOVERY SYSTEMS
HURON VALLEY SALES
- 10:30** **General Session** *Sheraton Ballroom*
Welcome: DeWayne Hall, SCWA President
PRESENTATION OF THE 2018 SCWA
LIFETIME ACHIEVEMENT AWARD
- 
- KEYNOTE ADDRESS**
ROB O'NEILL
SPONSOR:
PRO-TECH SERVICES
O'Neill will share his stories and perspectives for business owners encouraging all of us to "never quit".
- 12:00** **Lunch with Exhibitors** *Convention Center/ Grand Hall B*
SPONSORING HOSTS: MOTOR CITY WASH WORKS
SCOTCH PLAID
VACUTECH
- 1:00-5:00** **EXPO Hours**
See front panel for QUICK TALKS Sessions & Times
BREAK SPONSORS: MIDLOTHIAN INSURANCE
SIMONIZ
- 4:30** **Grand Prize Drawing - Booth #325**
PRIZE SPONSOR: BLENDCO
- 6:30** **Celebrate SCWA** *Sheraton Ballroom*
Enjoy an Evening of Fun, Food and Friends
SPONSORING HOSTS: CSI-LUSTRA CAR CARE
INNOVATIVE CONTROL SYSTEMS
STINGER CHEMICALS
- Entertainment** *Sheraton Ballroom*
Hillbilly Vegas - Car Washers By Day & Award Winning
Artists by Night, "Shake It Like A Hillbilly!"
SPONSOR: KLEEN-RITE

Tuesday, February 27

- 7:00** **Devotion** *Triple Crown*
- 7:15** **Breakfast Buffet** *Sheraton 2nd Level*
SPONSORING HOSTS: KWIK INDUSTRIES

2018 CONVENTION & EXPO

Tuesday - Continued

2018 Car Wash Academy - Concurrent Sessions

- 8:00** **Re-Invigorating Your Self-Serve Car Wash** *Champions I*
- Dale Reynolds
MODERATORS: ROBERT DUNCAN
- Finding/Developing Leadership in Your Organization** *Champions II*
- Justin Salisbury
MODERATORS: CLAYTON CLARK
- 4 Tips to Engage Your Online Audience** *Champions III*
- Geoffery Brown
MODERATORS: RYAN DARBY
- Detailing Session**
How to Sell Detailing to the Right Customer *World Series*
- Bob Phillips & Prentice St. Clair
- 9:15-10:15** **The Business Side of Car Washing - Impact of New Tax Reform Law** *Champions I*
- Eric Warden
MODERATOR: JEFF BLANSIT
- How to Attract & Retain Great Entry Level Employees** *Champions II*
- Steve Gaudreau
MODERATOR: JOHN AGNEW
- Emerging Force - Women in the Car Wash Industry** *Champions III*
- Sue Chappel, Charnann Cox
MODERATOR: KATI WILSON WRIGHT
- Detailing Session**
Steps for Implementing a Ceramic Coatings Program *World Series*
- Bob Phillips
- 10:15** **Break** SPONSORING HOST: STI CONVEYOR SYSTEMS
- 10:45-11:45** **New Legal, Labor & Immigration Insights 2018** *Champions I*
- Jacob Monty
MODERATOR: RONNIE CORBIN
- Better Be Ready - Emergency Planning for Your Business** *Champions II*
- Gerald Wilson, Dallas Police Department
MODERATOR: JEFF BLANSIT
- 5 Tips for the Successful Car Wash Manager** *Champions III*
- Harrison Hemphill
MODERATOR: TYLER FURNEY
- Detailing Session**
How to Put Express Back in Detailing *World Series*
- Prentice St. Clair
- 12:15** **Closing Luncheon** *Hall of Fame*
INTRODUCTION OF 2018-2019 SCWA OFFICERS & DIRECTORS



See You February 24-26, 2019!



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