

2026 Schedule At-a-Glance

Monday, October 5

3:00-5:00 pm

Virtual Carwash Tour

Join Tom Hoffman, Jr. while we expand our horizons for a "virtual" tour of four innovative and forward-thinking washes from the comfort of the Atlantic City Convention Center.

Featured Sites:

Self-Service/IBA: Foam & Wash, Poughkeepsie, NY (Evan Baright); **Multi Profit Center:** Benny's, Baton Rouge, LA (Justin Alford); **Express:** Hoffman Car Wash, Albany, NY (Tom Hoffman, Jr.); **Full Service:** TEAM Car Wash, Hackettstown, NJ (Tom Fuller)
NO FEE TO ATTEND THIS SEMINAR; OPEN TO ALL BUT MUST PRE-REGISTER!

This event is sponsored by AVW.

Room 411



6:00-8:00 pm

Simoniz Celebration: Cocktails & Conversation

All are welcome to attend this outstanding Simoniz Celebration thanks to the long-time Carwash Con East supporter, sponsor and exhibitor. The event includes food, drink and conversation. **PRE-REG REQUIRED!** This event is brought to you by Simoniz USA.

Hollywood Ballroom,
Hard Rock Hotel & Casino



Tuesday, October 6

7:15-8:15 am *Buffet breakfast starts at 7:00 am

Early Bird Seminar

Moderated by John Shalbey, Jr., this show favorite is a candid, unscripted panel discussion with seasoned operators and an out-of-market guest who will answer any/all questions relating to carwashing.

Moderator: John Shalbey, Jr., NECA/Rojo Car Wash, Norwood, MA

Panelists: NYSCWA, Mackenzie Weekes Wilock, Spritz Car Wash, Clifton Park, NY; MCA, Jordan Rosner, Liberty Car Wash, Sykesville, MD; CWONJ, Tom Halford, Shammy Shine Car Wash, Flemington, NJ; NECA/NYSCWA, Jay Frank, Splash, Milford, CT; **Guest Panelist:** Tim Jones, Champion Car Wash, Joelton, TN
This seminar is sponsored by Micrologic.

Room 402/403



8:30-9:30 am

Breakout Session: The New Rules of Being Found: Visibility with AI Searches with Mel/ Mike Ohlinger, OhmCo, Appleton, WI

Search is changing fast, and technology is changing even faster. Mel and Mike Ohlinger will break down the new rules for visibility in a world where AI search, Google, answer engines, reviews, websites, AI answering services, and local visibility all work together to shape how customers choose your carwash.

Room 411



Thanks to our
program sponsor!

9:45-10:45 am

CONCURRENT SESSIONS (3)

Breakout Session (TUNNEL OPERATIONS)

The Hidden Habits of High-Performing Washes with Kyle Doyle/Rinsed. In this session industry veteran Kyle Doyle will explore the patterns that separate high-performing carwashes from the rest, and how daily behaviors across the organization influence consistency, customer experience, team performance and long-term results. Attendees will leave with a practical lens for identifying which habits are helping their business and which ones may be quietly holding it back.

Room 417

Breakout Session (SELF-SERVICE OPERATIONS)

Stop Watching, Start Competing: Hear proven strategies from veteran self-serve/IBA operators on how to grow your business, navigate a crowded market, and confidently bet on your success.

Moderator: Keith Lutz, Vice President, Kleen-Rite

Panel: Marc Tyndale, Fast Lane Auto Wash, Director of Strategic Partnerships, Kleen-Rite; Cameron Alleman, Mermaid Car Wash and Phil Donnelly, Technician/Fix-It Guy, Kleen-Rite

Room 418

Breakout Session (MANAGER OPERATIONS)

The First 60 Seconds: Winning the Sale Before It Starts with Claire Moore. By the time your team member finishes their opening line, the customer has already made up their mind. Research shows that first impressions form in less than a second, and those impressions shape everything that follows. This interactive session is built for managers who want to coach their teams to win the most important minute of every sale. Expect role play, real scenarios, and a simple coaching framework you can put to work the moment you get home.

Room 419

11:00-11:50 am

Keynote: Ken Schmidt, Harley Davidson

The author of "Make Some Noise: The Unconventional Road to Dominance" will share his insights on how to achieve market dominance through creating a unique and memorable customer experience.

Schmidt, former Director of Communications, has taught more than 1000 companies worldwide how to be dominators. Anyone looking to become more competitive, or grow customer loyalty, can learn from this outspoken and provocative thought leader. The Keynote is sponsored by Micrologic & InnovateIT.

Room 411



12:00-1:00 pm

Awards Luncheon

Prior to lunch we will celebrate a number of honorees in the industry for their outstanding accomplishments and contributions to carwashing and Carwash Con East. This Awards Luncheon is sponsored by Welcomemat & Hamel Manufacturing.

Room 402/403



1:00-6:00 pm

Exhibits Open

Complimentary Wireless

Thanks to our
platinum sponsor!

network
Carwash Con East
password
qualchem



4:00-5:30 pm

Welcome Reception on Show Floor *NEW LOCATION/TIME!

Event includes two drink tickets, reimagined 'Jersey Snacks, a \$500 cash giveaway and 2 HUGE raffle prizes compliments of our long-standing sponsor OPW Vehicle Wash Solutions.

This event is sponsored by
OPW Vehicle Wash Solutions.



Wednesday, October 7

8:45-9:45 am *Buffet breakfast starts at 8:30am

CONCURRENT SESSIONS (3)

Breakout Session (SELF SERVE/IBA OPERATIONS)

Doubling Down on Your Self Serve

A panel of forward-thinking self-serve/IBA operators will share how they have reinvested in their operations and reaped huge rewards.

Moderator: Cameron Alleman, Mermaid Car Wash

Panel: David Melhorn, Kleen Mist Car Wash, Shamokin Dam, PA; David DuGoff, College Park Car Wash, College Park, MD; Randy Donatelli, The Car Wash Company, Wampum, PA

Room 401

Breakout Session (TUNNEL OPERATIONS)

Southwest Airlines' Tony Brigmon

Tony Brigmon is serious about having fun — serious fun, with serious results. He is a former Southwest Airlines "Insider" and former "face" of their renowned culture as their official "Ambassador of Fun" during their Golden Era. Today he teaches organizations and businesses how fun drives serious results drawing from Southwest's best practices that earned them industry-leading recognition for service and employee engagement. He is one of *Meeting & Conventions Magazine's* Top 10 "Most Wanted" speakers.

This session is sponsored by CK Car Care.



Room 404

Breakout Session (MANAGER OPERATIONS)

Coaching to Success with Matt Sarchilli with Sandler by Winning Process

This interactive session will teach managers how to understand the mindset and purpose of effective coaching by providing a process they can bring home to the wash and implement. This session is a workshop and will include role practice.

Room 419

10:00-1:00 pm

Exhibits Open



SAVE THE DATE

2027 CCE - October 4-6

Atlantic City Convention Center
Hard Rock Hotel & Casino, Host Hotel

2027 Host Association
New England Carwash Association

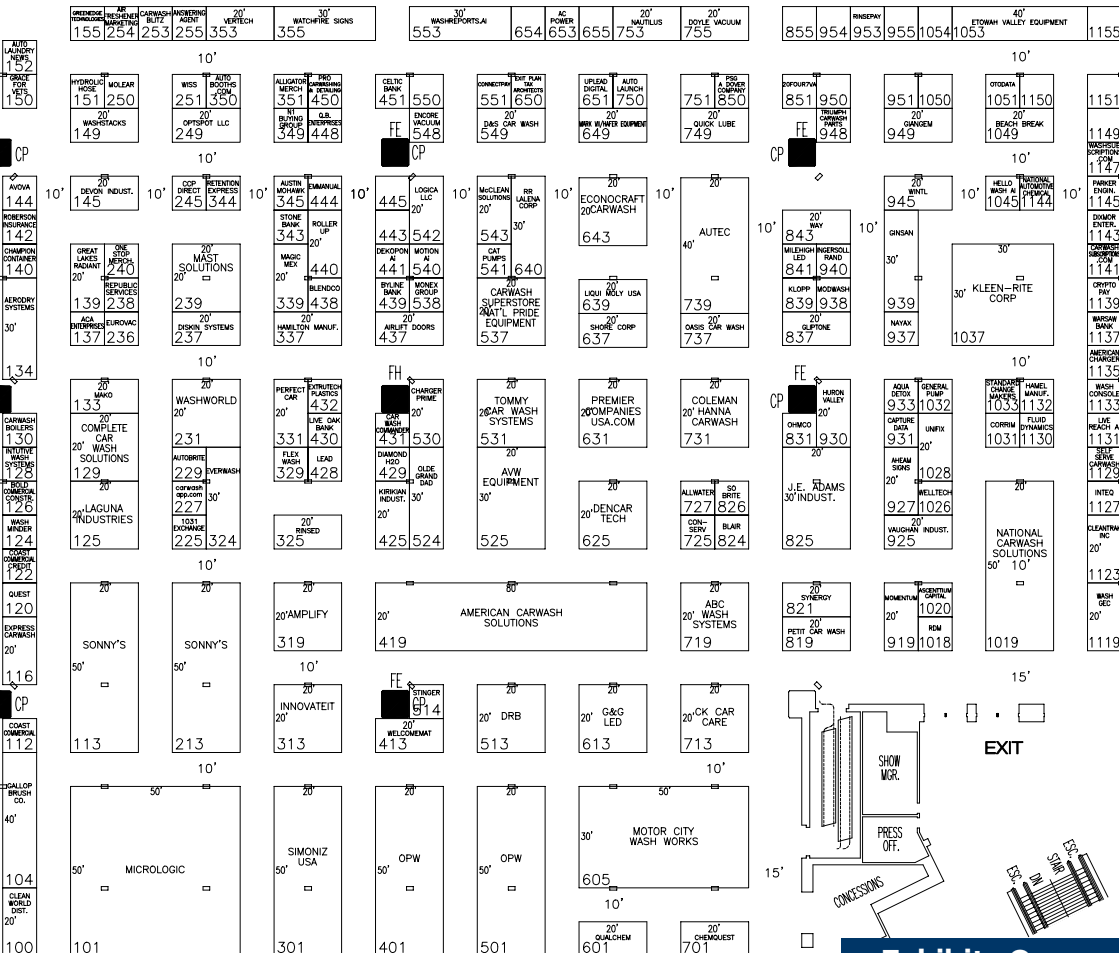
EXHIBITOR LIST

1031 exchange site	225
20four7VA	851
ABC Wash Systems	719
AC Power Company	653
ACA	137
Aerodry Systems	134
Ahearn Signs	927
Airlift Doors	437
Air Freshener Marketing	155
Alligator Merch	351
AllWater	727
American Carwash Solutions	419
American Changer	1135
Amplify	319
Anova	144
Answering Agent	255
Aqua Detox North America	933
Arcadian	444
Ascentium Capital	1020
Austin Mohawk	345
Autec	739
Auto Laundry News	152
Autoboosts.com Powered by Mardan Fabrication	350
Autobright Company	229
AutoLaunch	750
AVW	525
Beach Break USA LLC	1049
Blair Ceramics	824
Blendco Systems	438
Bold Commercial Construction	126

Byline Bank	439
Capture Data Services	931
Car Wash Lights (Mile High)	843
Carwash Blitz	253
Carwash Boilers	130
Car Wash Commander	431
carwashapp.com	227
carwashsubscriptions.com	1147
CAT Pumps	541
CCP Direct	245
Celtic Bank	451
Champion Container Corp.	140
Charger Prime Commercial	530
ChemQuest Inc./CarWashSoap.com	701
C K Car Care	713
Clean World Distribution Inc.	100
CleanTrak INC	1123
Coast Commercial Credit	122
Coleman Hanna	731
Complete Car Wash Solutions	129
Con-serv	725
ConnectPay	551
Cook Car Wash Insurance Specialist, INC.	142
Corrim Company	1031
CryptoPay	1139
CW Boilers	130
D&S Car Wash Supply	549
Dekopon AI	441
Dencar Technology	625
Devon Industries	145
Diamond H2O	429
Diskin Systems, Inc.	237

Dixmor Enterprises	1143
Doyle Vacuum Systems, LLC	755
DRB	513
Econocraft	643
Emmanuel	444
Encore Vacuum Company LLC	548
Etowah Valley Equipment	1053
Eurovac	236
EverWash	324
Exit Plan Tax Architects	650
Express Carwash Equipment LLC	116
Extrutech Plastics	432
FlexWash	329
Fluid Dynamics	1130
G&G	613
Gallop Brush Company	104
General Pump	1032
Giangem Enterprises, INC	949
GinSan Industries	939
Gliptone	837
Grace for Vets	150
Great Lakes Radiant & Industrials	141
Green Edge Technologies, Inc.	155
Hafer Equipment/Mark VII	649
Hamel Manufacturing	1132
Hamilton Manufacturing	337
Hello Wash	1045
Huron Valley Sales, Inc / PROPAK	930
Ingersoll Rand	940
InnovateIT	313
inteq	1127
Intuitive Wash Systems	128

J.E. Adams Industries	825
KIRIKIAN INDUSTRIES- NEOGLIDE	425
Kleen Rite	1037
KLOPP	839
Laguna Industries, LLC	125
LEAD Powered by Learner Mobile	428
Liqui Moly USA	639
live oak	430
Live Reach AI	1131
LOGICA LLC	542
Magic Mex	339
mako	133
Mast Solutions	239
McClean Solutions	543
Micrologic	101
Mile High LED	841
ModWash	938
Molear	250
Momentum Car Wash Specialists	919
MONEX Group	538
Motion AI	540
Motor City Wash Works	605
NI Buying Group	349
NA Chemical	1144
National Carwash Solutions	1019
Nayax	937
NPE Enterprise LLC	537
Nautilus	753
Oasis Car Wash Systems	737
OhmCo	831
OLDE GRANDDAD INDUSTRIES, INC	524
One Stop Merchandise	240
One Touch Pneumatics, Inc.	112



Exhibits Open

Tuesday
Oct. 6 1:00 pm–6:00 pm

Wednesday
Oct. 7 10:00 am–1:00 pm

OptSpot	249
OPW	401 & 501
Otodata	1051
Parker Engineering & Mfg	1145
Perfect Car Corp	331
Petit Car Wash Equipment	819
PREMIER/J2 premiercompaniesusa.com	631
Professional Carwashing & Detailing	450
Hydro, a PSG Brand	850
Q.B. Enterprises, Inc.	448
Qualchem	601
Quest	120
Quick Lube	749
RDM Industrial Electronics	1018
Republic Services	238
Retention Express	344
Rinsed	325
RinsePay	953
Roberson Insurance	142
RollerUp	440
RR laLena	640
Self Serve Carwash News	1129
Shore Corporation	637
Simoniz	301
So Brite	826
Sonnys	113 & 213
Standard Change-Makers	1033
Stinger	514
Stone Bank	343
Synergy Solutions	821
The Hose Company	151
Tommy Car Wash Systems	531
Triumph Car Wash Parts	948
UNIFIX	1028
Uplead Digital LTD	651
VAUGHAN INDUSTRIES, INC.	925
Ver-tech Labs	353
Wahminder	124
Warsaw Chemical	1137
Wash GEC	1119
WashConsole	1133
Wash Report.ai	553
WashStacks	149
Washsubscriptions.com	1147
WashWorld	231
Watchfire Signs	355
Way.com	843
Welcomemat	413
Welltech Industry LLC	1026
WINTL	945
Wiss	251