

## **26<sup>th</sup> NRCC Celebrates Move to ACCC with Record-Breaking Numbers!**

Atlantic City, NJ — The 26<sup>th</sup> Northeast Regional Carwash Convention (NRCC), October 5-7, moved its venue to the Atlantic City Convention Center (ACCC) and in doing so attracted 301 exhibits, up by 31 from the previous year, according to Show Chairman, David DuGoff, and an all-time record. “The move to the Convention Center was ideal,” said DuGoff. “There was space to walk around on the show floor, exhibits with more hardware, tables that you could use to get business done (or just take a break), and the entire environment was comfortable, bright and easy to use. We went out of our way to take care of our exhibitors and attendees,” said DuGoff. “That is the NRCC way of running a trade show.”

Moving the show to a true convention facility also meant breaking ties with the Trump Taj Mahal, the convention’s host facility for the last several years. “The Borgata, our new home, is a first-rate hotel that is clean, modern and the staff goes above and beyond to make your experience outstanding,” said DuGoff. “Shuttling back and forth to the ACCC was no big deal either, and with such a great hotel and exceptional dining options any small inconvenience was certainly outweighed. It’s first-class all the way at the Borgata!”

In addition to a packed show floor full of innovation and activity with 1629 attendees, the educational track was on target as well. "The best part of any show is the people," said DuGoff. "There were lots of operators happy to be in the industry and they were eager to learn and grow through our educational seminars that began at 7am. The energy I felt on the floor and in the seminars was palpable."

In case you missed the seminar lineup there was programming for tunnels and self-service operators on Monday, October 5, and the traditional Early Bird Panel on Tuesday morning, October 6. The topics of PCI & EMV compliance were covered on Tuesday, as was security at the wash and a Keynote by the Maryland Director of Development for the Chesapeake Bay Foundation (CBF), John Rodenhausen, who spoke on the bay's impact from New York state to Virginia. He was also awarded this year's Most Distinguished Person Award by DuGoff on behalf of the Mid-Atlantic Carwash Association, this year's host. The MCA has been raising money for the CBF for several years and supports its efforts.

At the Tuesday Awards Luncheon DuGoff thanked the following sponsors: **Platinum Sponsors** Innovative Control Systems, *Professional Carwashing & Detailing* and Qual Chem; **Gold Sponsors** Ardex Labs, Inc. and Micrologic Associates; **Silver Sponsors** Blendco Systems, DRB Systems, Inc., Erie Brush & Mfg. Corp., Kleen-Rite, Car

Wash Insurance Program by McNeil & Co. and Simoniz USA; and **Bronze Sponsors** Hydro-Spray Wash Systems Inc., PetroCal Associates and Sonny's The CarWash Factory for their continued support of the NRCC. He then asked the New York State Car Wash Association's Mike Benmosche, last year's Hall of Fame recipient, to help him induct the 2015 recipient, Walt Hartl of Hoffman Car Wash in Albany, NY. Hartl, a long-time NRCC board member, current New York State Car Wash Association president and two-time NRCC Chairman, received the honor in a heart-felt tribute by Benmosche who has worked closely with him on the two shows they have co-chaired.

Wednesday's programming featured Sonny's Paul Fazio who gave a poignant state of the industry address and the final seminar included a lively discussion by Myrrh Consulting's Chris Brown on how to balance great customer service. "For those who didn't attend, you missed out on some really great educational sessions," said Ron Bousquet, the 2016 Show Chairman. "But we will do everything we can to raise the bar a little higher in 2016. You can be sure of that!"

Another tradition of the show is its Welcome Reception, held on Tuesday night, sponsored by Innovative Control Systems (ICS), of Wind Gap, PA. This year's celebration was at the Borgata's 28 West and included heavy hors d'oeuvres and an open bar compliments of long-time sponsor ICS. "This event is a great opportunity to catch up

with your fellow operators and review the events of the day,” said DuGoff. “I look forward to it annually, and thank ICS for their generous sponsorship and continued support.”

The 2016 NRCC is slated for September 19-21 at the Atlantic City Convention Center with the Borgata as the host hotel. The New England Carwash Association is the host and Ron Bousquet is the Chairman. For exhibitor information contact 800/868-8590 or visit [nrccshow.com](http://nrccshow.com).