


Megan Ronald

From: Rocky Mountain Car Wash Association <megan.ronald@rmcwa.com>
Sent: Thursday, September 22, 2011 2:15 PM
To: megan@kwikcarwash.com
Subject: September RoundTable Newsletter

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Rocky Mountain Car Wash Association Newsletter - September 2011	
In This Issue	Dear Fellow RMCA Member,
Denver Water Time to Ask Employee Loyalty	As an organization and as owners we have always wished there was a way to prevent our customers from washing in their driveway, yet it always seemed like an impossible, uphill battle. On July 30, 2011, I had the opportunity to speak to a group of Douglas County and Cherry Creek teachers about this very subject. Will it change wash habits this year? Probably not. I remember 30 years ago walking out behind our house to dump the old oil I just took out of the car. Someone started the education process then and so we start today.
<u>Save the Date</u> Next General Membership Meeting: Thurs, Sept 29th <u>Champps</u> 8325 Park Meadows Center Drive Littleton, CO 80124 Tel. 303-799-1333 <u>For a map/directions</u> <u>click here</u>	The RMCA has been in partnership with the Douglas County Water Resource Authority for the past year on education opportunities. Our first public opportunity came on a beautiful Saturday afternoon at their offices in Highlands Ranch. About 10 teachers from the South Metro area gave up their weekend to come learn about water. The presentation went great, the teachers asked lots of questions and were very enthused about the information. The most amazing thing to me was that among the group of 10 college-educated teachers, NOT ONE understood the difference between sanitary sewer and storm water drains!
<u>ADVERTISING</u> 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? Contact <u>Megan</u> for more details.	To see the presentation, go to www.rmcwa.com . I will keep you updated on future events and how your store can help educate our future customers.
RMCA SPONSORS	Regards, <i>Aaron Green</i> <i>President, RMCA</i>
	Denver Water - September Billing Shane Wells, Hi-Performance Wash Systems You may have seen the flier that came with Denver Water bills this September if you are in that district; if not, hear the good news now. On the additional page with water bills the first article was titled "Find a water-saving car wash" with a 1/3 of the sheet dedicated with a picture to professional car washes. It encouraged people to use



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Denver certified car washes that recycle their water or use water efficient programs while contrasting that with washing at home. [READ MORE>>](#)

It's Time to Ask!

Aaron Green, Greenheart Consulting LLC

What have you wanted to do at your site in the past but your local city turned you down? Maybe more vacuums with canopies out on the street, maybe a monument sign, more building signage or just a special month with banners. In the past cities were able to say no to these things and leave you wondering why. Well that has all changed in the last few years, most of the fees are gone and properties are setting empty with no tax revenue being generated. Now is the time to ask. [READ MORE>>](#)

The 3 Secrets To Extremely Loyal Employees

Mike Michalowicz, Author of The Toilet Paper Entrepreneur

In the business world there is always a lot of talk about the importance of customer loyalty. But employee loyalty is every bit as important. Many people overlook the importance of employee, but to do so can be detrimental to your business. If you have not considered the issue before, there is no better time than now. [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.

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