

NORTHEAST REGIONAL GARWASH CONVENTION

SEPTEMBER 15-17, 2014
25TH ANNIVERSARY CELEBRATION

INSIDE:

PROGRAM,
REGISTRATION
& HOTEL
RESERVATIONS

REGISTRATION
NOW
ONLINE!

TRUMP TAJ MAHAL
HOTEL & CASINO
ATLANTIC CITY, NJ

KEYNOTE SPEAKER
BOB BENMOSCHE
PRESIDENT & CEO OF AIG

NEW THIS YEAR! REGISTER ONLINE AT
MYPREREG.COM/EVENTS/NRCC14

SCHEDULE

MONDAY

Registration Desk Open

🕒 2:00 – 5:00 pm

Carwash College (2 offerings) A “Labor” of Love / Self-Service Reinvigoration

🕒 4:00 – 6:00 pm

TUESDAY

Registration Desk Open

🕒 7:00 am – 6:30 pm

Early Bird Panel / Breakfast

🕒 7:00 – 9:00 am

No Exit Plan? No Financial Future? No Problem!

🕒 9:15 – 10:30 am

KEYNOTE: Elevating Your Business Beyond Adversity with Robert “Bob” Benmosche President & CEO of AIG

🕒 10:45 am – 12:15 pm

Awards Presentation and ICA Address / Luncheon

🕒 12:15 – 1:15 pm

Exhibits Open ♦

🕒 1:30 – 6:30 pm

25th Anniversary Celebration (Hard Rock Cafe)

🕒 7:00 – 9:00 pm

WEDNESDAY

Registration Desk Open

🕒 7:00 am – 2:30 pm

Early Bird Round Table / Breakfast

🕒 7:00 am – 9:00 pm

Obamacare: What Every Operator Needs to Know!

🕒 9:15 – 10:30 am

Exhibits Open ♦

🕒 10:30 am – 2:30 pm

NRCCSHOW.COM

414 RIVER VIEW PLAZA
TRENTON, NJ 08611

OUR PARTICIPATING ASSOCIATIONS:

NEW YORK STATE CAR WASH ASSOCIATION
HOST ASSOCIATION



CAR WASH OPERATORS OF NEW JERSEY



CONNECTICUT CARWASH ASSOCIATION



MID-ATLANTIC CARWASH ASSOCIATION

MCA Mid-Atlantic
CARWASH
Association

NEW ENGLAND CAR WASH ASSOCIATION



PROGRAM

MONDAY, SEPTEMBER 15, 2014

A "LABOR" OF LOVE 4:00 - 6:00 PM



Robert Andre, Sonny's Carwash College
PRESENTER

Labor. It's the bane of many carwash operators' existence. But it doesn't have to be. This seminar will show you methods to use to reduce labor through better scheduling and possibly adding an express lane to your existing facility. You will also learn how to leverage your service writer to generate higher averages that can reduce labor and increase profits. *For the tunnel/express operator/manager.

SELF-SERVICE REINVIGORATION 4:00 - 6:00 PM



Dale Reynolds, Carolina Pride Car Wash, Inc. PRESENTER

There are plenty of techniques and marketing ideas that can result in new customers and increased profits for self-service operators without breaking the bank. Seasoned veteran Dale Reynolds will share them to help you reinvigorate your site and boost your revenue. *For the self-service/inbay operator/manager.

TUESDAY, SEPTEMBER 16, 2014

EARLY BIRD PANEL / BREAKFAST 7:00 - 9:00 AM



Bob Katseff, Turnpike Car Wash, MA
PANEL MODERATOR [PICTURED]

Mark Landers, Perinton Express Wash, NY PANELIST

Mike Conte, Conte's Carwash, NJ PANELIST

Davie Ellard, Triple Play Car Wash, MA
PANELIST

Fred O'Neil, Fred's Car Wash, CT PANELIST

Frank Lash, National Car Wash Consulting, PA PANELIST

A panel of seasoned operators will answer any and all questions relating to carwashing. Year after year this seminar receives the highest reviews. Start accumulating your questions now and be prepared to walk away with loads of great information and direction.

NO EXIT PLAN? NO FINANCIAL FUTURE? NO PROBLEM! 9:15 - 10:30 AM



Lou Rendemonti, Rendemonti Wealth Strategies
PRESENTER



John Rendemonti,
John Rendemonti PC
PRESENTER

Former carwasher, Lou Rendemonti, of Rendemonti Wealth Strategies, took what his dad did wrong running his New Jersey carwash and created a solid financial plan that you can start to implement as soon as you get back to your wash! It's never too late to start securing your financial future. Rendemonti grew up in the carwash business. His dad owned and operated a full-service wash and lived in a world of fear. If it rained for two weeks he had to borrow money to pay the bills. When it was sunny he made enough to pay it back. He never had the opportunity to save. He never planned for his future. There was no retirement plan, investment portfolio or long-term savings plan. Rendemonti's "plan" was to eventually sell and live off the proceeds. Unfortunately, he didn't take into consideration inflation, planned obsolescence, stock market losses, increased taxation, etc. His plan was flawed. Find out what Lou would have done differently, and how you can better prepare for a solid financial future. In addition to Lou's insight, his brother, John Rendemonti, a lawyer who represents small businesses, will be sharing his expertise on buying and selling carwashes.

KEYNOTE ADDRESS

ELEVATING YOUR BUSINESS BEYOND ADVERSITY 10:45 - 12:15 AM



Robert "Bob" Benmosche,
President & CEO of AIG (American International Group) KEYNOTE PRESENTER

In 2009, Robert Benmosche was asked to help restructure the ailing insurance company, American International Group (AIG), and repay the government support that AIG received at the height of the 2008 financial crisis. Benmosche successfully lead AIG through one of the most extraordinary turnarounds in the history of corporate America as the

PROGRAM

company repaid the entire \$182.3 billion of government assistance, plus a profit of more than \$22.7 billion. You may not face such a seemingly insurmountable challenge when running your wash, but you do face adversity on a daily basis. Benmosche's keynote, "Elevating Your Business Beyond Adversity" will delve into the obstacles he faced and overcame while hitting home on basic principles of business you can use in your daily operation. This should be a keynote for the NRCC record books, and a great kickoff to our 25th year.

AWARDS PRESENTATION AND ICA ADDRESS / LUNCHEON 12:15 - 1:15 PM

Includes presentation of the 2014 NRCC Most Distinguished Person Award and the 2014 NRCC Hall of Fame Award.

25TH ANNIVERSARY CELEBRATION

7:00 - 9:00 PM

Celebrate 25 years of the Northeast Regional Carwash Convention in the intimate setting of the Hard Rock Cafe. Enjoy food and drink and take part in the anniversary celebration of the biggest and best regional trade show in the country. This event will include some fun takeaways including a photo booth, caricature artist, anniversary cake, and commemorative giveaway. Don't miss being part of this historical event sponsored by Innovative Control Systems.

WEDNESDAY, SEPTEMBER 17, 2014

EARLY BIRD ROUND TABLE / BREAKFAST

7:00 - 9:00 AM



Dave DuGoff, College Park Car Wash, MD INTRODUCTION [PICTURED]

Paul Ferruolo, Mr. Sparkle, CT
TABLE MODERATOR (SELF SERVICE)

Jay Frank, Splash, CT
TABLE MODERATOR (FULL SERVICE)

Doug Rieck, Magic Wash, NJ

TABLE MODERATOR (EXPRESS / FLEX SERVE)

Mike Benmosche, McNeil & Co., NY TABLE MODERATOR (SAFETY)

Heather Ashley, Virginia Carwash Industries, VA

TABLE MODERATOR (SOCIAL MEDIA / NEGATIVE REVIEWS)

Michael Ford, Coast Commercial Credit, FL

TABLE MODERATOR (FINANCIAL)

Gary Sokoloski, Centerline Carwash Sales & Service, ME TABLE MODERATOR (MAINTENANCE)

Duanne Rapp, Hoffman Car Wash, NY

TABLE MODERATOR (FAST OIL CHANGE)

Tom Palancia, Simoniz, CT TABLE MODERATOR (DETAILING)

Sara Park, Hoffman Car Wash, NY TABLE MODERATOR (MARKETING)

OBAMACARE: WHAT EVERY OPERATOR NEEDS TO KNOW! 9:15 - 10:30 AM



Tim Dodge, Independent Insurance Agents & Brokers of New York, Inc. PRESENTER

Dodge will give us the low down on ever-changing healthcare reform facing today's operators. This informative seminar will include an extensive Q & A and all the information you

need to face Obamacare head on.

HOTEL RESERVATIONS

TRUMP TAJ MAHAL

THE TRUMP TAJ MAHAL IS OFFERING SPECIAL ROOM RATES FOR ATTENDEES.

» **Taj Tower** \$69 (not including tax & fees)

» **Chairman's Tower** \$89 (not including tax & fees)

To make your room reservation please go to:
[HTTPS://RESWEB.PASSKEY.COM/GO/NRCC2014](https://resweb.passkey.com/go/nrcc2014)

Or call: 1 800-825-8888 **before August 22, 2014**, and use the Group Code: ACARW14.



CONVENTION EXHIBITORS

[REGISTERED EXHIBITORS AS OF PRINT DEADLINE]

Ardex Labs, Inc.	Diamond Shine Inc.	Kirikian Industries LLC	<i>Self Serve Carwash News</i>
Aerodry Systems, LLC	Discount Hydraulic Hose.com	Kleen-Rite Corp.	Sellers Publishing, INC
Ascentium Capital	Diskin Systems Inc	Laundrylux	Service Champ / Kim Supply
Airlift Doors, Inc.	Dixmor	Lustra Products & SAS	Shore Corporation
Air Logic Low Pressure Systems	DRB Systems, Inc.	MacNeil Wash Systems - A Ryko Solutio	Simoniz USA, Inc.
All Paws Pet Wash	ECP, Inc. Platinum Professional Car	Mark VII Equipment - Hafer Equipment	Sobrite Technologies
Alpha Chemical Service	eGenuity	Micrologic Associates	Sonny's Ent., Inc.
Arimitsu Pumps	ERC Wiping Products, Inc.	Mile High LED Systems LLC	Spa on the Go
American Changer	Erie Brush & Mfg. Corp.	Motor City Wash Works	Stoner Inc
Aqua Bio Technologies	Etowah Valley Equipment	MTM Hydro	Superior Auto Extras
<i>Auto Laundry News</i>	Extrutech Plastics	National Automotive Chemical	Synergy Solutions
Auto Vac	Fragramatics Mfg. Co. Inc.	National Pride Equipment	T and E Sales
Baron Business Lending	Frank Millman Distributors	National Ticket Company	The Cobra System - Heated Chemical Applicators
Belanger	G & G LED	Nuform Building Technologies, Inc	Tommy Car Wash Systems by AVW
Benchmark Payment Networks	General Pump	Oasis Car Wash Systems	Towels By Doctor Joe
Blendco Systems	Genesys Technologies - Crypto Pay	Octaform Inc.	Trans-Mate Products Inc.
Bumper Skinz	GinSan Industries	Olde Granddad Industries Inc.	TSS, Inc.
C.A.R. Products	Global Fresh America Corp	Parker Engineering & Mfg. Co., Inc.	Turtle Wax, Inc.
Carolina Pride Carwash, Inc.	Hamilton Mfg Corp.	PDQ Mfg., Inc.	Ultimatech Car Wash Equipment
Carwash Boilers, Inc.	Hoffman Mint	PECO Car Wash Systems	Unitec
Car Wash Insurance Program by McNeil & Co. Inc.	Huron Valley Sales	Perfect Car Corp	Vacutech
CARWASHWORLD.COM	Hydra-Flex, Inc.	Premier Dryers & Vacs	Vaughan Industries
CAT Pumps	Hydro-Spray	<i>Professional Carwashing & Detailing</i>	Vehicle Wash Systems, Inc
Chemquest	Infinite Creative Enterprises	Proto-Vest, Inc	Warsaw Chemical Co., Inc.
CK Enterprises, Inc.	Innovative Control Systems	PurClean / PurWater	Washify
Clean World Distribution, Inc.	Integrated Services, Inc.	Qual Chem LLC	Washlink Systems
Coast Commercial Credit	Istobal USA	RDM Industrial Electronics	<i>WashTrends</i>
Coleman Hanna Carwash Systems	JBS Industries	Rhino Cleaners	Washworld Inc.
Crane Composites, Inc.	JE Adams Industries	Rowe Bill Changers	Wheel-eez Wheel Cleaner
D & S Car Wash Systems	Jobe Industries Inc/Dafna	R.R. Lalena Corp.	Wynd Star Doors by Ryttec
Diamond H2O			Zep Vehicle Care Inc.

WALK THE FLOOR VIEWING MORE THAN 250 EXHIBITS DISPLAYING THE LATEST TECHNOLOGY IN THE INDUSTRY. MANUFACTURERS AND DISTRIBUTORS WILL BE ON HAND TO INTRODUCE YOU TO THE NEWEST INNOVATIONS TO MAKE YOUR BUSINESS MORE EFFICIENT, PROFITABLE, AND SUCCESSFUL.

PLATINUM SPONSORS



ONLINE REGISTRATION FEES

<u>CONVENTION PACKAGE OPTIONS</u>	<u>BY SEPT. 5</u>	<u>AFTER SEPT. 5</u>	<u>CONVENTION A LA CARTE OPTIONS</u>	<u>BY SEPT. 5</u>	<u>AFTER SEPT. 5</u>
Full Convention Package Includes all seminars, networking events & Exhibit Floor	\$275	\$350	Monday Seminar (Tunnel)	\$95	\$120
Spouse's Package Includes all seminars, networking events & Exhibit Floor	\$200	\$275	Monday Seminar (Inbay & Self Service)	\$95	\$120
Tuesday Package Includes all seminars, networking events & Exhibit Floor on Tuesday	\$225	\$275	Tuesday Early Bird Panel / Breakfast	\$55	\$75
Wednesday Package Includes all seminars, networking events & Exhibit Floor on Wednesday	\$100	\$150	Tuesday Seminar	\$55	\$75
			Tuesday Keynote	\$70	\$90
			Tuesday Awards & ICA Address / Luncheon	\$45	\$55
			Tuesday Trade Show Pass	\$30	\$45
			25th Anniversary Celebration	\$75	\$100
			Wednesday Early Bird Round Table / Breakfast	\$55	\$75
			Wednesday Seminar	\$55	\$75
			Wednesday Trade Show Pass	\$30	\$45

**REGISTER TODAY &
SAVE UP TO \$75 ON
REGISTRATION!**

**NEW THIS YEAR! REGISTER ONLINE AT:
MYPREREG.COM/EVENTS/NRCC14**

FOR MORE INFORMATION ABOUT THE SHOW, PLEASE CONTACT
NRCC AT 609.989.8676 OR AT INFO@NRCCSHOW.COM