

Welcome to NECA E-News!
QUARTERLY E-ZINE FOR AND ABOUT NECA MEMBERS
By Nov. 21st, send inquiries
& submissions for the Fall issue to
info@newenglandcarwash.org

A MESSAGE FROM THE PRESIDENT

Over the summer a couple of important things happened, the most exciting one being the NECA has taken another major step towards fulfilling our mission: We connect car wash professionals to promote and protect our industry.

In an effort to build positive public relations around the car washing industry, and to counter negative stereotypes, the NECA has retained Kure Creative to produce a series of short videos covering topics such as "Common Car Washing Myths" and "Environmental Benefits of The Professional Car Wash."

It's easy to become a social media guru these days. As a result, self-proclaimed experts, a wave of bloggers and influencers, have portrayed our industry through stereotypes not backed by the facts. Fortunately, science and research support us, and by using a professional production team, we can re-balance the information available to consumers.

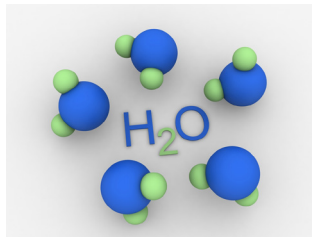
The Board members are currently reviewing the first script and storyboard, and we expect to begin shooting shortly. We are confident these videos

continued on the next page

TOPICAL TIPS

Car-Wash-Water Treatment Technologies

Part 3 in a series of "Tips of the Trade" articles about all important water by [Matthew Unger](#), Atlas High Purity Solutions



Read on to learn about common issues with your water softeners

Water softeners are the most abundant treatment technology used in carwashes today and proper maintenance and being able to identify problems is crucial to extend the useful life of your softener system and provide the quality water your soaps thrive on.

We all know softeners turn hard water soft by exchanging hard scaling cations (positive charge ions) such as calcium (Ca²⁺), magnesium (Mg²⁺) with soft cations such as sodium (Na⁺) or potassium (K⁺) using thousands of tough spherical beads made from styrene cross-linked with divinylbenzene. This ion exchange is necessary for the softener to function correctly and when this exchange is not occurring, your system is no better than a 50 micron sediment filter. So here is how I determine there's an issue:

- Purchase a hardness test kit/ strips and test before and after your softener unit. Your

continued on the next page

VENDOR SPOTLIGHT



[Cleaning Systems, Inc.](#) is a

leading manufacturer of

cleaning and protection chemical products, as well as chemical application technology, for the transportation industry globally. Founded in 1976, CSI is an ISO 9001:2015 and ISO 14001:2015 registered company, whose products are known for high quality, value, effectiveness, environmental sustainability, as well as cutting edge, industry leading technology. CSI services the car wash industry with Lustra Professional Car Care Products including Ultraflex®, ultra-concentrated technology. Contact: Rob Peter at rpeter@lustrabear.com

Would you like your company to be featured here? See page 3.

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Please note: NECA memberships are held by companies. Do not hesitate to add employees to our email and text distribution so they may receive individual notices, newsletters and other information directly from us.

President's Message

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will help to raise consumers' awareness and to dispel some negative myths.

These videos will be available for NECA members to use on their social media platforms. Combined with a powerful message, video is a compelling medium for informing consumers about the positive aspects of the car wash industry.

Another challenge, which is equally concerning to every car wash operator and small business in Massachusetts (with other states to follow I'm sure), is the upcoming increase in the minimum wage. We have different opinions about it however, we can all agree our payroll expenses are about to increase 40% over the next 4 years. We have until the end of the year to figure out what to do.

I don't think it's panic time but I think our businesses will look much different in 2022. I see more automation, less labor, less personal service and potentially higher prices.

In my earlier President's Message, I spoke about asking your suppliers what new revenue generating services, deals and ideas they could suggest.

- Create your own manager specials to boost revenue.
- Find ways to improve your social media presence and online reviews. (Plan to attend the Nov. 13th NECA dinner and program for expert advice.)
- And the big one - re-evaluate any controllable expenses.

I know we are all busy, but wage increases is something we all have to plan for. Stay focused on what it takes to be a successful professional car wash operator. Get involved. Ask other operators how they plan to handle the situation. Reach out to NECA Board members. Ask how you can help guide the industry.

Upcoming Events

NECA will host its annual golf tournament on September 25th, at Brookmeadow Country Club in Canton, MA. The Outing is a great way to network, whether you spend the day or just come for dinner. And, it's not only a good time. Proceeds will benefit Lovin Spoonfuls, a food rescue, as well as our NECA Scholarship Program. See page 4 for more details.

The NRCC is scheduled in Atlantic City, NJ, from October 1st - 3rd. The theme is "Driving a Better Future". Our big convention is a great opportunity to expand your network, learn and get ideas on how to handle difficult situations.

NECA's Fall Dinner meeting on November 13th will address a hot topic, "Creating and Managing Your Online Identity". Reputations take years to build and review sites can tear them down in days! The digital world is the new Wild West but you can tame it to your advantage. Bring your staff to help them understand what it means when a customer issue snowballs into a much larger one because someone did or said the wrong thing. See page 4 for details.

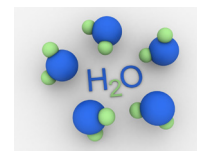
I look forward to seeing you at these events.



Dom Previte, 2018 President

TOPICAL TIPS

Water technology *continued*



water is soft if the results indicate less than 3 grains of hardness.

- Know what your foam and soaps are supposed to look like. If your soaps are not overdosing, and your softener stops functioning, you should see a clear difference in foam volume and soap bubbles.
- If you have not added salt to your brine tank in months, and the carwash has been open and busy, your system may not be using salt which usually indicates a problem.

Okay, so you have an issue, here's what to do first:

- Check to make sure your softener system is plugged into a live outlet. These units need power to control and perform their function.
- Check to make sure you have salt in the brine tank. **NO SALT = NO SOFT WATER.** It's a good idea to check and add salt weekly. You should maintain a salt level of 30%-75% of the total brine tank volume.
- For those of you who have not needed to add salt, check to make sure you do not have a salt bridge. This occurs when the salt at the bottom of your brine tank dissolves and the salt at the top clumps together forming a bridge. This creates an illusion of salt in your brine tank though you are not creating brine. Break this bridge up using a pole or hammer, and add more salt.

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FOR MEMBERS ONLY

Marketing Services for NECA Members



ARE YOU LEAVING MONEY ON THE TABLE?

Whether you already have the ability to sell gift books and special offers on your web site or are in need of a virtual company store, carwashgifts.com can help you sell more!

This marketing tool was developed for NECA members who can use it free of charge - no middle man, GroupOn type fees. Members can use the site to drive business to their web sites or use it to sell online.

Call the NECA office for assistance in getting set up to stop "leaving money on the table".

Would you like to be featured as our page 1 VENDOR SPOTLIGHT?

Members may e-mail a profile for an upcoming issue of the E-News (first-come, first-serve) to info@newenglandcarwash.org. Guidelines: 50 - 75 words on who you are and what you offer that sets you apart. We'll include your logo (preferably JPG or PNG format) and link to your web site.

Please note: NECA memberships are held by companies. Do not hesitate to add employees to our email distribution and texts list so that they will receive individual notices, newsletters, etc. from us.

Congratulations to Our 2018 Scholarship Winners



Andrew Siemering, whose Dad is a partner in Soapy's Car Wash in Hudson, NH, will be attending the University of New

Hampshire in Durham. He plans to study finance or accounting.

Eisley Depina, whose mother works for ScrubaDub, will attend Bridgewater State University. He is the first in his family to attend college.



Amanda Lindley, whose Dad works for Harrell's Car Wash Systems, will pursue environmental studies at The University

of Vermont in Burlington.

Scholarship Named in Tom Rando's Memory

Tom Rando passed away in his home, surrounded by family, on May 7, 2018, at the age of 90. In lieu of flowers, the family asked that expressions of sympathy

be made in his memory to the NECA Scholarship Program, and we received many generous donations.

Tom was a very special person, much respected and loved in our industry, whose memory will live on in support of young people seeking further education. At the June 5th Board meeting, we voted to name one \$1,000 scholarship each year as the Thomas Rando Memorial Scholarship.

Tom, also known as Randy, opened his first car wash in Watertown and for over 54 years, he owned and operated Randy's Car Wash in Watertown, Waltham, Medford and Melrose. Tom had a passion for the car wash business and was a mentor to many in the industry. He was an innovator and established the first exterior car wash in Massachusetts. Tom was a founding member and President of the New England Car Wash Association and a Board member for the International Car Wash Association.

Chris Zona is a Dad



Congratulations to Chris and Kerri. Valentina Mae Zona, a beautiful 19.75" and 7.9 lbs., was born at 4:47 a.m. on 7/8/18.

COMING SOON

NECA's Annual Golf Outing

An event for fun and charity

Tuesday, September 25, 2018

Brookmeadow Country Club

Canton, MA

For all the outing details including Golfer registration and Sponsorship Opportunities

[CLICK HERE for DETAILS and to REGISTER](#)

In 2018, a significant portion of the proceeds from the Outing will benefit **Lovin' Spoonfuls Food Rescue** and the NECA Scholarship Fund.

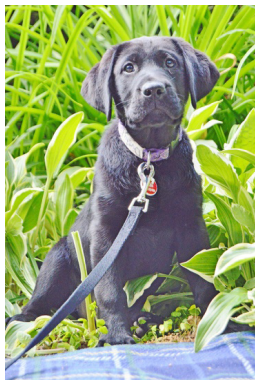
Lovin' Spoonfuls is a nonprofit food rescue organization based in Boston dedicated to facilitating the rescue and distribution of healthy, fresh food that would otherwise be discarded.

NECA 2017 Golf Outing Supported Pups have arrived at **NEADS!**

Each of NECA's Golf Outings benefits a non-profit organizations chosen by our Board of Directors. As a result of the 2017 Outing, \$5,400 was donated to NEADS, the organization that trains service dogs. Our donation will be used to train two new puppies which we had the privilege of naming. Both receive their initial training at the Laura J. Niles Early Learning Center (ELC) on the NEADS campus.

Dusty was born on 3/29/18. While Dusty is on the campus, the puppy program staff will continue with her obedience training and socialization.

Between lessons, Dusty will have plenty of time to play with the other puppies, both inside and outside in the fenced in play area.



Fall Dinner and Program Tuesday, Nov. 13, 2018 at the newly remodeled Crowne Plaza, Woburn



As mentioned in the President's Message, our Fall meeting program will address a challenge shared by all: **Building and Maintaining Your Digital Reputation.**

We are assembling a panel of experts including representatives from HubSpot, Yelp! and Kure Creative, to address how to

- build your on-line presence and identity
- help people find your web site
- use analytics to develop business
- manage your digital reputation

The NECA's Fall Dinner & Program will feature lively networking and a delicious dinner in addition to the panel presentation.

Save the date for this valuable program. Be sure to register your team. On-line registration opens in late September.

Sandy, who just arrived at

the Center, was born on 4/24/18. With this beautiful weather, all the puppies are enjoying outside playtime in our fenced in play area.



The play area is equipped with fun toys and equipment for the puppies to explore. Should there be an inclement day, the ELC inside play room has lots of interactive toys.

In addition, they will receive lots of attention from our staff and volunteers. Who could resist these beautiful pups!

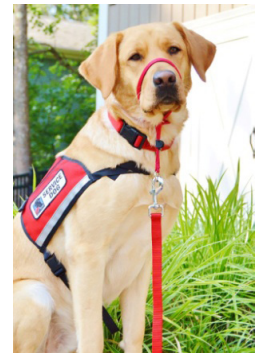
Update on our 2016 Outing Puppies

Snowy, shown wearing her service dog cape, is all grown up. She has completed her course and has been matched with Lillian as a Service Dog for a Child.

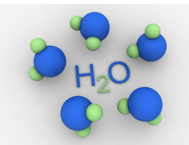
NEADS Service Dogs for Children are partnered with children with autism or other developmental disabilities.

Lillian and her mother are on the NEADS campus for facility-based training through July 31, 2018.

During this training, Lillian and her mother will learn how to work with Snowy, under the supervision of NEADS Senior trainers. Lillian and Service Dog Snowy are candidates for the fall graduation, November 4, 2018 from 2-4 p.m. at Montachusett Regional Vocational Technical School in Fitchburg, MA.



This spring, Storm unfortunately developed a medical issue that, although not serious, would be too difficult for a potential client to care for and maintain. Storm will be placed as a pet, and we know that she will be a wonderful companion for her new family.

TOPICAL TIPS**Water technology** *continued*

Now that you've verified power and added salt, let's try initiating a regeneration.

Before you do, it's important to let your salt soak. The water in the brine tank needs up to 4 hours or longer, depending on temperature, to allow dissociation of the salt and to produce brine. Perform a regeneration with a weak dose of brine and you will have low system capacity that will show with hard water leakage, prior to the next regeneration. This is why it's also important your system is sized correctly. If your system is undersized and regenerating multiple times per day, then the salt never has a chance to dissolve between regenerations. This creates a repeating cycle of soft water, right after a regeneration and hard water for a period of time before the regeneration.

If you do not know how to initiate a regeneration, find your manual and it should give you a step by step process. Depending on the manufacturer, type of head unit and current program your system should backwash for 8-12 minutes, rinsing out sediment particles, broken cation beads and fluff the resin up for the 8-10 minute brine rinse that commonly happens next. Using a venturi, the softener head will pull the entire volume of brine from your tank and rinse the resin with a high dosage of sodium ions, which expels the hardness minerals and recharges the resin back into its sodium form. Once the brine rinse is

complete, your system will go into one or two 8-10 minute rinse cycles and refill the brine tank.

After the regeneration, if you are still experiencing a problem...

- You may have an issue with the venturi which can get plugged from a small rock or debris that ended up in your brine tank.
- The mechanical valve head may need service. The valve heads typically have a piston that is used to change the flow of water for the different cycles. Without maintenance, these pistons are a common failure in many softener heads.
- Your controller may be messed up or not correctly set up. Regeneration times, flow restrictors and metered regenerations should all be determine based upon current water conditions at its installed location.
- On metered heads, the water metering function needs repair. This will allow you to manual regenerate your system but the issue is it does not happen automatically.
- Your ion exchange resin is shot. If you're not sure, you can have it tested or just replace it. From years of use, it has taken a beating and needs to be tossed. Resin can last 7-10 years or longer based on the water quality. At locations where the water has high levels of iron or organics, the resin will become fouled quickly and loose its capacity. This happens because the typical salt regeneration is not strong enough to expel the iron from the resin. If this

is your wash, here's what you can do: put an iron filter in front of your softener to protect the resin, use a much higher salt dosage of 10-15lbs/cuft, use a resin cleaner additive on a regular basis or plan to replace your resin on a more frequent basis.

Water softeners are great when functioning and can be a real asset to your carwash. They reduce soap usage saving you money, help prevent clogged nozzles, minimize water staining and reduce other plumbing issue.

Take care of your water softener and it will pay you back. And remember: Any water can be cleaned, and clean water makes clean cars.

CONTRIBUTE A TIP OF THE TRADE TO THE E-NEWS

Share what you know and have experienced. Help other members be the best they can be, consequently raising the standards for, and public perception of, our industry as a whole.

- Do you have special expertise?
- Have you had an experience (good or bad) that would be of value to other members?
- Would you like to be recognized for your knowledge?
- Have you used a marketing method you can recommend (or not)?

The Topical Tips column provides valuable information about best practices. The articles don't have to be long (just a few paragraphs), and we'll edit for you. Interested? Contact E-News Editor **Matt Unger**