NORTHEAST REGIONAL CARWASH CONVENTION

SEPTEMBER 15-17, 2014

25TH ANNIVERSARY CELEBRATION

INSIDE:

PROGRAM,
REGISTRATION
& HOTEL
RESERVATIONS

REGISTERATION NO. 100 NO. 100

TRUMP TAJ MAHAL
HOTEL & CASINO
ATLANTIC CITY, NJ

KEYNOTE SPEAKER
BOB BENMOSCHE
PRESIDENT & CEO OF AIG

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



MONDAY

Registration Desk Open

② 2:00 – 5:00 pm

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

TUESDAY

Registration Desk Open

7:00 am − 6:30 pm

Early Bird Panel / Breakfast

No Exit Plan? No Financial Future? No Problem!

② 9:15 – 10:30 am

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

② 10:45 am – 12:15 pm

Awards Presentation and ICA Address / Luncheon

② 12:15 − 1:15 pm

Exhibits Open 🧇

② 1:30 – 6:30 pm

25th Anniversary Celebration (Hard Rock Cafe)

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 🔷

2 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





New England Car Wash Association





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 possi-

bly 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

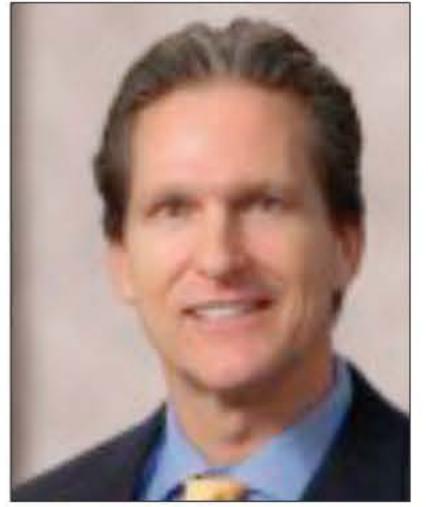
PANELIST

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

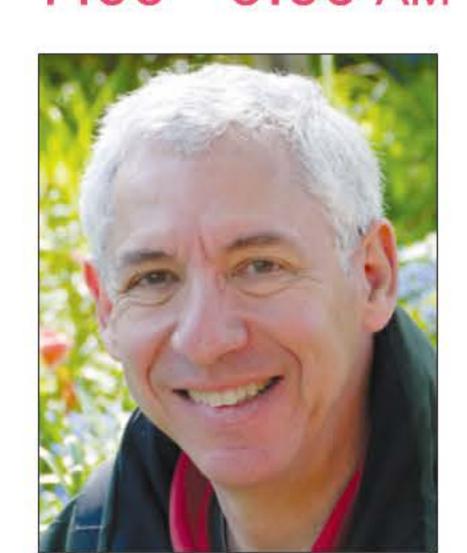
7:00 - 9:00 PM

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

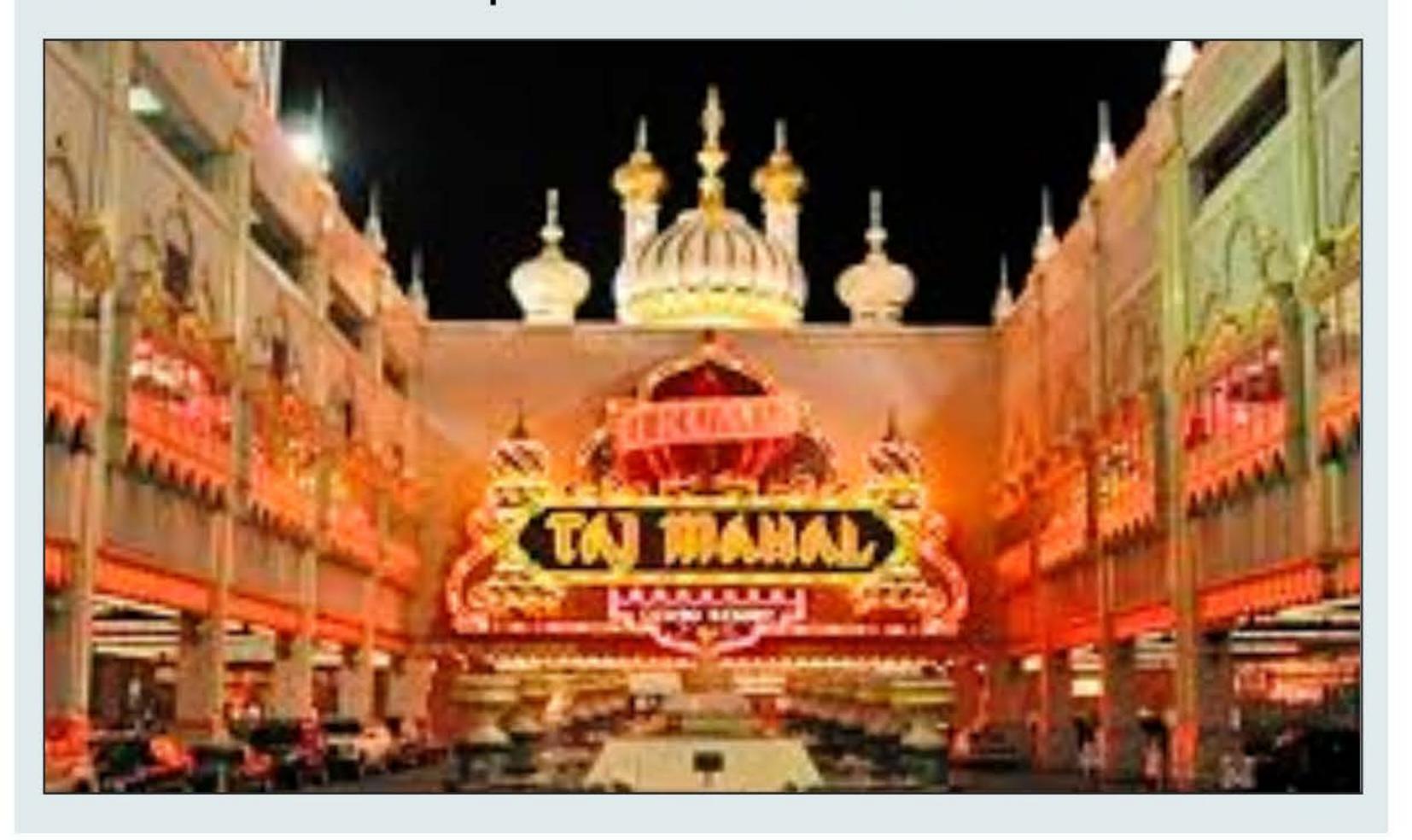
TRUMP TAJ MAHAL

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

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.

Aerodry Systems, LLC

Ascentium Capital

Airlift Doors, Inc.

Air Logic Low Pressure

Systems

All Paws Pet Wash

Alpha Chemical Service

Arimitsu Pumps

American Changer

Aqua Bio Technologies

Auto Laundry News

Auto Vac

Baron Business Lending

Belanger

Benchmark Payment

Networks

Blendco Systems

Bumper Skinz

C.A.R. Products

Carolina Pride Carwash,

Inc.

Carwash Boilers, Inc.

Car Wash Insurance Program by McNeil & Co.

Inc.

CARWASHWORLD.COM

CAT Pumps

Chemquest

CK Enterprises, Inc.

Clean World Distribution,

Inc.

Coast Commercial Credit

Coleman Hanna Carwash

Systems

Crane Composites, Inc.

D & S Car Wash Systems

Diamond H2O

Diamond Shine Inc.

Discount Hydralic

Hose.com

Diskin Systems Inc

Dixmor

DRB Systems, Inc.

ECP, Inc. Platinum Professional Car

eGenuity

ERC Wiping Products,

Inc.

Erie Brush & Mfg. Corp.

Etowah Valley Equipment

Extrutech Plastics

Fragramatics Mfg. Co.

Inc.

Frank Millman Distributors

G & G LED

General Pump

Genesys Technologies -

Crypto Pay

GinSan Industries

Global Fresh America

Corp

Hamilton Mfg Corp.

Hoffman Mint

Huron Valley Sales

Hydra-Flex, Inc.

Hydro-Spray

Infinite Creative

Enterprises

Innovative Control

Systems

Integrated Services, Inc.

Istobal USA

JBS Industries

JE Adams Industries

Jobe Industries Inc/Dafna

Kirikian Industries LLC

Kleen-Rite Corp.

Laundrylux

Lustra Products & SAS

MacNeil Wash Systems -

A Ryko Solutio

Mark VII Equipment - Hafer Equipment

Micrologic Associates

Mile High LED Systems

LLC

Motor City Wash Works

MTM Hydro

National Automotive

Chemical

National Pride Equipment

National Ticket Company

Nuform Building Technologies, Inc

Oasis Car Wash Systems

Octaform Inc.

Olde Granddad Industries Inc.

Parker Engineering &

Mfg. Co., Inc.

PDQ Mfg., Inc.

PECO Car Wash Systems

Perfect Car Corp

Premier Dryers & Vacs

Professional Carwashing

& Detailing

Proto-Vest, Inc

PurClean / PurWater

Qual Chem LLC

RDM Industrial Electronics

Rhino Cleaners

Rowe Bill Changers

R.R. Lalena Corp.

Self Serve Carwash News

Sellers Publishing, INC

Service Champ / Kim

Supply

Shore Corporation

Simoniz USA, Inc.

Sobrite Technologies

Sonny's Ent., Inc.

Spa on the Go

Stoner Inc

Superior Auto Extras

Synergy Solutions

T and E Sales

The Cobra System - Heated Chemical Applicators

Tommy Car Wash Systems by AVW

Towels By Doctor Joe

Trans-Mate Products Inc.

TSS, Inc.

Turtle Wax, Inc.

Ultimatech Car Wash

Equipment

Unitec

Vacutech

Vaughan Industries

Vehicle Wash Systems,

Warsaw Chemical Co.,

Inc.

Inc

Washify

Washlink Systems

WashTrends

Washworld Inc.

Wheel-eez Wheel Cleaner

Wynd Star Doors by Rytec

Zep Vehicle Care Inc.

PLATINUM SPONSORS











ONLINE REGISTRATION FEES

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

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