

# LEARN

Leadership | Education | Action | Referrals | Networking



Issue II, March 2023

Welcome to the 2<sup>nd</sup> edition of L.E.A.R.N. We hope that you found the time to read through the first edition, and that you've had some time to consider the type of content that would appeal to you going forward.

In this edition, we bring you career wisdom from a carwash industry engineer, some great information on wellness for leaders, a how-to on defining your word for 2023, tips for improving your carwash business, and more.

Following the January Women in Carwash™ event and the response that we received by way of surveys, it's very apparent that the women working within the carwashing industry are hungry and eager for information. Lots of information.

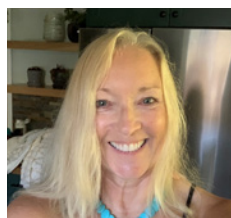
So, as we begin plans for the 8<sup>th</sup> Women in Carwash™ conference, we are planning and weighing options for more great workshops and working out the fine details.

If you have ideas for a workshop and would like us to consider them, send me an email at [bjj@womenincarwash.com](mailto:bjj@womenincarwash.com) or call me at 204-289-415.

We are also developing a series of Women in Carwash™ webinars. If you are interested in hosting a webinar, I'd love to speak with you.

I can't wait to see everyone again in June. Registration will be open by the time this edition is published.

See you in Portland,



**Brenda Jane Johnstone**  
*Publisher*

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## EDITOR'S NOTE

It's winter. 'Tis the season for cozy sweaters, toasty drinks, warm fires, and big dreams. Here at Women in Carwash™, it also means two fabulous things: We just celebrated our 7th biannual conference; and are proud to present our second edition of the L.E.A.R.N. newsletter.

What's it like - you might wonder - to attend a Women in Carwash™ event? Jacqueline Goohs of Working Globally Closing Locally describes it as "a safe, magical place for women to learn, grow, and achieve." That's an accurate picture.

On Sunday evening, January 15<sup>th</sup>, about 60 women (and a few good men) gathered at Ocean B Resort in Fort Lauderdale for cocktails, dinner, and a rousing keynote address by Connie-Lee Bennett, founder of the Meraki Training Academy. She set the tone for the next two days, encouraging all of us at the conference to embrace authenticity and "to stand on the center stage of your life." Monday and Tuesday, we discussed body language for leaders, then broke into workshops to learn stress-management techniques and how predictive data might optimize business performance. Industry experts also spoke on mentorship, membership sales, car wash insurance, financing options, and credit card processing fees. Between the engaging sessions, we found plenty of time to walk on the beach and enjoy coffee with new friends.

Women in Carwash™ Founder Brenda Jane Johnstone knows that fun is a vital element of the conference equation, so she always plans an unforgettable activity. After Monday's workshops, we dressed up in bell bottoms and neon for a DJed 70s and 80s dance party lasting 3.5 hours!

The conference ended with two amazing sessions for the entire group. First, we heard about the science behind vision boards, and

each made one as motivation for the coming year. Then, inspirational speaker Stephanie Stuckey, CEO of Stuckey's Corporation, shared the resilience lessons she's learned while reviving her family's 86-year-old brand. Her story was the perfect send-off as we parted ways.

Women who work in the carwash industry live all across North America, but when we meet in person, we learn we have similar interests and goals. On the pages of L.E.A.R.N., you'll find pieces that reflect our shared concerns. Two speakers from Fort Lauderdale – Connie-Lee Bennett and Amy Boudreau (@theyogacop) – share insights on reducing stress by learning to live in the present moment and understanding the body's physical responses to perceived dangers. Emotional Intelligence Coach Sandy Bildahl writes about activating your success by setting personal intentions, while Lori Donnell of Dilution Solutions reveals ways women can develop their careers. Highlighting industry developments, Kelsey Roberts of Welcomemat explains POS integration and marketing tactics.

This edition of L.E.A.R.N. also includes photos from the conference and more. It's a relaxed issue, chock full of info on personal and professional development, right in line with what Women in Carwash™ is all about.

But this publication is growing. We want to write about what interests you. So please, send me your ideas, questions, and suggestions. I'm eager to respond at [gmatthews@chesapeakequill.com](mailto:gmatthews@chesapeakequill.com).

Thanks for reading, and as we say, happy washing!

Gretchen Matthews  
*Editor in Chief*



## Making Magic In Fort Lauderdale

### A Recap of the 7<sup>th</sup> Women in Carwash™ Conference

*by Gretchen Matthews*

From January 15-17<sup>th</sup>, 2023, 60 women (and a few good men) gathered at the B Ocean Resort in Fort Lauderdale for the 7<sup>th</sup> biannual Women in Carwash™ conference. Unlike a trade show, where participants come to represent companies and tout their wares, Women in Carwash™ elevates the individual. It is designed to encourage personal development and foster professional relationships through inspirational content and informative, hands-on workshops. Women attending the event experience four key elements: networking, personal growth, connection, and fun.

Since it's easier to make professional connections in a relaxed atmosphere, the networking in Fort Lauderdale began Sunday evening with a casual cocktail hour. The attendees represented every aspect and level of the industry. Their conversations — crackling with happy energy — never stopped from drinks through dinner. Keynote speaker Connie-Lee Bennett, the founder of Meraki Training Academy, amplified vital messages and set the tone for the next two days by encouraging every woman to choose authenticity and “stand on the center stage of [her] life.”

Monday and Tuesday, the workshops focused on both personal and professional development, while generous breaks allowed everyone time to reflect, soak up the sun on the veranda, enjoy coffee with a new contact, or walk on the beach. Together, the group learned body language for leaders. In breakout sessions, attendees practiced techniques to manage stress and learned how predictive data might optimize business performance. They also gained wisdom on leadership skills, mentorship, membership sales, business writing, car wash insurance, financing options, and credit card processing fees.

The workshops were large enough to provide substantive discussion but small enough to create a safe environment for close connection. Women shared openly and honestly about their desires and concerns. Speaker Charlotte O'Connor of Town Wash Holdings LLC, attending her second Women in Carwash™ conference said, “After the first time, I walked away feeling inspired and energized. Then after this last time as a guest speaker, I felt accomplished on my journey while helping others. This conference is more than talking about women in the car wash industry, it's about building a tribe of people who are networking in a growing and fast-paced industry.



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Monday evening, it was time to celebrate the day's success. Women in Carwash™ Founder Brenda Jane Johnstone has always known that fun was the final – and perhaps most important – element of the Women in Carwash™ equation. At every conference, she plans an unforgettable evening activity. So it was that the women in Fort Lauderdale garbed themselves in bell-bottoms and neon for a DJed 70s and 80s dance party that lasted a full 3.5 hours!



Tuesday, the conference closed with two amazing sessions for the entire group. First, everyone heard about the science behind vision boards and made one as inspiration for the coming year. Then, Stephanie Stuckey, CEO of Stuckey's Corporation, spoke about the resilience lessons she's learned while reviving an 86-year-old brand. Her advice to "find your tribe," echoed Charlotte O'Connor's words and the thoughts of everyone in the room. "Because of this event," says Jacqueline Goohs of Working Globally Closing Locally, "we are now the women who stand up for one another in this industry."



Truly, Women in Carwash™ is like no other conference. Participants not only find value in the information and inspiration they receive, but they are also leaving engaged and excited about the future, because when women come together for one primary reason – to support one another – magic happens.



*Gretchen Matthews is a writer, Women in Carwash™ conference speaker, and the editor-in-chief of L.E.A.R.N.— the Women in Carwash™ newsletter. Contact her at [gmatthews@chesapeakequill.com](mailto:gmatthews@chesapeakequill.com).*



## Awakening Your Inner Voice

### Your Daily 'Ah Ha Moments'

By Connie Lee-Bennett

*"I am open to discovering more about myself on a daily basis."*

You often hear people talk about massive 'ah ha moments' that completely transformed their lives. They say these moments are essential for one's transformation.

But what if you've never ever experienced this? Perhaps you've felt unhappy and believe that something needs to change, you just don't know what it is. 'If my moment doesn't come soon,' you might think, 'how am I going to get to know who I really am?'

For some people, our 'ah ha' moments may be our hardest lessons (divorce, death, breaking up with a partner, being fired, catching a judgmental look), whilst for others, aha moments may occur during daily reflection processes (meditation, journaling). However they show up in our lives, they are essential to being able to find and live who we authentically are and to expressing our true voices.

As spiritual beings having a human experience, it is important for each 'soul' (truth, gut, or any other word you choose to use) to go through the highs and the lows of life to learn the lessons it needs to learn. It doesn't matter how the experiences show up, or how big or small they are. What matters is what we gain from them. What's important is what we learn about ourselves, seeing each moment as a gift rather than a loss.

**What are your reactions telling you about where you're not expressing your true voice?**

What do you really want? This is for me, one of the most difficult questions to answer. Since I have long allowed society to tell me what I should want, my desires are now unconsciously determined by others. Asking the question, 'What do I really want?' and really wanting to know the answer, requires us to start working on a new muscle, creating new neural pathways.

*"If you don't get out there and define yourself, you will quickly be defined by others."*  
Michelle Obama

What do you believe is true? What is your highest vision of yourself? Why do you want this? What are you going to do today to make this a reality? If you don't take control, someone else will.

Let's take a step back for a moment and look at how we think and the different ways that we have been expressing our voices over our lives.





## Speaking the Voice of Society

Freud brought our attention to the idea that we have a conscious mind all the mental processes that we are aware of; a preconscious mind all the thoughts that if we were to have triggers we would remember them; and an unconscious mind the thoughts that have been deeply programmed.

When a mild traumatic experience happens, it may be stored in the preconscious mind, but severe traumatic experiences are often repressed and stored in the unconscious (this is the more scientific term but we can also use the word 'subconscious') which is why we are sometimes unaware of them. Freud said that the unconscious is the primary source of our behavior. Our reactions are strongly influenced by our past experiences. From this point forward, I will use the word subconscious as it refers to all behaviors, thoughts, and brain processes that we are not consciously aware of.

Keep your journal next to your bed tonight, and tomorrow when you wake up, make a conscious note to write down your first thoughts. These thoughts will highlight some of the unconscious beliefs you hold about yourself and your life.

When we find ourselves in a situation that isn't familiar, cognitive dissonance occurs. Whenever a situation evokes fear, we display defensive mechanisms as a way of making ourselves feel safe. When we are in an uncertain situation, we automatically feel fear.

## Taking Back Control

Often, when presented with a blank canvas, we don't know what to do. So, we do what we have always done from an evolutionary perspective, which is look to others.

Here's an example: A couple of years ago, many of us had never been in a quarantine situation before. Because this was new, we started looking around to find out what others were doing (in this case, buying toilet paper) and the consequence was modeling and copying. Everyone went out to buy toilet paper.

Now, what if you don't want to let others tell you who to be any more?

A while ago, when a colleague told me we would no longer be working together, this person gave me the gift of a blank canvas. It was an opportunity to create something that was not what I thought I 'had to be' but instead, something that really was me.



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## How does one go about doing this?

The key is bringing more conscious awareness to the present moment. Many believe that we have 60 – 80,000 thoughts a day and that 97% of these are thoughts we had yesterday.

This makes me feel like we are living in the past. If your response to a situation is because of past conditioning that you are not aware of, then the solution is to become aware of what these unconditioned thoughts are and see how each day brings a new opportunity, a new gift of awareness, to discover where you are still living from the past and not the present.

When you are aware on a daily basis, you create a safe space to reprogram. Trace decay theory talks about how the more you think a thought, the deeper the neurological trace is in your mind. Similarly, the less you think about something, the weaker the trace becomes. What are you thinking at this moment?

Daniel Kahneman says “the psychological present” is only about 3 seconds, and everything else is the past or the future. How about just for today, you try to make a choice whilst being in the moment?

Research shows that the reason most people are unhappy is because they are thinking about the past or the future; they are not present to this present moment. What would shift, if you set your intention to bring aware-

ness to your thoughts and then consciously choose to only follow the thoughts that honor you those thoughts that bring you back to being grounded with you in this moment in time.

I believe that your happiness is found in the stillness of this moment. It's not about having a big 'ah ha moment', it's about experiencing the magic and the joy that each moment provides. You can find the answers within yourself, slowly peeling off the layers of conditioning to discover who you authentically are, so you can fully express this and stand on the center stage of your life.

*Connie-Lee Bennett is an award-winning international public speaker, best-selling author, and Founder of Meraki Training Academy. She inspires leaders to embrace their authentic selves, and to communicate their vision with clarity, confidence, and charisma. [www.connieleebennett.com](http://www.connieleebennett.com) and [www.merakitrainingacademy.com](http://www.merakitrainingacademy.com).*



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## It's Not Too Late Set Your 2023 Intentions

### All it takes is one word. What's yours?

by Sandy Travis Bildahl

*"Everything that happens in the universe begins with intention." -Deepak Chopra*

If you began 2023 with big goals and promises to keep them, congratulations! But if you're like the 80% of resolution creators whose goals evaporated by February, that's okay. You're proof that setting new goals and resolutions is often an ineffective tactic. The good news? It's not too late to dream big in 2023. Put your resolutions aside and plan for the future a better way.

The solution? Set intentions. Why? Intentions activate your personal success identity because they are based on who you really want to be. They are powerful because they awaken authentic support and direction from within, honoring your inner intelligence. Intentions are also a decision-making tool and an invitation to respect yourself, because no pursuit is rewarding if it's not what matters to YOU.

And before you ask, "What about my important goals?" Relax. Goals are essential, but they gain a big boost of energy, possibility, and satisfaction when they follow intentions. If meaningful goals sound good to you, creating focused intentions can ensure your goals are realized.

There are many ways to set intentions, but one of the most fun is by choosing a word that can inspire action for 2023 and beyond.

#### Why choose a word?

A word is an easy intention to remember. It's simple and direct. It's like choosing a theme for the year, based on a *feeling* that will add clarity and motivation to everything you intend to do, professionally or personally. I've been choosing a word for years. It's one of my

favorite habits. At the end of each year, I look back and can always see the effectiveness of my word. It's always amazing that one word can have such a big impact.

How do you find your word? Take a quick survey within. Check in with your inner intelligence or intuition and your word will appear!

Ready to find your word for the rest of 2023? Let's do it! Here are three steps to follow:

#### Word Brainstorm

Make a word list! Think of as many words as you can that appeal to you, bring you joy, or support the feelings that you want to expand and explore in 2023. What words would make you feel open, at ease, and confident? What inspires you? Motivates you?

Here are some sample words to get you started :

Thrive, Explore, Grateful, Patient, Compassionate, Discipline, Ease, Leap, Freedom, Flow, Lead, Creative, Calm, Confident, Emerge, Energized, Mastery, Simplify, Peaceful, Relax, Health, Service, Hope, Adventure, Fearless, Quiet, Open, Authentic, Aligned, Delight, Abundance

Ready to let the words flow? Get comfortable, relax, and go! Don't edit your ideas. Just write.

Now, take a moment and write down feelings you'd like to let go of in 2023. It's helpful to acknowledge feelings that you've outgrown or simply don't want to experience. You don't need to add these words to your first list, they are just for perspective.



## Time to Choose

Examine your list of inspirational words and choose five that resonate most. Do they reflect an intention or theme that would support you? Consider how those words feel, and if they aren't right, choose others. Trust your gut instinct. This is like a puzzle. Take your time.

Once you have five, can you narrow your choice to one? It may help to close your eyes and picture yourself later in 2023. Which word matches your vision? Only embrace what resonates.

Once you choose your word, it is yours to enjoy, explore, and value. Your word keeps who you really want to be at the forefront of your daily experience.

## Commit to It and Love It

Making a promise to support yourself with your word intention is an open-ended feel-good strategy. Being yourself isn't a chore, it's an experience of enjoying possibility that works best when it's remembered and active.

Here are a few things you can do for "word insurance."

- Write your word on sticky notes and place them where you can see them.
- Say your word in the mirror each morning.
- Add a word reminder to your calendar.
- Make your word into a work of art. Decorate it. Add it to your vision board. Make it your screen saver. Be creative with your word intention. Have Fun!

Word intentions can also be set daily. After you wake up, before your worries and to-dos take over, take some time for you. Check in with yourself and ask, "What do I intend for today? Is there a word that would seal the deal?" For instance, have a meeting and want to feel confident? Make that word confident your focus for the day. Longing to make an impact at work? Consider activating your creativity words and offer new solutions. Need to relax? Focus on loving yourself. Self-care is essential. And when you desire a feeling of well-being, gratitude will transform everything.

Of course, my favorite intention for every day? BRAVERY. Because if I'm brave, I can trust myself to successfully handle whatever comes my way, good or not so good. My word works for me, just as yours will work for you. (FYI: Bravery works for everyone.)

One more thing! Every year, I get together with a group of friends and we all share our word, why we chose it, and why it resonates. This isn't just inspiring fun, it crystallizes how our journeys to the future are as unique as we are, and we see how connected we are when we live from inner intelligence. In a word-group gathering, speaking your word out loud makes it even stronger.

It's not too late to make 2023 feel like the best year yet. Now that's an intention worth having.

*Sandy Travis Bildahl is a certified emotional intelligence and business coach, author of the bestseller *Bravery Becomes You: On the Road to Fearless and Free*, and inspirational speaker. If you'd like to talk about your intentions and word for 2023, contact Sandy at [www.braverybecomesyou@gmail.com](mailto:www.braverybecomesyou@gmail.com).*



## Wellness for Leaders

by Amy Boudreau

### Tap into Your Natural Ability to Reduce Stress and Restore Inner Calm

Fight, flight, or freeze. Those are our body's natural responses to perceived danger and chronic stress. As leaders, we are often faced with making compromises during difficult decisions, choosing between competing priorities, functioning within the dynamics of corporate culture, and helping different personalities negotiate conflicts. In these stressful situations, adrenaline and cortisol flood our bodies. Over time, the fluctuations in these hormones can tax our ability to cope. This makes recovery from future setbacks more difficult and ultimately causes burnout.

On top of our occupational responsibilities, the stress of the pandemic, rising costs of living, family dynamics, and other life demands are burdening our minds and bodies with more stress.

### How to Identify, Respond to, and Recover from Stress

Using specific stress-reduction techniques, you can tap into your body's responses and its natural nervous system-reset button to prevent burnout.

If something triggers an emotional response, use the following strategies to put it in check:

- Do not take it personally
- Be confident in your abilities
- Set boundaries and speak your needs
- Hold yourself to the higher standard
- Keep accountability in mind
- Analyze the possible root cause of your trigger

**THE 8<sup>TH</sup> WOMEN IN CARWASH™ CONFERENCE**

**THE BENSON HOTEL in Portland, Oregon**

**JUNE 4-6, 2023**

The carwash business is changing and evolving and has become a great career opportunity for women.

The 8th **Women in Carwash™** conference will be held in Portland, Oregon and offer guests the same intimate experience as previous events but will offer a greater selection of workshops and networking opportunities.

**We can't wait to see you in June!**

Join colleagues from across North America as they share, learn and grow together.

For more information and to register please contact:

**Brenda Jane Johnstone**  
phone: 1.204.489.4215  
email: [bjj@womenincarwash.com](mailto:bjj@womenincarwash.com)

**Here are some of the testimonials that received from attendees:**

**MaryAnne Irvine**  
London Mat  
Personally for me, this conference is "One of a Kind", I loved every moment!

**Gretchen Matthews**  
Chesapeake Quill  
Attendees at these events are consistently engaged and receptive to new ideas.

**Melissa Pirkey**  
Priley Insurance  
Enjoy the connection with all different types of leaders- CEO's, Car wash managers, Chemical Reps, and more.

**Fran DeGouveia**  
Just Lubes  
As many of the delegates, I work in a male dominated industry and coming out of a pandemic, it was nice to experience some synergies with these ladies.

**Melanie Sands**  
Red Hill Carwash  
A wonderful and fun way to learn and grow as a person and to improve my business.

**Savannah Brush**  
Tommy Carwash  
The conference is an opportunity to connect with like-minded women who are experiencing different sides of a booming industry.

**Megan Scheid**  
Tommy Carwash  
This conference exceeded my expectations. The whole event was very well laid out and structures with activities and sessions for both professional and personal development, as well as fun and getting to know each other.

Stress can increase the resting tension in your body, causing pain and discomfort. Common symptoms of stress are:

- Fast heartbeat or tightness in your chest
- Headache
- Stiff neck and/or tight shoulders
- Back pain/hip pain
- Fast/shallow breathing
- Sweating/sweaty palms
- Upset stomach or digestive system issues

Stress can also manifest in the way you think, act, and feel. You may:

- Feel overwhelmed by problems or everyday things
- Feel frustrated or out of control, and yell at others for no apparent reason
- Feel jumpy, anxious, irritated, or exhausted
- Find it hard to focus
- Worry too much about small things
- Feel you're missing out on things because you can't act quickly
- Imagine that bad things are about to happen

Try these healthy stress-relief strategies to help you cope and relax your mind and body:

**Keep a journal** – Try to pinpoint the cause of your stress (just guess if you're unsure). List the things in and out of your control. Note how you're feeling (physically, emotionally), your responses, and how you're making yourself feel better.

**Express your emotions** – Talk to friends, family, a counsellor, co-worker, or another person you feel comfortable opening up to. If something or someone is bothering you, be more assertive and express your concerns in an open and respectful way. Even your pet can serve as a listening ear.

**Do something you enjoy** – Find a creative activity or hobby to re-focus your mind and reset your body physiology. Put on some music and dance around. Go for a walk outdoors in nature. If you can, connect to the earth/ground barefoot; this will reset your energy and ground you. Color in a coloring book for 15 minutes. Go play a sport.

**Move your body** – While most physical activity can help alleviate tension and stress, rhythmic activities with an element of mindfulness are especially effective for reducing stress. Big rigorous movements such as push-ups, jumping jacks, swinging your arms in big circles, etc. help to burn off cortisol that's released when you are under tremendous stress or anxiety. These movements can also cause the body to involuntarily shake, a sign it is releasing trauma.

**Shake it out!** – Shake your hands, starting at the wrist, strongly. Then shake your lower arms from the elbow along with your wrists. Then shake your arms from the shoulder. Shake one foot from the ankle, then the other. Next shake one leg from the knee, then the other leg. Shake one leg from the hip, then the other leg. Now shake your whole body, strongly, and in big movements. Do this until you want to stop.

**Why this works:** Shaking out the body resets the nervous system. Big and strong physical movement helps eliminate cortisol and releases endorphins, which cause our mood to shift.

**Heart-Focused Breathing** – Close your eyes. Breathe in for 4 counts and exhale for 8 counts. Be aware of your heart-center. To offset negative draining emotions, visualize and practice drawing in positive feelings such as ease, tolerance, gratitude, forgiveness, love, courage, dignity, integrity, honor, appreciation, adventure, and/or enjoyment.



**Set boundaries** – Learn how to say “no.” Know your limits and stick to them. Avoid people who stress you out. Take control of your environment (i.e., if the news makes you anxious, turn off the TV; if rush hour traffic makes you tense, take a longer but less-travelled route). Cut out the least important items on your to-do list.

### Wishing you great health and wellness!

*Amy Boudreau is an active 12-year police constable who is a Mindfulness@Work® Certified Instructor and Gravity Yoga® Certified Instructor. She also holds a Corporate Yoga Certification and a Trauma Sensitive Yoga Certification. Amy is a Mental Health Ambassador, is part of the First Responder Mindfulness Network, and is widely known as @TheYogaCop for sharing holistic wellness information. She was the Wellness Bureau Project Manager for two years and now serves as a Media Relations Officer for her agency. In her spare time, she operates a Wellness Business to help change culture towards well-being. Contact her at [TheYogaCop@gmail.com](mailto:TheYogaCop@gmail.com).*



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# How POS/Marketing Integration Improves the Car Wash Business

*by Kelsey Roberts, MBA*

Using the newest technologies to target consumers, POS (point of sale) systems and marketing tactics are integrating to improve many aspects of running a car wash business. By implementing technologies such as touch-screen terminals, wireless handheld devices, and gated car wash pay station systems with multiple lanes, POS systems can process consumers to ensure growth. But combining POS systems with marketing tactics has been instrumental in transforming the growth potential of car washes.

If you are interested in growing your business, integrated POS/marketing systems can increase new customer acquisition while tracking results. They also create opportunities to remarket to new customers by promoting membership plans, encouraging habit formation, and establishing customer loyalty through text and email applications. These apps encourage your customers to leave Google reviews, which are crucial for business promotion and growth, especially if you follow up with your customers who have canceled their memberships and provide offers to win them back. Here is basic overview of how it works.

## POS Systems and Marketing Tactics: A Killer Combination

When POS systems are combined with marketing tactics to improve growth potential, the results are astounding. The beauty of merging these two lies in the sophisticated technologies and strategies coming together to target new customers. The POS systems handle the technical side of finding consumers to sign up for unlimited memberships through license plate recognition, the capturing of phone numbers,

and simple menu signs with effective graphics or instructions at the beginning and end of car wash tunnels.

Once the POS systems have registered and primed consumers, marketing strategies can be applied to remain in contact with them. One of the most important marketing tactics for promoting membership growth is creating an effective website to capture consumer data. With certain tools on your website's infrastructure, you can gather information to reduce churn and target new customers. A proper website also increases your wash's potential of being found easily on Google, and the data it captures gives companies like Welcomemat an endless supply of information to market and remarket to customers. You should also create a Google My Business account; by simply posting pictures and updating items such as business hours, your business improves its chances of being found by new customers. Finally, intelligent ad strategies, such as geofencing, can help you target potential customers who live in a specific location or commute to it frequently.





## Finding the Right Audience

When you target the right people, you gain longtime customers. By using intelligent strategies, you seek out the perfect customer and capture their data. We at Welcomemat have found that when a customer washes their car four times in the first month of their membership, the likelihood of them still being a member 11 months later is 40% higher. Thus, using communication tools, the company then sends the customer a text every Friday during their first month of membership to urge them to come to the car wash. This can also help to win back customers who cancel their memberships. Communication programs are the key to maintaining customer loyalty. When a customer receives regular texts about their membership or offers, they are more likely to engage with the car wash.

## Reducing Churn

Churn rates are the bane of a business, potentially causing a massive loss of revenue. Finding ways to reduce churn is critical to a business's ability to maintain growth. Coupling text and email efforts with a POS/marketing integration can dramatically reduce churn.

## No More Fuss: POS/Marketing Integration and Its Effectiveness in Increasing Membership

The effectiveness of POS/marketing integration lies in its ability to simplify the difficult, nitty gritty aspects of running a car wash business by enabling marketing to happen behind the scenes. With the integration of POS and marketing, car wash owners don't have to manage disparate systems, perform cumbersome reporting, run data reports from multiple locations, or handle ordering codes and try to implement them themselves. The combination takes charge of these inconvenient realities and ensures operations run smoothly. When POS systems and marketing tactics work together, car washes grow like never before. They're truly a match made in heaven.

*Kelsey Roberts is an Account Executive III for Welcomemat Services, a data-driven carwash marketing company. She aims to assist carwash owners and operators in finding new customers, bringing them onsite, and converting them to membership through the various programs offered at Welcomemat. In her free time, she enjoys spending time at the ocean in Charleston, SC where she resides with her husband, 2 dogs and 2 cats ! She can be reached at*

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*To learn more, visit <https://welcomematservices.com>*



**Northeast Regional  
Carwash Convention  
October 2-4, 2023**



## Getting to the Next Level – Career Wisdom from an Industry Engineer

*By Lori Donnell*

As a vehicle wash specialist with Dosatron International for the past four years, I have been traveling the USA and Canada to learn how to improve the car wash industry's chemical injection methods. My background is in engineering and technical sales. So, I look at an application, ask questions about what works and what doesn't, decide what can be improved, and then strive to help the wash get to the next level. As a woman working in a technical field, I can sometimes offer a unique view on methods and approaches.

I also believe that my relationship with customers may be different from what they're used to, since things have changed in the last couple decades. My industrial sales background spans more than 20 years, with multiple breaks when I raised children. In 1994, when I first started working, I definitely met people who would say, "Send one of your technical guys out here." Before that, I was in engineering school, and just one of eight women majoring in mechanical engineering along with more men than I could count. Since then, the number of women in technical roles has grown. I couldn't be more proud of the women who have studied and applied the STEM disciplines! Years ago, women were few and far between in engineering positions. Now, we are catching up, and we're increasingly accepted in technical roles.

Organizations that support women in engineering industries are super important. Growing awareness and acceptance used to be these organizations' goals. Now, they are creating owners of industrial companies and industry leaders.

## Four Ways Women in Technical (and Other) Roles Can Develop Their Careers

**Be genuine.** When you are factual and tell the truth, you gain people's confidence. Truly caring about each person, their business, and their family is what makes a connection real. Ask questions and listen to the answers. You could be surprised by what you will find out.

**Know your industry and product.** Be the person people can go to for information and help. When you know your product and are an expert, you become a resource. I love it when people call me and ask me to help them solve their problem. If they tell me their pump is not pumping, we talk through it. Sometimes we Facetime so I can look at the set up. This helps me understand the whole system, and in the process, to find the solution. Be confident in your skill set. Be on the lookout for the latest information, technologies, and trends in your industry.

**Always be accessible.** There is nothing like calling someone for help or information and not getting a call back. This is a critical part of being a resource. Once you are reachable, and people know you will be there for them, they will return to you time and again.

**Network.** Organizations like Women in Carwash™ are vital for networking. Find role models who have been successful in your industry. Connect with women who have similar interests and roles. If you have been in the industry for a few years, consider mentoring. Provide other women and girls with training and resources so they can be successful too.



Since entering the car wash industry four years ago, I have noticed that there are many women in leadership roles. This is a huge advantage compared to other industries. Women in this industry are fortunate to have an amazing network to access. I appreciate the welcome I've received and strive to reciprocate. Connect with me at [lori.donnell@dosatronusa.com](mailto:lori.donnell@dosatronusa.com)

*Lori Donnell, CFPS, is a dedicated vehicle wash specialist and technical sales representative for Dosatron International. Look for her at upcoming industry events and contact her at [lori.donnell@dosatronusa.com](mailto:lori.donnell@dosatronusa.com).*



*Me with Tammy Davis, Braselton, GA Branch Manager, Motion Industries. She is a dear friend and colleague and advocate for women in technical roles.*



*At Metro Express, Meridan, ID with the Idaho Car Wash Tour.*



*As the trainer for chemical injection pumps at the annual Autobell meeting.*



*At NRCC Sonny's booth with my co-worker at Dosatron and friend, Craig Peterson, VP of Industrial Sales.*



## Using Strategic Vision Boarding for Timelines

by Jacqueline Goohs



### Vision Boards Prime Your Brain to Recognize Opportunity

#### Why?

That's because the brain has a process called "value-tagging," which imprints important things onto your subconscious and filters out unnecessary information. The brain assigns a higher value to images than to written words on a to-do list.

Using a timeline for your teams in a vision board format can make a goal fun, inclusive, and achievable.

- A Dream written down with a Date becomes a Goal
- A Goal broken down into STEPS becomes a PLAN.
- A plan backed by ACTION makes your dreams come TRUE!

A vision board is a tool that helps you see your goals, define them, and focus on them. Looking at the images, you see the big picture of your business.

#### Let's Start

Be selective in the goal you want to accomplish.

Estimate the resources you need.

Budget your time and energy to all team members reasonably so the goal is achieved.

Consider adding a tangible incentive. Achieving the goal will create positive team gains that the team will want to repeat.

Commit to the goal.

Connect everyone to the end vision.

Track your progress.

Celebrate the small wins and the challenges along the way with a positive "we can do it" mentality. If help is needed on a challenge, bring in the team to help.

On the set completion day, make it important and say thank you to your team.

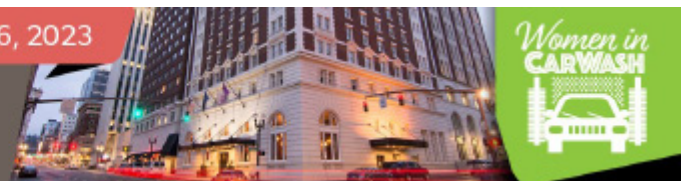
We shine TOGETHER!

*Jacqueline Goohs was the original poster child for "Give to the United Way." It's no wonder her life's meaning is one of service. Jacqueline runs a successful real estate brokerage that focuses on client care both commercially and residentially throughout the US and abroad. She is a business coach and mediator at CASA and will always join in to share life with those who cross her way. Jacqueline believes that there are no accidents in meeting each other.*

THE 8<sup>TH</sup> WOMEN IN CARWASH™ CONFERENCE JUNE 4-6, 2023

THE BENSON HOTEL in Portland, Oregon

REGISTER AT: [www.womenincarwash.com](http://www.womenincarwash.com)







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