

22nd Annual

Northeast Regional Carwash Convention

Hosted by the New England Carwash Association

It will blow you

AWAY

OCTOBER 3-5, 2011

Trump Taj Mahal Hotel & Casino

Atlantic City, New Jersey

www.nrccshow.com

Over 60,000 square feet of exhibit space and 230+ vendors offering you the latest in technology and money saving solutions!

NRCC is the industry's largest regional convention!

WEDNESDAY, OCTOBER 5, 10:30 AM – 2:30 PM

TUESDAY, OCTOBER 4, 1:30 PM – 6:30 PM

Exhibits Open



Platinum Sponsors

1-800-868-8590
info@nrccshow.com
www.nrccshow.com



NORTHEAST REGIONAL
CARWASH CONVENTION
P.O. Box 646
N. Chelmsford, MA 01863

Monday, October 3

9:00 AM – 5:00 PM

IDA UNIVERSITY PRESENTS: Educating Detailers for Today's Challenges

2:00 PM – 5:00 PM

ATTENDEE REGISTRATION

Entrance of the Mark G. Etes Arena, 1st Floor

4:30 PM – 6:00 PM

CARWASH COLLEGE PRESENTS: Market Your Wash Like A Pro

Ways to design your car wash menu to increase ticket average, and marketing that can be used to drive volume to your location.

7:00 PM – 8:30 PM

WELCOMING RECEPTION

Catch up with old friend and make new acquaintances as you enjoy the one of a kind view of Atlantic City's spectacular skyline at the Taj Mahal's ultra exclusive Signature club, located in the 49th floor of the Taj Tower. Enjoy this unique experience that on NRCC can offer!

Tuesday, October 4

7:00 AM – 7:00 PM

ATTENDEE REGISTRATION

Entrance of the Mark G. Etes Arena, 1st Floor

7:30 AM – 9:00 AM

Fill out the advanced question portion on the registration form to be sure your questions are discussed.

EARLY BIRD PANEL DISCUSSION WITH BREAKFAST

Open forum discussion on topics concerning the carwashing industry. Meet with seasoned industry experts prepared to answer any of your carwashing questions. Hear what issues other operators are facing. This is your opportunity to discuss industry concerns and hear how other leaders in the carwash industry have solved problems. Year after year this seminar receives the highest reviews.

Moderator:

Doug Rieck, Magic Wash, Manahawkin, NJ

Panelists:

Mike Conte, Conte's Car Wash, Long Branch, NJ

Dave DuGoff, College Park Car Wash, Chevy Chase, MD

Dennis O'Shaughnessy, Sr., Glenmont Car Wash, Glenmont, NY

9:15 AM – 10:30 AM

SUDDEN UNINTENDED ACCELERATION:

What you Need to Know to Keep your Customers and Employees Safe

Sudden unintended acceleration is an unfortunate reality in our industry. This presentation will address the extreme dangers associated with this phenomenon at carwashes. Costly and sometimes deadly, washed on the East Coast and across the country have experiences this first hand. However, methods can be implemented to mitigate the chances of this happening at your wash.

There is also a plethora of information available by some industry experts that will be shared to help you best protect your customer and employees. You will come away from this presentation with an informed game plan to implement at your wash.

Presenter:

Mike Benmosche

Mang Insurance Agency, LLC

Saratoga Springs, NY

Tuesday, October 4 (Continued)

10:45 AM – 12:00 NOON



Joe Bastardi

KEYNOTE PRESENTATION: *Weather or Not?*

Formerly the Chief Long Range Forecaster at Accuweather, Joe Bastardi is an institution in the science of weather prediction. Many companies across a multitude of industries, from energy to retail, have profited from his forecasts. His exceptional skills are rooted in a comprehensive understanding of global oscillations and in-depth analysis of historical weather patterns. Mr. Bastardi's analog approach, which finds similarities between current and historical weather patterns, allows him to make an accurate forecast, sometimes in defiance of computer model consensus.

During his 32 year tenure at Accuweather, Mr. Bastardi built a large private client services business. Additionally, Mr. Bastardi was well known for his blog featuring the popular videos "The Big Dog" and "The Long Ranger."

His reputation for making bold and accurate forecasts has landed him on major television programs including Fox News Live, ABC World News, The O'Reilly Factor, The Colbert Report, CBS' The Early Show, Imus in the Morning, and several others.

12:00 NOON – 1:15 PM

LUNCHEON/ICA ADDRESS/AWARDS PRESENTATION

1:30 PM – 6:30 PM

EXHIBITS OPEN

Mark G. Etes Arena, 1st Floor

Wednesday, October 5

7:00 AM – 7:00 PM

ATTENDEE REGISTRATION

Entrance of the Mark G. Etes Arena, 1st Floor

7:30 AM – 9:00 AM

Fill out the advanced question portion on the registration form to be sure your questions are discussed.

EARLY BIRD ROUND TABLE DISCUSSION WITH BREAKFAST

This informal grouping of round tables will enable attendees to address table topics of interest. For example, one table may focus on self-service issues while another might touch on in-bay or flex service concerns. Also included in the options are full service, marketing, social media, lubes, labor and technology, for example. You can stay at one table or move throughout to take full advantage of the knowledge at each table.

Moderator:

Walt Hartl, Hoffman Car Washes, Albany, NY

Panelists:

Self Service, Timm Baldauf, Advanced Car Wash, Voorheesville, NY
Inbays, Gary Baright, Foam N Wash, Wappingers Falls, NY
Flex Serves, Kevin Detrick, Sparkle Car Wash, Stroudsburg, PA
Full Serves, Dan Petrelle, Spalsh, Stamford, CT

9:15 AM – 10:30 AM

SUCCESSFUL ADAPTATIONS

Bad weather, bad economy – a double whammy to the carwash industry. Operators who think "outside the box" are able to keep their business strong and profitable. Hear from a panel of creative industry experts how to take advantage of opportunities to improve your business. In this seminar, they will share their stories about what has worked and what hasn't.

Moderator:

Dave Dugoff, College Park Car Wash, Chevy Chase, MD

Panelists:

Matt Bascom, Car Lover's Car Wash, Charlottesville, VA
Shawn Everett, Clean Green Auto Wash, Virginia Beach, VA
Patti Kaplan, Star Lite Car Wash, No. Reading, MA

10:30 AM – 2:30 PM

EXHIBITS OPEN

Mark G. Etes Arena, 1st Floor

TRUMP TAJ MAHAL CASINO HOTEL

Deadline to receive discounted rates: September 19, 2011

With panoramic ocean views and spectacular sunsets, the Trump Taj Mahal Casino Hotel is your own Atlantic City oasis. 1,250 deluxe guest rooms and palatial suites epitomize the true meaning of luxury." Trump Taj Mahal was voted Best Hotel by readers of Casino Player Magazine!



Taj Tower

Envelop yourself in the always-chic Taj Tower Room.. All Trump Taj Mahal guest rooms offer safes, coffee stations stocked with Wolfgang Puck coffee, irons and ironing boards, hair dryers, makeup mirrors, high speedInternet, flat panel televisions, on-demand movies, games and digital music.

Chairman Tower

The Chairman Tower Room is laid back, yet elegant in its simplicity. A contemporary, spacious design provides ample room to relax, with the option of one king or two queen-sized beds. Soaring floor-to-ceiling windows and the ample bathroom offers luxurious touches including a granite-topped double sink and oversized glass walk-in shower. Wireless Internet and a 40" LCD Sony Bravia TV are ready to help you work or play.

The Taj Tower \$95 (plus tax) per night; the Chairman Tower \$110 (plus tax) per night.

To arrange lodging call the Taj Mahal directly at 1-800-825-8888 and reference group code ANRCW11 to received the discounted rates, You may also visit their website, <https://resweb.passkey.com/go/necarwash2011> to receive the discounted rates. Check-in time is after 4:00 p.m. Monday through Saturdays and 6:00 p.m. on Sundays. Check-out time is 12 Noon.

Trump Taj Mahal

1000 Boardwalk at Virginia Avenue, Atlantic City, New Jersey 08401
(609) 449-1000 or (800) 825-8786

DIRECTIONS

From New York

Take New Jersey Turnpike, Exit 11 to the Garden State Parkway. Take Exit 40 to White Horse Pike East (Route 30). Follow signs for Virginia Avenue.

From Philadelphia

Take the Ben Franklin or Walt Whitman Bridge, the North South Freeway (Route 42) to the foot of the Atlantic City Expressway. Follow signs for Trump Taj Mahal/Virginia Avenue.

From Baltimore/Washington, DC

Take I-95 to the Walt Whitman Bridge, the North South Freeway (Route 42) to the foot of the Atlantic City Expressway. Follow signs for Trump Taj Mahal/Virginia Avenue.

PARKING

Convenient parking for over 7,000 vehicles. Parking Rates per Day: Sunday–Thursday \$5; Friday and Saturday \$10; Valet \$15

TRANSPORTATION

The Atlantic City Airport is located just minutes from the city and offers shuttle, taxi and rental car transportation.

Spirit Airlines, www.spiritair.com, offers direct air service between Boston and Atlantic City

AirTran Airways, www.airtran.com, offers low-fare round-trip nonstop flights between Atlantic City International Airport and Hartsfield-Jackson Atlanta International Airport.

The Philadelphia International Airport is also a quick 60-minute drive via the Atlantic City Expressway.

Rail service, provided by NJ Transit, arrives and departs through the rail terminal adjacent to the Atlantic City Convention Center. Atlantic City Express Service (ACES), www.acestrain.com, offers express train service between New York's Penn Station and Atlantic City.

***NRCC sets the standard for the carwashing industry in the northeast...
the most vendors, equipment, products and services...
the most opportunity for your business!***

EXHIBITORS

Aerodry Systems
Airlift Doors, Inc.
Alpha Chemical Services
American Changer Corp.
Ardex Laboratories
Arimitsu Pumps
Auto Data
Auto Laundry News
Belanger, Inc.
Blendco Systems, LLC.
C.A.R. Products, Inc.
Cardtronics ATM
Carolina Pride Carwash, Inc.
Carolina Solar Structure
Carwash Boilers
CARWASHWORLD.COM
CAT Pumps
Chemquest
Clean World Distribution, Inc.
Coast Commercial Credit
Con-Serv Water Recovery
Crystal Care
D & S Carwash Equipment
Company
Diamond H2O
Diamond Shine
Diskin Systems, Inc.
Dixmor Enterprises
DRB Systems, Inc.
Ecker Enterprise
ecoJet Systems
Ecolab Vehicle Care
Econocraft Worldwide Mfg., Inc.
ECP, Inc/Platinum Prof Car Wash
Systems
Equipment Marketing
ERC Wiping Products, Inc.
Erie Brush & Mfg. Corp.
Etowah Valley Equipment
Extrutech Plastics, Inc.
Fragramatics Mfg., Co., Inc.
Frank Millman Distributors
Franklin Insurance Agency Inc.
General Pump Inc.
Gliptone Manufacturing
Ginsan Industries
Grace For Vets
Halo Boom Systems
Hamilton Mfg Corp.
Hanna Car Wash Systems
Huron Valley Sales Inc.
Hydra-Flex
Hydro Spray Wash Systems, Inc.
I.C.E., Inc.
Innovative Accessory Products
Innovative Control Systems
Integrated Services, Inc.
Integrity Security
Intelli-tec Security Services
ISTOBAL-USA
J.E. Adams Industries
JBS Industries
Jim Coleman Company
Jobe Industries
Kirikian Industries LLC
Kleen-Rite Corp.
Lustra Car Care Products
MacNeil Wash/NASCAR
Mang Insurance
Mark VII Equipment
Massaging Insoles
MEI
Micrologic Associates
Modern Car Care
Motor City Wash Works, Inc.
MRL Hydraulics
National Automotive Chemical
National Pride Equipment
National Ticket Co.
Nuform Building Technologies, Inc.
Oasis Car Wash Systems
Olde Granddad Industries Inc.
Parker Engineering
PDO Manufacturing
PECO Car Wash Systems
Premier Drying Systems
Pro Equipment
Professional Carwashing &
Detailing
Proto-Vest, Inc.
PurClean/PurWater
Q.B. Enterprises, Inc.
Qual Chem LLC
Ratmann and Bobbin
RDM Industrial Electronics
Rowe International
Ryko Manufacturing
Rytec Corporation
Shore Corporation
Simoniz USA Inc.
SoBrite Technologies, Inc.
Sonny's Ent., Inc.
Stoner Car Care Products
Superior Auto Extras
Tommy Car Wash Equipment
Towels-By Doctor Joe
Trans-Mate Products Inc.
TSS, Inc.
TVM Building Products
Ultimate Products, Inc.
Ultimatech Car Wash
Equipment
Unitec Electronics
Vacutech
Vaughan Industries
Vehicle Wash Systems, Inc.
Warsaw Chemical Co., Inc.
Wash Trends Magazine
WashCard Systems
Washify Services
Washlink Systems
Washworld Inc.
Xaact Products
Zep Inc.

Exhibitor Listing at time of printing

Sponsoring Company

