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

February 20, 2026
MEDIA ALERT
FOR IMMEDIATE RELEASE

Contact: Pat Shannon, HCA President
Phone: 800-HRT-LAND
Email: president@heartlandcarwash.org

Heartland Carwash Association Announces Vice President

Des Moines, IA - The Heartland Carwash Association (HCA) is proud to announce the appointment of John Pinson as Vice President. This leadership appointment reflects the association's continued commitment to strengthening its impact, expanding member value, and fostering meaningful connections across the Midwest carwash community.

John currently serves as Enterprise Development Manager at Micrologic, where he focuses on strategic growth, client relationships, and innovative business development. His professional experience, combined with his deep understanding of the carwash industry, brings valuable perspective to the association's leadership team.

John brings a strong combination of leadership, industry insight, and a collaborative mindset that will be instrumental as HCA continues to grow and evolve. His proven experience in relationship-building, strategic thinking, and active engagement within the carwash industry positions him to support key initiatives focused on member outreach, vendor partnerships, and enhanced educational and networking opportunities.

In his role as Vice President, John will work closely with the Board of Directors to help guide strategic initiatives that advance the association's mission. His proactive approach, ability to connect people, and focus on long-term value will help drive continued momentum for HCA while elevating the overall experience for members, exhibitors, and industry partners.

The Heartland Carwash Association looks forward to John's leadership and contributions as the organization continues to expand its programs, strengthen industry collaboration, and support innovation within the carwash community.

Founded in 1983, the HCA has association members and vendors throughout the Midwest, including Minnesota, South Dakota, North Dakota, Missouri, Wisconsin, Iowa, Nebraska, Illinois, and Kansas.

For more information on the HCA visit www.heartlandcarwash.org

# # #