



Rocky Mountain Car Wash Association Newsletter - March 2011

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 Save the Date
 Steve Chase
 WaterSavers
 Customer Service
 Coupons

[Save the Date](#)

**Next General
 Membership Meeting:**
Thurs March 31st
 Please watch your email for
 details on time and location.

Steve Chase

Steven Andrew Chase, 54,
 Aurora, died January 21,
 2011 in Denver, CO. His
 Memorial Service was held
 at Mississippi Avenue
 Baptist Church January 26,
 2011 where a large con-
 gregation of friends and
 family gathered to honor
 time and merits.

Steve was known by many
 of us in the industry as an
 innovator and car wash guy
 extraordinaire. His
 development of the triple
 foam system for automatic
 car washes, the countless
 hours in tunnel work,
 and build of the Storm
 automatic and most
 the Intelligent Wash
 distributorship are only a
 few of his marks that we
 remember.

We send our thoughts and

Dear Megan,

Welcome to 2011!

As I listen to business owners from all types of businesses I hear the same thing, 'it sure is a different world today than it was 3 years ago.' That is certainly true, change is inevitable, so what do we do about it? The economy is different, cities are looking for more revenue, customers behave differently and how we communicate/market to customers is different. Three to five years ago who had heard of 'social marketing?' Today there is an 'app' called 'Wash Me' that will tell a customer where to get their car washed based on their current location and online reviews. While the principles of car washing will always be true; clean, shiny, dry; where and how we communicate that message is changing.

The Rocky Mountain Car Wash Association (RMCA) is here to help. 2010 saw the RMCA take steps to this digital world. We now send our newsletter out via email utilizing Constant Contact and all our membership information is in Quick Books, soon we will be able to send invoices/statements out via email, the website was updated allowing new members to apply online and soon we hope to be able to receive membership payments online. I want to thank David Begin for his leadership as President during this process.

Through these efforts we were able to double our membership in 2010 and cut expenses while improving communication in the Association. In 2011 we will build on these improvements by trying to improve social networking between members. We will again have 4 newsletters go out and 4 general membership meetings. One of these meetings will be a family picnic/BBQ to enjoy the Rocky Mtn air.

I would like to welcome Barry Bounds to the board for 2011 and thank Keith Taylor of Jazz Car Wash for his service to the Association in 2010. Without members willing to serve, the Association could not exist. Our current board is made up of: David Begin (Vice President), Mike Huggins (Secretary/Treasurer) and the following as Directors; Shane Wells, Carl Kelly, Jim Beetham and Barry Bounds. Thank you to all for serving our industry. We still have our referral program for 2011, refer a new member and receive a \$25 credit towards next year's membership dues, up to \$100.

Thank you for being a member and supporting the car wash industry. I look forward to seeing you at the meetings and if there is any way the Association can serve you better please let me know.

Aaron Green
 President, RMCA

aaron.green@rmcwa.com

prayers to the family who will miss his presence in their lives.

ADVERTISING

For just \$25 you can get your ad in our next newsletter!

Plus, did you know we now have a FREE

Classifieds Section on the RMCA website?

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WaterSavers - A Year of Accomplishment

Claire Darmanin, Chief Operating Officer, [International Carwash Association](#)

WaterSavers is a promotional program focused on the environmental benefits of professional car washing with the intent to communicate this message to consumers, water regulators and car wash operators. WaterSavers desires to 1) encourage driveway and parking lot washing to move to professional car washes and 2) ensure that professional car washes are treated fairly by water regulators, particularly during times of drought. [READ MORE>>](#)

Customer Service Q&A with Lisa Mininni

From Who's Your Gladys

As an expert who teaches entrepreneurs to grow their revenue, what role do you believe that customer service plays in the overall success of a company?

Customer Service is a considerable game changer for any organization. With the world wide web at consumers' fingertips, they can go anywhere but chose your company. It's important to take care of this educated consumer. With social media, their customer service experience can catapult your brand. Take care of a customer and get people talking about how great their experience is. Conversely, if you're not paying attention to customer service, it could mean disaster. Years ago when people had a poor experience, they told approximately 10 people. With Twitter, LinkedIn, and Facebook, you may find yourself doing damage control with millions of people.

[READ MORE>>](#)

Coupons, Groupon and Cocaine

Laura Ries, Ries' Pieces Blog on the Business of Branding, Dec 7, 2010

These days marketers are going in exactly the wrong direction. The recession has caused a lot of companies to panic. And when companies panic, they print coupons and throw up sale signs. Look in your mailbox, your email inbox or your newspaper and you will see what I mean. Everybody is having a sale. But does this coupon-sale-discount strategy work? Yes and no. Yes, in the short term coupons, sales and discounts do work. Discounts bring in customers and ring up sales. But the short term is not the only thing that needs to be considered when building a business and brand. [READ MORE>>](#)

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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Rocky Mountain Car Wash Association | P.O. Box 370831 | Denver | CO | 80237