

President's Message

Bill Carbonel

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I would like to take this opportunity to thank our outgoing president, Jerry Nix, for his steadfast leadership of our association during unprecedented times.

His stewardship during our transition of association management firms and difficult economic times was nothing less of stellar. The time, effort and sacrifices he made during his tenure allowed for a seamless transition and a strong board.

I would also like to thank our Board of Directors for all of their hard work and dedication. This committed group of volunteers works tirelessly to make your association the largest and best regional association in our industry.

Of course, nothing could have happened without the efforts of our new management team at Association Resource Center located in Folsom, California; Holly Macriss, WCA Executive Director, and her team Christina Shupe, Membership Coordinator/Administrative Assistant and Carolyn Tienken, Convention and Meeting Coordinator, and Tammy Hitchcock, Accounting. Thank you for professionalism and dedication.

Most of all I want to thank you – our dedicated WCA membership. Without your loyalty and support we would cease to exist as a viable association. Your continued membership during these difficult economic times is a testament that our members are the most professional operators and vendors in the industry.

Our 2009 convention at the MGM was a hit with both our exhibitors and attendees. The *Disney Institute* education showed over 250 owner/operators, management teams and manufacturers, suppliers and distributors how important branding is and how important small incremental improvements can be for our overall business. We are excited to continue the *Disney Institute* education next year during the 29th Annual Convention & Trade Show at the MGM Hotel and Convention Center – a magnificent venue for our show! Our opening night reception held at the notorious Studio 54 was a huge success with over 400 in attendance for our big unveiling of our new logo. Of course, I along with your WCA Board of Directors and staff we are committed to making next year's show even better.

Looking forward to 2010 I see many challenges and opportunities. The economy with its high unemployment, frozen credit markets and low consumer spending will continue to impact our industry. However, this environment will force us to operate more efficiently and if these efficiencies continue into a better economy we will be more profitable in the future. In addition, a slowdown of overbuilding of car washes in already saturated markets has created a more viable market place for existing operators.

Your Board is committed to moving your association forward as effectively and efficiently as possible while continuing to offer you the best benefits in our industry. We look forward to serving you – our members – in 2010.