# SCHEDULE AT A GLANCE

## MONDAY, OCTOBER 15

### WELCOMING RECEPTION

Specchio 1st floor

6:00 pm - 8:00 pm

Join us for an evening to remember as we welcome new and old friends at Luke Palladino's Specchio. Where you will get a taste of Italy's finest. Enjoy passed hors d'oeuvres and open bar during cocktail hour. Fill up on good conversation and a sumptuous buffet to follow.

## TUESDAY, OCTOBER 16

### EARLY BIRD

Mixx 1st floor

6:45 am - 8:45 am

Breakfast will be served from 6:45 am – 7:30 am

Moderators:

Jeff Gheysens
Sparkle Kleen Automatic Car Wash & Detail Center
Sewell, NJ

Ron Bousquet
Randy's Car Washes
Watertown, MA

Panelists:

Michael Gardner Jr.
Super Shine Auto Wash Centers
Braintree, MA

Tom Hoffman Jr.
Hoffman Car Wash
Albany NY

Fred O'Neill
Fred's Car Washes
Fairfield, CT

### ENERGY SUMMIT: Tips on Operating More Cost Effectively

Music Box 1st floor

9:00 am - 10:30 am

Moderator:

Doug Rieck
Manahawkin Magic Wash
Manahawkin, NJ

Panelists:

Alan Doyle
Compuwash

Terry Warburton
Power Management

Doug Deal
Huron Valley Sales

## KEYNOTE/ICA/AWARDS
Music Box 1st floor
10:45 am - 12:00 noon
KEYNOTE
JoAnna Brandi

Dealing with the Tough Times

As weather patterns change and business becomes less predictable, it's important to have a set of business and life skills that factor in adversity. This keynote session will teach you:

How to plan for the tough times
How to build more resilience
How to avoid "thinking traps"
How to keep yourself and your team optimistic How to beat the stress that comes with tough times

ICA ADDRESS
Frank Lash, ICA President
Car-Robics Auto Wash
Newport News, VA

AWARDS
2007 Most Distinguished Person
2007 Best Exhibitor Display

## LUNCHEON
Mixx 1st floor
12:00 noon- 1:00 pm

## HOW TO FACE COMPETITIVE REALITIES OF TODAY'S OPERATING CLIMATE HEAD ON
Music Box 1st floor
1:15 pm - 2:30 pm
JoAnna Brandi

Who are the companies that will "thrive" in the future? Those who lay the groundwork for success now. Smart companies are taking a strategic view and facing the competitive realities of business today: customers are fickle and good employees hard to find. This breakout session will give you five ways to create a company culture that is "magnetic" and attractive to both customers and employees.

EXHIBITS OPEN
Borgata Ballroom & Studios 1-4 Event Center 2nd floor
2:30 pm - 7:00 pm

## WEDNESDAY, OCTOBER 17

EARLY BIRD
Mixx 1st floor
7:00 am- 9:00 am
Breakfast will be served from 7:00 am – 7:45 am
Begin your morning with a Borgata breakfast and round table discussions sure to get your mind in motion!

HOW TO MAKE $$ IN CHALLENGING TIMES
Music Box 1st floor
9:15 am - 10:30 am
Moderator:

Dennis O'Shaughnessy
Glenmont Carwash
Glenmont, NY

Panelists:

Doug Rieck
Manahawkin Magic Wash
Manahawkin, NJ

Tom Mathes
Bradley Auto Wash
Springfield, MA

Paul Vallario
Westbury Personal Touch Car Wash
Westbury, NY

Christopher Watson
Hopewell Valley Car Wash
Pennington, NJ

Kevin Detrick
Sparkle Car Wash
Stroudsburg, PA

EXHIBITS OPEN
Borgata Ballroom & Studios 1-4 Event Center 2nd floor
10:30 am - 2:30 pm