

About the Trendsetter Awards

The Mid-Atlantic Carwash Association instituted the Trendsetters Awards in 2006 to recognize those in the industry who are leading change, as well as to spot trends impacting the industry.

The awards were given out at the association's May Maryland meeting, held on May 17, at the Chesapeake Beach Hotel, Chesapeake Beach Maryland. The hotel was selected because of its scenic location, as well as proximity to major metropolitan areas.

The MCA board of directors, under the leadership of then President Bob Heid, owner of Annapolis Auto Spa, opted to give the awards by category. The categories included: Trendsetter Product of the Year, Trendsetter Carwash, Trendsetter (individual) and Trend of the Year. The array of nominees was amazing for a brand new award and the judges had a tough time making a final selection.

Pam Piro, on the MCA Board and with Unitec Electronics, chaired the awards and worked closely with the MCA management team to ensure that the

awards selection process and ceremony went smoothly. All of the winners were on hand to accept their awards, and each nominee also received a recognition certificate.

Eric Wulff, associate executive director of the International Carwash Association, was the spotlighted speaker for the evening. His comments focused on the opportunities and challenges facing the carwash industry today and the effort of ICA to help the industry continue to thrive and move forward.

While the Mid-Atlantic Carwash Association serves Maryland, Virginia, Delaware, District of Columbia and West Virginia, the Trendsetter Awards are designed to be national in scope. Trends are emerging all over the U.S. and MCA wants to recognize them, regardless of location.

The Summer 2006 issue of WashTrends focuses on the 2006 Trendsetters Awards winners and salutes each of the individuals behind these efforts for their vision.

Trendsetters Judges

Bill Bascom, Jr.
Owner of The Clean Machine Carwashes
Charlottesville, Virginia

Founding Member and Past President
of the Mid-Atlantic Carwash Association
1999 - 2000

Neil Hitchcock
Owner of Oasis Car Washes
Maryland, Pennsylvania & Delaware

Past President of Mid-Atlantic Carwash
Association; Northeast Car Wash
Convention Committee Member;
Current Treasurer of the International
Carwash Association
2001 - 2002

Benson Rice
Owner of Whiz Car Wash Washes
Baltimore, Maryland

Founding Member and Past President of
the Mid-Atlantic Carwash Association
1997 - 1998; 2000 - 2001

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