

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 401



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 417



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

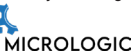
11:00-11:50 am

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 417

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.

Room 418

Breakout Session (MANAGER OPERATIONS)

Coaching to Success with Matt Scarchilli 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

Scan here for more
seminar details:



SAVE THE DATE

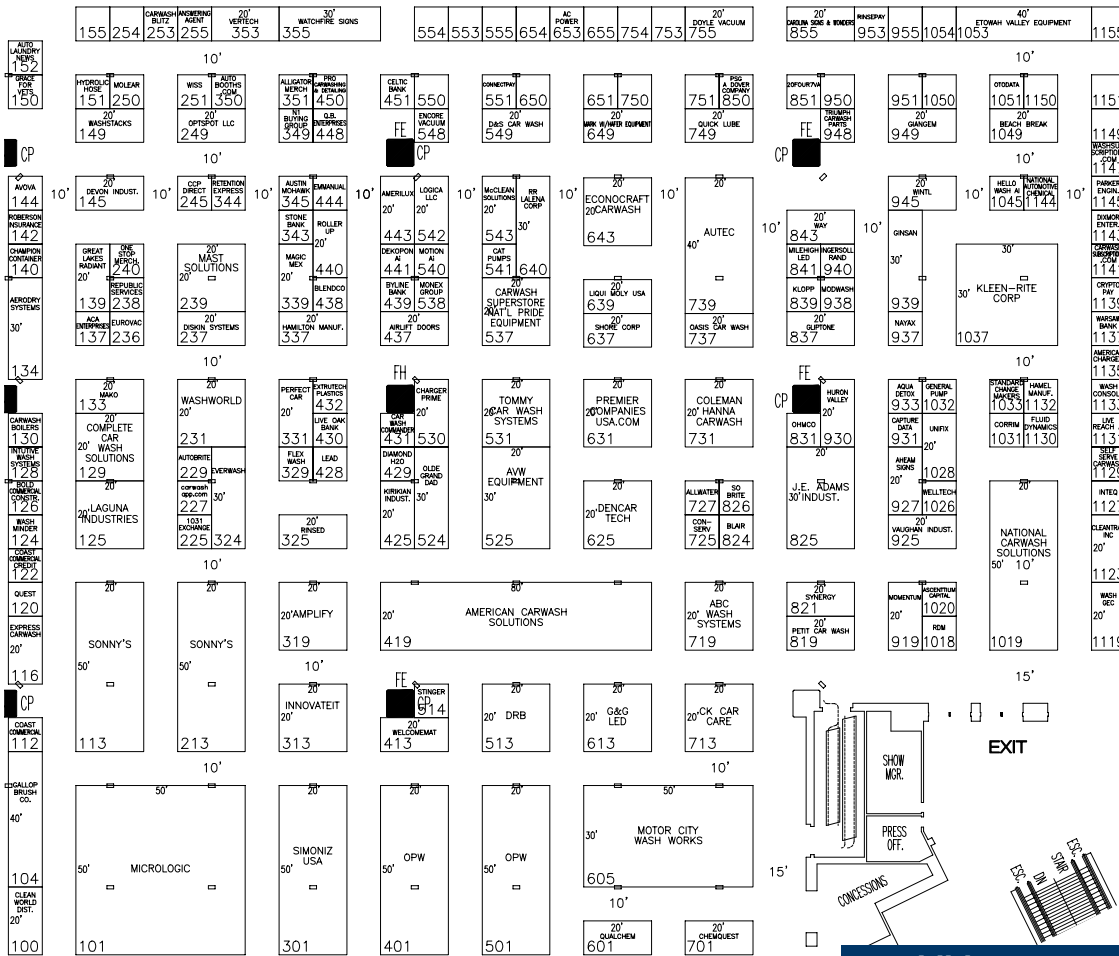
2027 CCE - October 4-6

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

2027 Host Association
New England Carwash Association

EXHIBITOR LIST

1031 exchange site	225	Capture Data Services	931	Dixmor Enterprises	1143	KIRIKIAN INDUSTRIES- NEOGLIDE	425
20four7VA	851	Car Wash Lights (Mile High)	843	Doyle Vacuum Systems, LLC	755	Kleen Rite	1037
ABC Wash Systems	719	Carolina Signs & Wonders	855	DRB	513	KLOPP	839
AC Power Company	653	Carwash Blitz	253	Econocraft	643	Laguna Industries, LLC	125
ACA	137	Carwash Boilers	130	Emmanuel	444	LEAD Powered by Learner Mobile	428
Aerodry Systems	134	Car Wash Commander	431	Encore Vacuum Company LLC	548	Liqui Moly USA	639
Ahearn Signs	927	carwashapp.com	227	Etowah Valley Equipment	1053	live oak	430
Airlift Doors	437	carwashsubscriptions.com	1147	Eurovac	236	Live Reach AI	1131
Alligator Merch	351	CAT Pumps	541	EverWash	324	LOGICA LLC	542
AllWater	727	CCP Direct	245	Express Carwash Equipment LLC	116	Magic Mex	339
American Carwash Solutions	419	Celtic Bank	451	Extrutech Plastics	432	mako	133
American Changer	1135	Champion Container Corp.	140	FlexWash	329	Mast Solutions	239
Amerilux	443	Charger Prime Commercial	530	Fluid Dynamics	1130	McClean Solutions	543
Amplify	319	ChemQuest Inc./CarWashSoap.com	701	G&G	613	Micrologic	101
Anova	144	C K Car Care	713	Gallop Brush Company	104	Mile High LED	841
Answering Agent	255	Clean World Distribution Inc.	100	General Pump	1032	ModWash	938
Aqua Detox North America	933	CleanTrak INC	1123	Giangem Enterprises, INC	939	Moleaar	250
Arcadian	444	Coast Commercial Credit	122	GinSan Industries	837	Momentum Car Wash Specialists	919
Ascentium Capital	1020	Coleman Hanna	731	Gliptone	150	MONEX Group	538
Austin Mohawk	345	Complete Car Wash Solutions	129	Grace for Vets	141	Motion AI	540
Autec	739	Con-serv	725	Great Lakes Radiant & Industrials	155	Motor City Wash Works	605
Auto Laundry News	152	ConnectPay	551	Green Edge Technologies, Inc.	649	NI Buying Group	349
Autoboost.com Powered by Mardan Fabrication	350	Cook Car Wash Insurance Specialist, INC.	142	Hafer Equipment/Mark VII	1132	NA Chemical	1144
Autobright Company	229	Corrim Company	1031	Hamel Manufacturing	1132	National Carwash Solutions	1019
AVW	525	CryptoPay	1139	Hamilton Manufacturing	337	Nayax	937
Beach Break USA LLC	1049	CW Boilers	130	Hello Wash	1045	NPE Enterprise LLC	537
Blair Ceramics	824	D&S Car Wash Supply	549	Huron Valley Sales, Inc / PROPAK	930	Oasis Car Wash Systems	737
Blendco Systems	438	Dekopon AI	441	Ingersoll Rand	940	OhmCo	831
Bold Commercial Construction	126	Dencar Technology	625	InnovatET	313	OLDE GRANDDAD INDUSTRIES, INC	524
Byline Bank	439	Devon Industries	145	inteq	1127	One Stop Merchandise	240
		Diamond H2O	429	Intuitive Wash Systems	128	One Touch Pneumatics, Inc.	112
		Diskin Systems, Inc.	237	J.E. Adams Industries	825	OptSpot	249
						OPW	401 & 501



Exhibits Open

Tuesday
Oct. 6 1:00 pm–6:00 pm

Wednesday
Oct. 7 10:00 am–1:00 pm

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	Rinse	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	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
---------	------	--------------------------	------	------------------	-----	--------------------------	-----	------------------------------------	-----	-------------------------------------	-----	--------------------	-----	------------------------	-----	----------	-----	-------	-----	------------	-----	----------------------------	------	-------------------	-----	-------------------	-----	-------	-----	----------	-----	--------------------	-----	----------	-----	-----------	-----	-------------------------	------	-------------------	-----	---------	-----	----------	-----	--------	-----------	------------------------	------	---------	-----	------------	-----	-------------------	-----	------------------	-----	------------------------	-----	------------------------	-----	--------	------	--------------------------	-----	---------------	-----	-----------	-----	-----------------	------	----------	------	-------------	------	----------------	-----	------------	-----	-----------------------	------	-----------	-----	-----------------	-----	---------	-----	------------	-----	-----------------------	------	-------	-----	------	-----