

# Press Release

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## **Despite Depressed Economy, Weather**

### **Woes, 22<sup>nd</sup> NRCC Doesn't Disappoint!**

Atlantic City, NJ – The 22<sup>nd</sup> Northeast Regional Carwash Convention (NRCC), October 3-5, at the Trump Taj Mahal here beat the odds again with a stellar show and educational programming. “Even though it has done nothing but rain on the East Coast the last few months, we were able to secure 250 booths (60,000 square feet of exhibit space) and provide our vendors with some real quality buyers,” said Julie Stanton, NRCC show facilitator. “Our attendee numbers were down somewhat, but considering the economy and the weather, we were very pleased with the show this year.”

Leo Zona, president of ZWash Systems in Norwell, MA, had nothing but praise for the regional. “It’s the Greatest Show on Earth!” he said. “Again, our committee of volunteers and directors created yet another “Big Top” event. I applaud all those who spend many hours creating

and planning, as well as all the operators, manufacturers and distributors who bring it to life," Zona stated.

Show Chairperson, Ron Bousquet of Randy's Car Wash in Medford, MA, agreed. "This year's show was awesome," he said. "I'd like to thank all the board members for all their help in making it a success. I'd also like to thank Julie Stanton, our show facilitator, who puts her heart and soul into this show. It couldn't happen without her!"

Highlights of the show included a number of great programs such as "Market Your Wash Like a Pro" presented by Sonny's Carwash College, a traditional Early Bird Panel Discussion, a "Sudden Unintended Acceleration" presentation and a keynote by Accuweatherman Joe Bastardi who has appeared on Fox News Live, ABC World News, The O'Reilly Factor and CBS' The Early Show. Bastardi shared his thoughts on global warming and weather forecasting in a colorful, passionate keynote.

The event's Welcoming Reception again graced the 49<sup>th</sup> Floor of the Taj Tower in the high roller Signature Suite with breathtaking views of the Atlantic City skyline. The event, sponsored by ICS of Wind Gap, PA, is a great opportunity to kick off the show and catch up with fellow

operators in an intimate setting. "We love to sponsor this event because it is a great way to bring operators and vendors together," said ICS' Brian Bath.

Two awards were presented on Tuesday, October 4, by show Committee Chairman Bousquet, during the Awards Luncheon held in the Rain Forest Room. Bousquet, who is president of the New England Carwash Association, this year's host, honored Wave's Car Wash owner Adam Korngold for his innovative operation and green initiatives with the NRCC Most Distinguished Person Award. Korngold is the NECA vice president. He was recently honored by the U.S. Environmental Protection Agency award with its Environmental Merit Award for his exceptional work and commitment to the environment in 2010.

Suzanne Stansbury, the Executive Director for the New York State, New Jersey and Connecticut Carwash Associations and editor/publisher of the Northeast Carwasher magazine was inducted into the NRCC Hall of Fame. Bousquet, and last year's recipient, Doug Rieck of Magic Wash in Manahawkin, NJ, presented her with the honor for her dedication and passion for the industry and the associations she represents. She began her career in carwashing working for Professional Carwashing & Detailing magazine and served on the board

of directors for the International Carwash Association from 1998-2001. Bousquet was the first NRCC Hall of Fame inductee in 2008.

This year's show floor, which was open from 1:30-6:30 pm on October 4 and from 10:30 am – 2:30 pm on October 5 showcased 250 booths, according to Stanton. The following vendors should be acknowledged for their support and sponsorship of this year's 22<sup>nd</sup> NRCC. These include: Show Sponsor Qual-Chem; Show Media Sponsor Professional Carwashing & Detailing magazine; Welcoming Reception sponsor ICS; Show Bags/Lanyard Sponsor Micrologic Associates; Luncheon Sponsor Erie Brush & Mfg. Corp.; Refreshment Sponsor Simoniz USA, Inc.; Popcorn Sponsor Mang Insurance; Event Ticket Sponsor National Ticket; Snack Station Sponsor Ultimatech Car Wash Equipment; Pen Sponsor Kleen-Rite Corp.; Bottled Water Sponsor Ardex Labs; Breakfast Sponsor Blendco Systems; Seminar Sponsors Belanger Inc., MacNeil Wash Systems and Hands-On Alley exhibitors Ardex Labs, Cat Pumps-High Pressure Pumps & Systems, Jobe Industries Inc., Simoniz USA Inc., DRB Systems Inc., Vacutech and Rowe.

The 2012 show is slated for October 1-3 at the Trump Taj Mahal in Atlantic City. For exhibitor information contact Julie Stanton at 800/868-8590 or visit [nrccshow.com](http://nrccshow.com).

