



Heartland Carwash Association
P.O. Box 42035
Des Moines, IA 50323

August 17, 2026

**MEDIA ALERT
FOR IMMEDIATE RELEASE**

**Contact: Kristen Corbisiero,
HCA Executive Director & Publisher
Phone: 800-HRT-LAND
Email: info@heartlandcarwash.org**

FOR IMMEDIATE RELEASE

Heartland Carwash Association Announces 2026 Carwash Roadshow in Minnesota

“Land of 10,000 Washes” brings carwash owners and operators together for exclusive facility and plant tours, networking, and industry education

DES MOINES, IOWA — August 17, 2026 — The Heartland Carwash Association (HCA) is taking its members on the road this fall with the **2026 HCA Carwash Roadshow: Land of 10,000 Washes**, scheduled for **October 14, 2026, in Minnesota**.

Designed to bring carwash owners, operators, and industry professionals together outside of the traditional conference setting, the Roadshow will offer attendees an immersive, behind-the-scenes look at carwash operations and manufacturing facilities throughout the Minneapolis-area market.

The one-day experience will begin and end at **Mystic Lake Hotel & Casino**, with attendees traveling together aboard a luxury tour bus throughout the day.

“We wanted to create something different—an event where our members can get out of the office, see how other operations work, go behind the scenes with manufacturers, and have meaningful conversations with their peers,” said **Kristen Corbisiero, Executive Director &**

Publisher of the Heartland Carwash Association. “The Roadshow is about learning, networking, and experiencing the industry together.”

Behind-the-Scenes Access

A highlight of the 2026 Roadshow will be exclusive tours of industry manufacturing facilities, including **Autowash Systems, Inc. (ASI)** and **Ver-Tech**.

Attendees will have the opportunity to see the people, equipment, technology, and processes behind the products and systems they rely on every day.

The Roadshow will also feature tours of operating and developing carwash facilities, giving attendees the opportunity to compare different approaches to design, construction, equipment, and operations.

More Than a Tour

The Roadshow is designed as a full-day experience, with:

- Luxury tour bus transportation
- Exclusive plant and manufacturing tours
- Carwash facility tours
- Breakfast and lunch
- Happy hour and networking
- Opportunities to connect with fellow carwash owners and operators
- Special hotel rates at Mystic Lake Hotel & Casino

By bringing attendees together in a smaller, mobile environment, HCA hopes to create the kind of peer-to-peer interaction that can be difficult to achieve at larger industry events.

“Some of the best ideas in our industry come from simply talking with another operator who has already faced the same challenge,” said Kristen. “We want the Roadshow to create those conversations.”

Event Details

HCA Carwash Roadshow: Land of 10,000 Washes

Date: October 14, 2026

Location: Minneapolis area, Minnesota

Home Base: Mystic Lake Hotel & Casino

Registration: <https://www.heartlandcarwash.org/carwash-road-show>

For additional information about the HCA Carwash Roadshow, sponsorship opportunities, or registration, visit the HCA website or contact the Heartland Carwash Association.

About the Heartland Carwash Association

The **Heartland Carwash Association (HCA)** is a regional trade association serving carwash owners, operators, suppliers, and industry professionals. HCA provides education, networking, advocacy, industry resources, and events designed to help its members operate stronger, more successful businesses while building connections throughout the carwash industry.

Media Contact:

Kristen Corbisiero

Executive Director & Publisher

Heartland Carwash Association

info@heartlandcarwash.org

<https://www.heartlandcarwash.org/>

#