

Press Release

For Immediate Release

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CWONJ Meeting Highlights the POS, Honors Washes and John Criscuolo Sr.

ISELIN, NJ — The Car Wash Operators of New Jersey (CWONJ) met November 10 at the Hotel Woodbridge here for its annual Fall Membership Meeting. The event, which attracted nearly 50, included a panel discussion on “How Your POS Can Make You More Money,” according to CWONJ President Mike Conte, who also moderated the event. “We had three great presenters who really know their stuff,” said Conte. “Our members walked away with a lot of good information that will help them increase their bottom line.”

Innovative Control Systems’ Brian Bath, Micrologic’s Miguel Gonzalez and DRB Systems’ Todd Davy spent an hour discussing everything from how a POS can save on labor costs, to how its features can help to better market the wash, in addition to much more.

Prior to the panel discussion two washes were honored with the association’s first Carwash of the Year Awards. Recipients of the honor were Rt. 130 Car Wash & Express Lube owned by Chris Vernon and 33 East Car Wash of Ocean owned by Jack Aaronson. Aaronson’s son Chad accepted the award on his father’s behalf.

The evening ended with a special Lifetime Achievement Award bestowed upon John Criscuolo Sr. of AE Styles Manufacturing. Criscuolo, who has been in the industry for 53 years, was praised for tireless dedication to the industry in New Jersey and his innovative products that have impacted carwashing. Mike Conte read a special and heartfelt history of his storied career before presenting the World War II Veteran with the honor.

For more information on the CWONJ visit cwonj.com or call 800/287-6604.