



RoundTable

Rocky Mountain Car Wash Association Newsletter - September 2010

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Dear Megan,

Summer has officially ended and Fall is in the air! I know we are all excited for a busy Winter this year!

Voting for the 2011 RMCA Board of Directors will take place this December. If you or someone you know would like to be nominated, please contact David Begin at David.Begin@RMCWA.com.

In this edition of the RoundTable, you will find news on the economy, social marketing, competition, and car wash safety. Also, please note the updates in the left hand column, including the WCA Convention October 11-13 in Las Vegas!

An Industry Recovering...We Hope!

Are we there yet? The economy's journey to the bottom has been a long and brutal ordeal. Many are hanging on white-knuckled wondering just when the pain is going to end.

There have been recent stirrings we might have reached the bottom. The national unemployment rate, after topping out at 10.1% in October 2009, has retreated back to 9.6% and held steady over the last three months. While not terrific, it indicates that the general economic bleeding may have stopped for the time being. [READ MORE>>](#)

Social Marketing Turned Upside Down

Twitter, Facebook & Blogs are on the forefront of marketing discussions wherever we turn. This is unfortunate, as most car wash owners do not have enough time for marketing and are not typically considered "social" in the broad sense of the term. So this begs the question: Will social marketing make such a difference in my car wash business that I need to go through the trouble of learning how? [READ MORE>>](#)

Competitors - Friend or Foe?

When you think of the competition in your marketplace, do you think of fellow business owners and brethren, teaching the world about professional car washing and keeping the environment safe and clean, or do you think of them as "mud sucking dogs," taking away your customers and deserving of destruction and total annihilation? My guess is at any given time, you think of your competitors in both ways. [READ MORE>>](#)



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Two Children Hit at Colorado Car Washes

Last month two toddlers were hit at Colorado car wash facilities, raising concern for all operators.

On August 19th, a 3-year-old boy was killed when he was hit by a truck at a car wash in Pueblo, CO. Police say the boy was playing with his 5-year-old brother near a vacuum in front of the car wash bay. Less than two weeks later, a 2-year-old boy suffered head injuries and was said to be in "critical condition" after he was hit by a Hummer in the lot of a car wash in Colorado Springs.

On behalf the RMCA, please remind your customers to use caution when driving through areas of heavy pedestrian traffic and to keep a close eye on children while using the vacuum stations.

Thank you for reading this edition of the RoundTable. Please check out our Quick Links on the left column for more information about the RMCA.

Sincerely,

Megan Ronald
Rocky Mountain Car Wash Association

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