

# EXPO 2012

## DETAILING SEMINAR



Featuring R.L. "Bud" Abraham of **DETAIL PLUS**

**JANUARY 31, 2012 | 9am - 11:30am & 1pm - 4pm**

In conjunction with **MCA** EXPO 2012 | Feb. 1st & 2nd  
MIDWEST CARWASH ASSOCIATION

Suburban Collection Showplace  
 46100 Grand River Ave., Novi, Michigan 48374

**SESSION #1 : 9am - 11:30am**

**Discussion of the EXPRESS PLUS carwash concept**

- Discussion of the rise in popularity of the express/exterior carwash concept & the decline of the full service format.
- Discussion of the meaning of express detailing & why it has gained popularity in carwash operations & with the motorist.
- Discussion of how the express carwash concept incorporates express/exterior washing & express detailing into a format that increases volume, lowers labor costs & increases revenue.
- Presentation of space requirements, equipment, chemical needs & personal capabilities.
- Merchandising, pricing & sales approaches.

**SESSION #2 : 1pm - 4pm**

**Discussion of the steps to develop & operate a successful full service detailing business; fixed, mobile or in a carwash**

- Location/Area
- Layout of Shop
- Facilities (building, truck/trailer, area in carwash)
- Equipment
- Supplies
- Chemicals
- Pricing
- Promotion
- Public Relations
- Advertising
- Sales



### Advance Registration Form

Name: \_\_\_\_\_  
 Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_  
 How Many Persons? \_\_\_\_\_ Payment Enclosed: Check \_\_\_\_\_ Credit Card (circle one) VISA MC AMEX DISC  
 Card# \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Signature: \_\_\_\_\_

	Member (pre-reg)	Member (at door)	NonMember (pre-reg)	NonMember (at door)	# Attending	TOTALS:
Session #1	\$35	\$45	\$45	\$65	_____	\$_____
Session #2	\$55	\$65	\$65	\$85	_____	\$_____
Both Sessions	\$80	\$100	\$100	\$120	_____	\$_____

**\*\*2 FREE tickets to the Expo included with Advance Registration for the Seminar**

**Total amount: \_\_\_\_\_**

**Return form & payment to: Midwest Carwash Association: 503 Mall Court Drive #244, Lansing, MI 48912 | Fax: 888.589.1348**  
**Questions? Contact Jenny Fedewa: 800.610.5412 ext. 55 | email: jenny@midwestcarwash.org**