

Founded May 13, 1997

Winter 2005

MCA Board Creates Rainy Day Fund

The MCA Board of Directors has created a Rainy Day Fund. This fund is designed to give us the resources to address legislative issues that may develop in any of the states that we cover. This arrangement will replace our standing arrangement with a Maryland lobbying firm. In light of the legislative gridlock in Maryland and Virginia, an outgrowth of split party control of the governor's mansion and legislatures, small business is at reduced risk of having laws passed that might impact us in a negative way.

The Board feels that out money, your dues, would be better invested in a Rainy Day Fund that would enable MCA to respond to a variety of political, educational or public events in the future. The idea is to let this fund build up for a few years and save it for major problems or situations impacting our industry, whether in one state or throughout the region.

MCA Extends Reach to West Virginia

MCA is committed to representing the interests of the carwash industry throughout the region. The scope of the association has historically covered Virginia, Maryland, Delaware and Washington, DC. We will now also cover West Virginia. A meeting is scheduled in West Virginia on May 19. See back cover for details.

**Nominations are now being accepted
for the 2005-2006 MCA Board.**
Contact Dave DuGoff if interested.

Treasurer's Report

December 31, 2004
Income: \$46,320
Expenses: \$46,904
Net Income: \$(584)

Key Events

March 9, 2005 - MCA Spring Virginia Meeting

Newport News, VA - Omni Hotel
Carwashing Reinvented
Tour, Reception, Dinner, Panel

May 11, 2005 - MCA Spring Maryland Meeting

Annapolis, MD • Radisson
MCA Vendor Showcase and More
John Wasson, Site Evaluation

May 19, 2005 - Get Acquainted with MCA

Berkeley Springs, WV - Coolfont Resort
Open Meeting, Reception, Dinner

April 7- 9 - International Carwash Association

Car Care World Expo 2005
San Antonio, TX

Septemer 18, 2005 Wash USA

September 21, 2005 - MCA Fall Virginia Meeting

Williamsburg, VA
Program - TBA

October 16 - 19 - Northeast Regional Carwash Convention

Borgata Hotel and Casino
Atlantic City, NJ

November 16, 2005 - MCA Fall Maryland Meeting

Columbia, MD
Program TBA

MCA Board 2004-2005

Officers

President

Bob Heid
Annapolis Auto Spa
410-573-0597
rheidj@aol.com

VP-Operator

Kent Winquist
SSS Carwash
757-587-5892
kentw38@yahoo.com

VP-Distributor

Pam Piro
Unitec Electronics
443-561-1200
ppiro@unitecelectronics.com

Secretary

Cory Templeman
Mid-Atlantic Carwash Technology
434-975-9979
washtech@laser-washtech.com

Treasurer/Past President

Dave DuGoff
College Park Car Wash
301-220-2580
dave@us1carwash.com

Directors

Scott Eichlin (2005)

Miracle Car Wash
540-432-6900
scott@starrto.com

Sean Forsyth (2005)

Mid-Atlantic Autec Carwash Systems
757-425-2732
sforsyth@midatlanticautec.com

Scott Wolfkill (2006)

Mighty Spray Car Wash
410-760-3983
swolfkill@verizon.net

Chris Mooney (2006)

Cleaning Systems, Inc.
336-210-4719
6cdm3de@earthlink.net

John Lynch (2007)

Dolly's Car Wash

419-461-5188
j-lynch@erols.com

Jonathan Perotto (2007)

Pit Stop Car Wash

540-740-3272
jonathan@shentel.net

David West

Washtech
540-845-5303
laserwest@aol.com

MCA Vendor Members

Affordable Car Wash Equipment
804-550-7767
washwagon@mindspring.com

Atlantech Distribution, Inc.
410-859-8460
rmgrumbine@atlantech1.com

Atlantic Business Brokerage Inc.
410-561-9800
dpuciato@atlantic-brokerage.com

Atlantic Washworld Systems
336-432-7240
dmhull@earthlink.net

Business Loan Express
202-736-5465
kstevenson@businessloanexpress.net

Butler Capital Corporation
410-771-9600
abaron@butlercapital.com

Car Wash Cleaning Services
703-481-1100
carwashcleaningservices@yahoo.com

Carwash Solutions
703-542-2332
CarwashSolutions@aol.com

Chemstation Mid-Atlantic
443-524-0864

Cleaning Systems, Inc
800-221-2231
dmarquis@lustrabear.com

DRB Systems, Inc.
800-336-6338
bmjordan@drbssystems.com

Eastern Carwash Systems
410-835-2935
easternwashsys@aol.com

Ecolab Vehicle Care
410-757-7446
joel.miller@ecolabvc.com

Gateway Capital Financial
410-981-4137
jcrawford@metlife.com

HOWCO, Inc.
704-525-1679
howco@howco.com

Huron Valley Sales, Inc.
313-278-5200
ddealhvs@aol.com

Impressive Car Wash Systems, Inc
610-866-7755

Integrity Sales & Svc, Inc.
302-734-1550
reclaimsls@aol.com

Kleen-Rite
1-800-233-3873
mikel@kleenritecorp.com

Mang Insurance
518-383-2910x6001
mikebenmosche@manginsurance.com

Mark VII Equipment of Virginia, Inc.
800-533-1466
Mark7VA@hotmail.com

New Dawn Distributing, LLC
703-648-0990
newdawnndist@comcast.net

PECO Car Wash Systems
248-299-5800
dbeaupied@pecocarwash.com

Shore Chemical Corp
412-471-3330
cpeck@shorechemical.com

Simoniz USA
800-227-5536 X159
m.trudel@iquick.net

Sonny's Enterprises
800-327-8723
PFazio@SonnysDirect.com

Unitec Electronics
PPiro@unitecelectronics.com

Washtech
540-845-5303
Laserwest@aol.com

MCA Virginia Spring Meeting Reservation Form

March 9— Newport News, VA — Omni Hotel

1000 Omin Blvd. • Newport News, VA 23606 • (757) 873-6664

Name _____

Title _____

Company _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Web Site _____

Member _____ Number at Member Rate (\$45) _____ Number on Tour (free) _____

Number at Non-member Rate (\$65) _____ Number on Tour (\$25) _____

Tour is free for members, as well as for non-members registered for dinner.

Amt. Enclosed _____ Check _____ Amex _____ Mastercard _____ Visa _____

Name of Card _____ # _____ Expiration Date _____

Easy online registration now available at <http://www.mcacarwash.org>. Fax to 410-544-4640
or mail to MCA HQ, 780 Ritchie Highway, Ste. S-28, Severna Park, MD 21146. Call 888-378-9209.

Reinventing Carwashing

TOUR THREE STATE-OF-THE-ART WASHES

March 9 - Newport News
2 p.m. - 6 p.m.

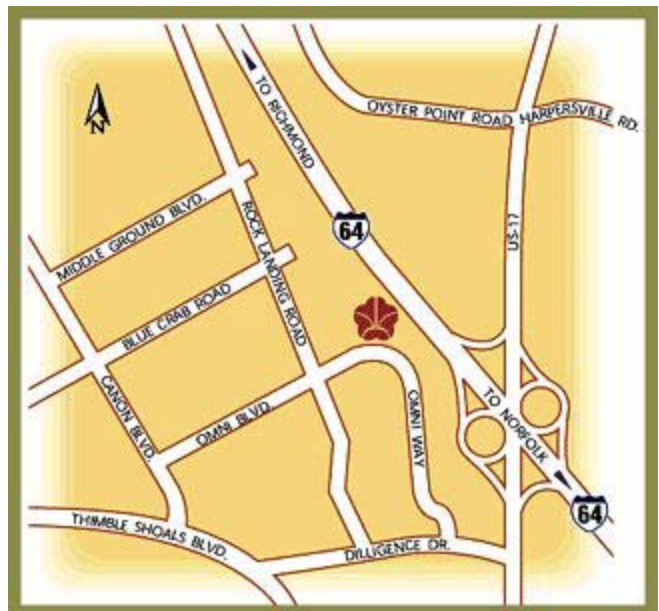
Freedom Wash – featuring Autec-Evolution
Cool Wave – featuring Laser G-5 PDQ
Car-Robics – featuring Balinger Vector

Cost for tour: Free for MCA Members and Non-members
attending dinner meeting
\$25 for non-members not attending the dinner meeting
Bus Compliments of Mid-Atlantic AUTECH & WASHTECH

Registration Required
Use Form Above

Driving Directions From I-64:

Take Exit 258A; At first light, make right onto Diligence Drive; Right onto Omni Way; Follow Omni Way to the Hotel which is located on the right



MCA Maryland Vendor Showcase Reservation Form

May 11— Annapolis, MD — Radisson
210 Holiday Court • Annapolis, MD 21401 • 410-224-3150

Name _____

Title _____

Company _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Web Site _____

Payment (Prepayment Required)

_____ **Member Vendor Registration - \$200**

Each distributor member trade show credit you purchased with membership is valued at \$100. Make a note if using one or more of these credits. Registration does not include dinner meeting.

_____ **Non-Member Vendor Registration - \$400**

Registration does not include dinner meeting.

Amount: _____ Check _____ Amex _____ Mastercard _____ Visa _____

Name Printed on Card _____

Credit Card # _____ Exp. Date _____

Easy online registration now available at <http://www.mccarwash.org>. Fax to 410-544-4640 or mail to MCA HQ, 780 Ritchie Highway, Ste. S-28, Severna Park, MD 21146. Call 888-378-9209.

INFORMATION FOR VENDORS

**Pre-Registration Required
Limited Space**

Vendors receive one 6 foot draped table. There is limited adjacent space for floor displays. There are some electrical outlets. To ensure an electrical outlet or to secure a telephone or an Internet connection, contact the hotel directly (410-224-3130). Telephone, Internet and electrical charges paid directly to the hotel.

Set up available at 2:30 p.m. Space selection is first come, first served.

MCA Maryland Spring Meeting Reservation Form

May 11— Annapolis, MD — Radisson

210 Holiday Court • Annapolis, MD 21401 • 410-224-3150

Name _____

Title _____

Company _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Web Site _____

Member _____ Number at Member Rate (\$45) _____ Number at Non-Member Rate (\$65) _____

Amount _____ Check _____ Amex _____ Mastercard _____ Visa _____

Name Printed on Card _____

Credit Card # _____ Exp. Date _____

Easy online registration now available at <http://www.mcacarwash.org>. Fax to 410-544-4640 or mail to MCA HQ, 780 Ritchie Highway, Ste. S-28, Severna Park, MD 21146. Call 888-378-9209.

**Spring Maryland
Meeting
Reception, Dinner
Program: John Wasson
Carwashing Site Analysis
May 11, 2005
Radisson, Annapolis, MD**

**Vendor Showcase
4 p.m.
Reception - 6 p.m.
Dinner - 7 p.m.
Program - 8 p.m.**

Directions to Radisson

From Baltimore: Beltway to I-97; south on I-97 to US 50; east on Aris T. Allen Blvd. Exit on Riva Road. Left on Riva Road. Left on Holiday Ct. Park in rear of hotel for easier access.

From Washington: US 50 east toward Annapolis; east on Aris T. Allen Blvd. Exit on Riva Road. Left on Riva Road. Left on Holiday Ct. Park in rear of hotel for easier access.

From Richmond: US 301 N. to US 50; east on US 50; east on Aris T. Allen Blvd. Exit on Riva Road. Left on Riva Road. Left on Holiday Court. Park in rear fo hotel for easier access.

**No Charge to Attend
Vendor Showcase**

MCA Launches Powerful Online Community

By Pat Troy, CAE, MCA Executive Director

On February 25, 2005 MCA launched an Online Community. This state-of-the-art community is powered by the MemberClicks engine and offers MCA members access to a range of features previously unavailable to smaller organizations. This project is being undertaken by Next Wave Group, LLC, the association management firm contracted to operate MCA.

Benefits to MCA members include a searchable online directory, the ability to generate and tabulate instant polls, a powerful contact center that allows staff to generate graphically interesting email notices that load quickly and don't set off SPAM filters, an event calendar and more. Members may update their own information. Prospective members may sign-up for our mailing/emailing list. We will also start doing our renewal notices online.

Each MCA member in good standing and those whose memberships have recently expired have been given access with individual passwords. If your membership has expired, please renew online at <http://www.mccarwash.org> or mail in your form. Soon only those members who are in good standing will be given access to all the features. 2005 sticker have been sent to members in good standing.

Home Web site: <http://www.mccarwash.org>
Online Community Site: <http://my.memberclicks.com/mca>

We could have called our revolutionary new Portal TI[®] a lot of things...
“Control Freak. Branding Guru. Smooth Operator.”

However, we prefer to call it the carwash industry's premier, intelligent, automated customer service system.

UE Unitec Electronics
A Maryland Corporation

www.portalue.com
1.800.4UNITEC • 443-561-1200
www.unitecelectronics.com

Portal TI. Now everything is possible.

2003 BEST IN SHOW WINNER

MCA Get Acquainted Meeting Reservation Form

May 19 — Berkeley Springs, WV— Coolfont Resort

Cold Run Valley Road, Berkeley Springs, WV 20740 • 1-800-888-8768

Name _____

Title _____

Company _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Web Site _____

Member _____ Number at Member Rate (\$45) _____ (Meeting Free, Dinner \$45)

Amount _____ Check _____ Amex _____ Mastercard _____ Visa _____ Discover

Name Printed on Card _____

Credit Card # _____ Exp. Date _____

Easy online registration now available at <http://www.mcarwash.org>. Fax to 410-544-4640 or mail to MCA HQ, 780 Ritchie Highway, Ste. S-28, Severna Park, MD 21146. Call 888-378-9209.

Where is Coolfont Resort? Nearer than you think!

Directions From Baltimore:

Take I-70 West to Exit 1 B which is Route 522 south to Berkeley Springs. At the first traffic light turn right onto Route 9W. Just around the curve from the Berkeley Castle there will be a left hand turn onto Cold Run Valley Road. You will find the Treetop House approx. 4 miles on your left. (2 hours)

Directions From Washington D.C. and Maryland Suburbs:

Follow I-270 to I-70 West to Exit 1 B which is Route 522 south to Berkeley Springs. At the first traffic light turn right onto Route 9W. Just around the curve from the Berkeley Castle there will be a left hand turn onto Cold Run Valley Road. You will find the Treetop House approx. 4 miles on your left. (2 hours)

Directions From Richmond:

Take 95 north past Fredericksburg, northwest on 17 north through Warrenton, west on 66 past Marshall, again northwest on 17, to Rt. 17/50 west toward Winchester, and then I-81 north. Take second exit off I-81, for Rt. 37, at bottom of ramp turn left heading west. Go APPROXIMATELY four miles to Route 522 north. Eight miles after crossing West Virginia state line, turn left onto Cold Run Valley Road. Bear right at 'Y' in road and Treetop House is two miles on right. 3.5 hours - and a beautiful transition into the mountains!

Directions From Berkeley Springs:

Take Route 9 West from Route 522. Go 3/4 mile over crest of hill, passing the castle. Turn left onto Cold Run Valley Road. Treetop House is four miles on left. (10 minutes)

Get Acquainted with MCA in Berkeley Springs, West Virginia

The MCA realizes that it is important to reach out to the car wash industry in West Virginia, a state previously unserved by a regional car wash association. In addition, we know that we have many members in Western Maryland and Northern Virginia. In this spirit, we have set up a special event in at Coolfont Resort in Berkeley Springs, West Virginia. On May 19, 2005, the board will be gathering at Coolfont and there will be a special open meeting for members and potential members who want to interact with other car wash industry professionals in the region. All MCA members and prospective members are invited to attend.

Meeting Format - 4 p.m. - Open Meeting, followed by reception (cash bar). No Charge.

Informal Dinner at Coolfont Lodge - \$45 (optional), Overnight accommodations are available at Coolfont Resort.

See registration form on page 7 for register online at

<http://www.mcacarwash.org>. *MCA has been called the "mouse that roared." Find out how MCA can make a difference for your success!*



September 18, 2005

Professional carwashes uniting to make wishes come true.

