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

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MEDIA ALERT
FOR IMMEDIATE RELEASE

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

Heartland Carwash Association Welcomes Mike Jorgensen to Board of Directors

DES MOINES, Iowa — The Heartland Carwash Association (HCA) is pleased to announce the appointment of **Mike Jorgensen**, Sales Manager at **Autowash Systems & XpresWash Systems**, to its Board of Directors.

Jorgensen brings more than 25 years of experience in the professional carwash industry, with a career that spans both carwash operations and equipment sales. Prior to joining Autowash Systems, he spent 18 years in the petroleum space, inducing the last 10 years with Holiday Stationstores (now Circle K Northern Tier), where he served as Car Wash Category Manager, overseeing operations and strategic growth initiatives for one of the region's largest convenience store carwash programs.

Today, Jorgensen works closely with carwash owners and operators throughout the Midwest, helping them develop innovative wash solutions and grow successful businesses. His broad industry perspective and long-standing relationships make him a valuable addition to the HCA Board.

"We are excited to welcome Mike to the Heartland Carwash Association Board of Directors," said Kristen Corbisiero, Executive Director & Publisher of the Heartland Carwash Association. "His extensive industry experience, leadership, and passion for supporting carwash professionals will be an incredible asset as HCA continues to expand its educational programming, strengthen member engagement, and advance the association's mission."

Jorgensen said his motivation for serving on the Board stems from a desire to give back to an industry that has shaped his career and to help strengthen the association for current and future members. He looks forward to sharing his knowledge, collaborating with fellow board members, and helping HCA continue to provide valuable resources and networking opportunities for carwash professionals throughout the Heartland.

As a member of the Board of Directors, Jorgensen will help guide the strategic direction of the association while supporting HCA's educational initiatives, networking events, membership growth, and annual Product Show.

The Heartland Carwash Association serves professional carwash owners, operators, manufacturers, suppliers, and industry partners throughout the Midwest by providing education, advocacy, networking, and business resources that strengthen the professional carwash industry.

For more information about the Heartland Carwash Association, visit **www.heartlandcarwash.org**.

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