

# 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.

In its first full year, the WaterSavers program had an exciting 2010. In addition to some steady growth in number of locations and company members, more importantly, the program received some great press and recognition of its own. Click below to see some of the great recognition WaterSavers got in the national press this year:

- Forbes Online <<<http://www.forbes.com/2010/04/06/water-environment-biodegradable-technology-ecotech-car-wash.html>>>
- CNN  
<<<http://www.cnn.com/video/#/video/us/2010/09/16/courson.md.green.car.wash.cnn?iref=allsearch>>>
- Manage My Life blog (subsidiary of Sears):  
<<<http://www.managemylife.com/mmh/articles/authored/finding-the-best-automatic-car-wash>>>
- Mother Nature Network blog  
<<<http://www.mnn.com/transportation/cars/stories/wheres-the-greenest-spot-to-wash-your-car>>>

In addition, many WaterSavers members are doing an outstanding job promoting their participation in the program to their local communities via their web site, signage, or any of the customizable public relations templates available to members. By utilizing these resources, local operators are generating greater local community awareness to educate consumers and communities about how professional car washing saves water, and therefore driving more traffic and sales to their business. Some great examples include:

- Pipeline Auto Spa in Texas  
<<<http://www.pipelineautospa.com/watersavers/>>>
- Soak 'n Suds Wash in Ohio <<http://www.soaknsuds.com/Conservation.htm>>
- Bixby Knolls Car Wash in California <<http://www.bkcarwash.com/>>
- High Tide Car Wash in North Carolina <<http://hightidecarwash.com/>>

WaterSavers also made a splash this year by spreading the good news of professional car washing to the regulator community. In June, WaterSavers was represented at the American Water Works Association's Annual Conference and Exposition. 4200 water utilities had access to a poster presentation that detailed not only professional car washes' use of water but recognition to WaterSavers members. In addition, WaterSavers was also represented at the WaterSmart Innovation Conference in October, joining over 1000 participants and utilities from over 40 states and 10 foreign nations.

International Carwash Association and WaterSavers are also participating in the development of the International Code Council, (ICC) development of the Green Building Code.

It is an exciting time to join the industry's leading recognition program. This fall, the criteria to join WaterSavers was expanded to recognize washes significantly reducing their water use without using reclaim.

2011 will surely bring forth some further new developments for the WaterSavers program. We will be engaging further with the water community to increase awareness among regulators and utilities. We plan to continue to build upon the buzz that we've begun to see around the WaterSavers message and continue to spread the word.

We commend our 2010 WaterSavers members in helping to spread the word about benefits of professional car washing. If you're not yet a member, we encourage you to be a part of our success in 2011.

*For more information on WaterSavers, visit [www.icawatersavers.org](http://www.icawatersavers.org).*

