

Convenience & Carwash

JULY/AUGUST 2023

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<p>September 19, 2023 CICC Newfoundland & Labrador Golf Classic Bally Haly Country Club at Clovelly Estates St. John's, NL A1A 0A6 mhammoud@convenienceindustry.ca</p> <p>September 26–28, 2023 CICC Hotel Omni Mont-Royal (convenienceindustry.ca)</p>	<p>October 2–4, 2023 NRCC 2023 Atlantic City, NJ https://nrccshow.com 800-868-8590</p> <p>October 3–6, 2023 NACSShow 2023 Georgia World Congress Centre Atlanta, GA www.nacsshow.com</p>	<p>October 13–17, 2023 Host Milano International Hospitality Exhibition https://host.fieramilano.it/en/</p> <p>January 15–17, 2024 9th Women in Carwash™ Conference Fort Lauderdale, FL www.womenincarwash.com 204-489-4215</p>	

Summer is Here



Summer is here! It's time to enjoy a cool drink and maybe a hotdog, one of my favorite summer snacks. The skies aren't the normal blue laden with white fluffy clouds this year as smoke from wildfires permeates our daily lives and the air quality warnings seem to be a daily mention, but, it's summer and it is time to get out there and enjoy it.

The economy is a challenge but after the last few years, summer road trips and adventures are happening now, so be sure to stock all summer treats and favorites to ensure travelers can stock up.

Read our What's in Your Cooler article for great ideas on pairing healthy meat snacks with beverages or eggs and cheese. Convenience stores can become the meeting place for kids buying treats and moms and dads stocking up on healthy groceries during summer trips to the cottage or campsites.


If your site includes fuel and carwash options, community involvement can aid membership growth and increase carwash and fuel traffic and in-store sales. Become that store where community involvement resonates with everything you do, from sponsorship to the store where teams gather after the game to grab snacks, cool summer treats, and more.

As temperatures rise and consumers may visit your stores more often, retailers can reach out to their customers and get to know them. Talk to them. Ask them what they'd like to have offered to them in your store. They may surprise you. Many are already planning for back to school and knowing that your store will carry those little extras that their children can purchase on their lunch breaks can make a difference. Knowing that the local convenience store employees know their children goes a long way to building that community too.

Gretchen Matthews provides an overview of the 8th Women in Carwash conference held in Portland, OR, where women from all walks of the carwashing industry came together for three days of workshops, learning, and laughter, all at the historical and beautiful Benson Hotel.

As always, your success is my business, and as always, my open-door policy to your valuable feedback remains not only intact but stronger than ever. If you have comments or a story idea for an upcoming issue, please email me at bjjohnstone@convenienceandcarwash.com or 204-489-4215.

Brenda Jane Johnstone
Publisher

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We can't wait to see you in June!

For more information and to register please contact:

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Happy Customers



Keeping your customers happy is the key to success. I talked with several people recently who frequent convenience stores on a regular basis and I asked them what keeps them going back.

One person referenced the owner by name and said he likes how the owner greets him when he walks into the store and mentioned that the store owner has shown him items that he has brought into the store to sell because he thought he would like them. In other words, he feels recognized and appreciated in a way that is often missing from the modern shopping experience at larger grocery chains or supermarkets.

Another person told me that he likes supporting small, local businesses and will go into his nearby convenience store when he needs to make a quick purchase or has forgotten something during his regular grocery shopping trips.

Someone recently mentioned to me that his children go to school and are friends with the children of the owners of the convenience store near his house so he tries to support them as much as possible by being a regular customer at the store. He said he knows the items he purchases there are a bit more expensive than at other stores but that doesn't bother him because he knows the store owners are nice people who are just trying to make a living like everyone else.

The message behind these stories is one of connection. People like to feel appreciated and, in turn, they will appreciate the efforts you are making in running your business. Your customers want to see you succeed.

Being a convenience store owner is not necessarily a game for shy people. Getting to know your customers and being the face behind the business will attract return customers and word-of-mouth advertising. As well as your presence in the store, consider being active on social media if you aren't already. Let the customers who are regular visitors to your store like your social media posts and share the word, via your posts, about how great your store is, the deals of the day or week, and the products you have to offer.

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No: 41670539
Return Undeliverable
Canadian addresses to:
Circulation Department
543 Borebank Street
Winnipeg, MB R3N 1E8

Funded by the
Government of
Canada



AWARDS





“We are seeing consumers continue to shift towards better-for-you brands with low to no sugar or artificial ingredients, non-GMO, free of the top allergens and gluten-free, to name a few,”

notes Murray Bodnar, national business development manager, Marsham International Food Brokers.

Shifting Focus in Packaged & Prepared Foods

By Angela Altass

A study released in 2020 by Statistics Canada revealed that almost half of the daily calories Canadians consume are in the form of ultra-processed foods.

Children over age five and youth are the highest consumers of ultra-processed foods, on average consuming more than 50 per cent of total energy from these foods.

The study used results gathered in 2015 and as the world has experienced a pandemic since then, many people have started to shift their thinking towards healthier food options and the trend towards healthier eating has also reached the packaged and prepared foods market.

“We are seeing consumers continue to shift towards better-for-you brands with low to no sugar or artificial ingredients, non-GMO, free of the top allergens and gluten-free, to name a few,” notes Murray Bodnar, national business development manager, Marsham International Food Brokers. “Products with natural ingredients and a high source of protein continue to lead category growth. It’s important that today’s convenience stores place items in easy to find locations or with a dedicated merchandising space for a one stop better-for-you selection.”

Today’s consumer is placing a high value on their health and wellness, says Bodnar.

“Brand recognition, loyalty, and trust continue to play a major role in consumer decision behaviour,” says Bodnar. “However, we also know today’s shopper wants personalized or new and



innovative products that fit their personal needs and wants.”

One of the fastest growing segments of packaged foods in the convenience store is shelf-stable meat items, says Michael Cronin, executive director strategy and partnerships, The Great Canadian Meat Company.

“Brand recognition is very important for packaged foods because a strong brand will communicate trust and confidence in quality,” says Cronin. “Independent convenience stores in particular can benefit from having strong Canadian brands on their shelves and in their coolers. The Great Canadian Meat Company pepperoni and jerky do very well in convenience stores as they satisfy the customer’s hunger craving, are low in sugar and are high in protein.”

Great Canadian Meat Company products are available to be displayed within their own rack or can be incorporated into a store’s planogram, says Cronin.

“Make meat snacks, or other high margin, high-basket items, clearly visible and be sure to train your staff to take advantage of the opportunity to bundle packaged, prepared foods with other items, such as beverages,” says Cronin. “Customers looking for a protein snack may be looking in various areas of the store. Be sure that high protein snacks are visible in the candy, cooler, and meat snack areas of the store.”

Dan Glendinning, country manager, Canada Foodservice, Hormel Foods Canada, notes that using ready-to-eat foodservice bulk packed products provides convenience stores with consistency and safety.

“Whether at multiple locations or from day-to-day, ready-to-eat foodservice

prepared items provide consistency no matter who is preparing the finished goods,” says Glendinning. “Using fully cooked product is easier to handle and safer than raw product and since all our Hormel foodservice products in Canada are fully cooked, the safety and consistency aspects are covered.”

Hormel provides pizza toppings, such as pork and beef crumbles under the Premoro brand and Hormel Pepperoni, including Hormel Rosa Grande Pepperoni.

“For sandwich applications, we can provide the evolution of cooked bacon with our Hormel Bacon 1 Perfectly Cooked Bacon and Hormel Fast ‘N Easy Cooked Bacon,” says Glendinning. “Both products provide a bacon that replicates cooked from raw, replacing the thin, brittle fully cooked bacon that has been in the industry for many years.”

These foodservice products must be kept refrigerated or at the proper temperature, notes Glendinning.

“Even though ready-to-eat products are safer than raw, those working in the store must know proper food handling techniques to avoid cross-contamination,” says Glendinning. “If being kept in a heated environment, you must make sure the product is at the proper holding temperature and is rotated throughout the day. Leftover product that has been used at a heated temperature must be disposed of at the end of the day.”

Whether selling packaged food items from the shelves of your store or using prepared foods in a foodservice program, keeping up-to-date on consumer trends will help make sure your store is providing customers with what they are looking for when they enter your store. ■

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What's In Your Cooler?



PEPPERONI AND CHEESE, SALAMI AND CHEESE, OR PEPPERONI STICKS ARE SATISFYING OPTIONS TO OFFER CUSTOMERS WHO COME INTO YOUR STORE LOOKING FOR A SNACK.

By Angela Altass

Traditionally, consumers have headed to the cooler section of a convenience store to pick up a beverage to satisfy a thirst, says Michael Cronin, executive director, strategy and partnerships, The Great Canadian Meat Company.

“That thirst is often accompanied by a hunger,” adds Cronin, “which is an ideal opportunity to offer a snack that is directly in front of them and can satisfy their hunger and increase the basket size.”

Deciding what items to stock in your store’s cooler section is important and should tie in with your customer demographic. Cronin points out that The Great Canadian Meat Company pepperoni and cheese, salami and cheese, or pepperoni sticks are satisfying options to offer customers who come into your store looking for a snack.

“Keep items in your cooler organized, highly visible and, most importantly, keep the inside of your cooler clean,” says Cronin. “Train your team to take advantage of the opportunity to bundle sell. Merchandise items, such as pepperoni and cheese snacks, with clear pricing near energy drinks and other cold beverages. Also, consider an additional in-store location near the cooler to merchandise shelf-stable meat snacks that are not required to be in the cooler to increase basket size and satisfy your customer’s cravings.”

>>



“BY HAVING EGGS IN YOUR COOLER SECTION, YOU ARE ENCOURAGING CUSTOMERS TO VISIT YOUR STORE MORE OFTEN AND PUT MORE IN THEIR BASKETS IN EACH VISIT.” Amanda Brittain, director of communications and marketing, British Columbia Egg Marketing Board.

Cooler size and location can play a role in deciding which products to display in them. Chris Soucie, director of sales and marketing, McCowan Design & Manufacturing, notes that some stores are appealing to the changing needs of the c-store customer by diversifying front counter offerings and incorporating small coolers closer to the check-out area.

“You’ll see cold energy drink displays with little fridges built right into the front counters,” says Soucie. “Clients are asking us to incorporate energy drink coolers or grab-and-go style sandwich coolers and assorted beverage coolers into our pay point counter designs.”

Grocery staples, such as eggs or milk, are items for the cooler section that customers often look to quickly grab at a convenience store.

“Eggs are a staple in most households and an item that many people will go out to convenience stores to get between grocery shopping trips if they run out,” says Amanda Brittain, director of communications and marketing, British Columbia Egg Marketing Board. “By having eggs in your cooler section, you are encouraging customers to visit your store more often and put more in their baskets in each visit.”

The most popular eggs in Canada are the classic white egg, which Brittain recommends stocking in convenience store coolers.

“If you have room to stock more than the classic white egg, depending on where you are located, the next most popular egg is either free-range or organic,” says Brittain. “I’m sure store owners know their clientele well and will be able to pick the eggs their customers want to buy.”

Most customers are in a hurry to get home and make a

nutritious, tasty dinner for their families, notes Brittain.

“If you merchandise the eggs with other quick dinner items, such as breads, fresh or frozen vegetables, or cheeses, customers will be able to whip up a quick omelette or frittata before getting the children to extra-curricular activities,” says Brittain. “Reach out to your local egg board for recipe and merchandising ideas.”

While traditional milk products are also staple grocery items that customers will be looking for in the cooler section, Murray Bodnar, national business development manager, Marsham International Food Brokers notes that the dairy alternative market is also booming.

“Consumers are seeking plant-based beverages that are also high in protein with added benefits, such as vitamins, non-GMO, gluten-free, and vegan attributes,” says Bodnar. “We see opportunities in the refrigerated sections for take home consumption as well as grab-and-go single serve formats.”

When it comes to choosing the best coolers for your store, Chris Midbo, sales, marketing and new business development, Western Refrigeration, notes that standard

beverages, such as soda, water and juice, work fine in a glass door unit.

“This can be either self-contained or a walk-in cooler,” says Midbo. “Customers will search these items out. A walk-in cooler that has doors that are 79 inches high are for maximum display with a great look and a high volume of items that can be displayed. Walk-in coolers will also give the site

energy, kombucha and others.”

The obvious items to definitely have in stock in the cooler section are sodas, juice, water and energy drinks, states Midbo, adding, however, that there are more items to consider as well.

“There are also sandwiches, cheese, meat, veggies, plus the more specialty drinks,” says Midbo. “Try to work food-service items into the cooler as well as

“WALK-IN COOLERS WILL ALSO GIVE THE SITE COLD STORAGE AND FRONTING OF THE PRODUCT ON THE SHELVES, WHICH SAVES HUGE ON LABOUR AND ALLOWS FOR A CONSISTENT GOOD DISPLAY.” Chris Midbo, sales, marketing and new business development, Western Refrigeration.

cold storage and fronting of the product on the shelves, which saves huge on labour and allows for a consistent good display. More specialized items with higher profits need to be placed in an open refrigerated unit, which enhances the impulse. This can be placed in a high traffic area. These are for drinks like smoothies, high end

more specialty drinks. These are often higher margin items and customers are looking for more and more foodservice in the convenience location. The placement of a cooler unit near the till area for impulse is also very successful.”

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Snacking Success: Delicious and Nutritious Back-to-School Snacks

As summer winds down and the school bells ring once again, parents and students alike find themselves preparing for the back-to-school rush. Amidst the flurry of buying school supplies and organizing schedules, one crucial aspect that often takes centre stage is finding the perfect snacks to keep students energized throughout the day. C-stores and retail gas stations across Canada offer a wide range of enticing and convenient options that cater to the tastebuds of students of all ages

Plant-based protein

Three Farmers is well-armed with nutritious, minimally processed snacks that are sustainably grown in Canada. As a natural foods brand, they produce plant-based, roasted (never fried) snacks known as pulses, which are high in protein and fibre, and are nut and peanut-free, gluten-free, Kosher and Non-GMO certified. Their Roasted Chickpeas, Lentils and Fava Bean snacks pack a big crunch, have a bold flavour, and are >>

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FIND A STORE

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EASY AS ONE,
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nutrient-dense, making them perfect for any snack occasion.

“Zesty Cheddar Roasted Fava Beans is a top-selling favourite item among adults and children,” says Chief Brand and Innovation Officer Elysia Vandenhurk at Three Farmers. “It’s our latest innovation, beyond the original Dill Pickle flavour, and a formidable opponent to chips and pretzels, a snack that parents can feel good about giving to kids in lunch boxes.”

Other customer favourites include Roasted Lentils in sea salt and barbecue flavours, as well as Roasted Chickpeas in sea salt and lime and turmeric and spice flavours.

Three Farmers snacks come in convenient ‘to go’ formats. The 15g (\$1/snack pack) and 40g (\$2/snack pack) sizes fit perfectly in lunch boxes.

Vandenhurk adds, “Consumers are looking for snacks to deliver the trifecta: nutrition, bold flavours, and delicious taste. Three Farmers snacks fit all three.”

Carnivorous Cravings

For anyone craving something meaty, beef jerky snacks are a great addition to the back-to-school snack category. As a convenient and portable snack option, they can easily be enjoyed during recess, while studying in the library, or participating in extracurricular activities.

“Our beef jerky snacks provide a quick and satisfying energy boost,” says Michelle McGillivray, business development director at Big Chief Meat Snacks

Inc. “They’re an excellent source of protein, which is essential for students’ growth, development, and overall well-being. Protein helps keep hunger at bay and provides long-lasting energy, making it an ideal choice for sustained focus and concentration throughout the school day.

Family-owned and operated out of Calgary, Alberta, for over five decades, Big Chief Meat Snacks Inc. prides itself on 100 per cent Canadian beef products, carefully crafted in a variety of flavours – the most popular of which is Original.

McGillivray adds, “Our beef jerky snacks are a healthier alternative to many traditional processed snacks often found in the back-to-school snack aisle. They are low in sugar, gluten-free and contain no fillers. As a result, parents can feel confident in providing their children with a snack that not only tastes great but also supports their nutritional needs.”

As for packaging, Big Chief Meat Snacks provides single-serve and bulk options to cater to different preferences and needs. With a price range of \$1.50 to \$12, single-serve packages are convenient for individual snacks, while bulk packages are suitable for sharing or stocking up for more extended periods.

In terms of innovation, Big Chief Meat Snacks recently introduced a new flavour, Jamaican Style Jerk beef jerky, aimed to celebrate cultural diversity, provide a one-of-a-kind flavour experience in the

snack industry, and deliver a unique and unforgettable taste experience.

Retailer Point of View

Many c-stores and retail gas stations understand the importance of providing snacks that are not only convenient but also nutritious. With growing awareness about the importance of healthy eating and dietary restrictions, these stores stock a range of better-for-you options.

Strategically positioned in neighbourhoods, c-stores are accessible to students and parents during daily commutes. Whether it’s a stop on the way to school or a quick grab-and-go after class, c-stores and retail gas stations serve as the perfect channel to deliver a diverse range of pre-packaged snacks that are tasty, healthy, and convenient.

“Most of our stores are nestled within communities that are steps away from schools, universities, and other educational institutions,” says Rima Rabba, marketing and communications manager at Rabba Fine Foods. “We have national household brands, better-for-you items, and a full product selection to keep parents feeling good about feeding their kids. Students appreciate the accessibility and product selection available at our locations.”

As a family-run business with roots extending back to 1967, Rabba Fine Foods is a chain of local market and convenience stores across 36 locations in the Greater

Toronto Area. They pride themselves on being open 24 hours a day, year-round, meeting their customers' ever-changing grocery and convenience needs.

According to Rabba, "The snack category is full of innovation and sees steady growth year over year, with chips remaining a customer favourite. They're crunchy, salty, flavourful and what I love most - versatile, as in - eat them as an appetizer, a side, a snack and are deliciously dipable."

No longer limited to 'snack-times', people have adopted snacking for all occasions as the better-for-you trend has solidified its space in the snacking world.

"We're seeing an increase in demand for healthier and plant-based snacking alternatives," says Rabba, who has

expanded the stores' selection of healthy snacks, and prepared food and beverage options just in time for the new back-to-school season. "We're so happy to offer a vast selection of healthy lunch and snack options for students of all ages - to provide the nutrients and energy needed to get through the day. We work hard with our wonderful suppliers to provide healthy, tasty snacks at a great price."

Rabba adds, "We're also seeing taste innovations, where ethnic flavours have created excitement for manufacturers' snacking profile."

Partnerships between popular brands and c-stores can create excitement in the snack category with the introduction of limited-edition snacks or exclusive flavours for the back-to-school season. These

collaborations can provide a fresh and enticing selection of snacks that are sure to capture attention. Whether it's a new twist on a classic snack or a unique combination of flavours, special offerings can make back-to-school snacking exciting - from the first period to the final bell. ■

Meline Beach is a Toronto-based communications practitioner and frequent contributor to Convenience and Carwash Canada. In addition to freelance writing, Meline provides communications and public relations support to businesses across Canada. She can be reached at www.mlbcomms.ca.



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Hiring Foreign Workers in Canada: Understanding the Basics

By Nikki LaFleche

Canada has a robust immigration system that allows employers to hire foreign workers to help fill their labour needs.

However, it is important for employers to understand the rules and regulations that govern the hiring of foreign workers to ensure compliance and avoid any legal issues. In this article, we will take a closer look at the process of hiring foreign workers in Canada, including the rules for hiring someone on a work permit, the difference between open and closed work permits, and the limitations of working on a student work permit. We will also explore the employer's obligations to someone on a permit, including the required number of working hours per week to maintain the permit, and provincial nominee programs.

Rules for Hiring Someone on a Work Permit

When hiring someone on a work permit, there are several rules that employers must follow to ensure they are not violating any immigration laws.

Firstly, the employer must have a valid Labour Market Impact Assessment (LMIA) before hiring a foreign worker. A LMIA is a document issued by Employment and Social Development Canada (ESDC) that demonstrates the need for a foreign worker to fill a job opening and that no Canadians are available to do the job. However, there are certain exempted jobs and categories of

foreign workers that may not require a LMIA for work permits.

The employer must also offer a job that matches the description and wage that was outlined in the LMIA application. If an employer changes the job description or the wage, the employee may be at risk of losing their work permit, and the employer may be fined.

The Difference between Open and Closed Work Permits

A work permit is issued to a foreign worker based on the type of work they will be doing in Canada. A closed work permit is job-specific and restricts the >>

employee to working for the employer who sponsored their work permit. Open work permits are not job-specific and allow foreign workers to work for any employer in Canada, with some exceptions.

Open work permits are generally issued in certain situations, such as for spouses or common-law partners of a Canadian citizen or a permanent resident, or to individuals who have applied for permanent residence from within Canada. Employers should inquire about the type of work permit an employee holds before hiring them to ensure that they have the necessary authorization to work for the company.

Limitations to Working on a Student Work Permit

Foreign students are allowed to work in Canada while studying under the Student Work Permit program. However, there are limitations to the number of hours they are allowed to work each week. International students can work part-time (up to 20 hours per week) during the school year and full-time during scheduled breaks, such as winter and summer holidays.

It's important to note that students studying in certain programs may not be eligible to work off campus at all, so employers should confirm that the student has been cleared to work before hiring them.

Employers should also ensure that the student maintains their status by only allowing them to work the allowed number of hours per week as per their permit regulations.

Employer Obligation to Someone on a Permit

Employers who hire foreign workers in Canada have specific obligations to maintain compliance with immigration regulations. One of the most important obligations is maintaining the employee's work permit, which depends on their work hours.

For most foreign workers with a permit, the employer must ensure that they work a minimum number of hours per week. This requirement varies but is typically 30 hours per week or more for most work permits. Falling below the required hours may result in the worker losing their permit and potentially being removed from Canada.

Employers are also required to comply with labour laws and Employment Standards, such as minimum wage, overtime, and working hours, and to ensure



HIRING FOREIGN WORKERS IN CANADA CAN BE A BENEFIT FOR BOTH EMPLOYERS AND EMPLOYEES. HOWEVER, IT IS IMPORTANT FOR EMPLOYERS TO UNDERSTAND THE RULES AND REGULATIONS THAT GOVERN THE PROCESS.


that foreign workers are treated fairly in the workplace. In addition, employers must provide the necessary training and resources to ensure that foreign workers are able to perform their jobs safely and effectively.

Provincial Nominee Programs

Provincial Nominee Programs (PNPs) are a way for Canadian provinces and territories to attract and retain foreign workers to meet their specific labour market needs. PNPs are designed to help employers address labour shortages in key sectors, such as healthcare, technology, and agriculture.

Each province and territory have its own PNP, with different eligibility criteria depending on the job market and the economic needs of the region. Employers looking to hire foreign workers in a specific province or territory can explore their respective PNP programs to find qualified candidates.

In conclusion, hiring foreign workers in Canada can be a benefit for both employers and employees. However, it is important for employers to understand the rules and regulations that govern the process. By complying with immigration

and labour laws, treating foreign workers fairly, offering adequate job opportunities, and exploring PNPs to fill labour shortages, employers can successfully hire foreign workers while helping to stimulate the growth of the Canadian economy. 

Nikki LaFleche, CPHR, has over a decade of human resources experience in Indigenous Child Welfare where she created and continually improved the HR Department. Nikki received her Bachelor of Arts in Sociology with a minor in business, from the University of Manitoba in 2012, and her post-graduate certificate in Human Resources Management (hons) in 2015. Nikki has been a chartered professional in human resources since 2018. She is passionate about developing positive, inclusive, and effective work environments where people can personally and professionally flourish. Nikki finds it rewarding to support organizations in creating ethical and engaging workplaces where employees feel connected, inspired, and empowered. She can be reached at nikki@legacybowes.com.



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By Gretchen Matthews

The 8th Women in Carwash Conference Leaves Inspiration in Its Wake



As the opening beats of “I’ve Got a Feeling” pumped into the Benson Hotel’s dining room in Portland, OR, on Sunday evening, June 4th, 45 women put down their dessert forks and turned expectant smiles to the front of the room for the opening of the 8th Women in Carwash conference.



“**Woohoo! Welcome ladies,**” said keynote speaker and psychologist Connie-Lee Bennett of Meraki Training Academy. “So glad you’re here! Get up! Yes! Get up out of your chairs! Clap your hands and let’s move!”

And so, it began. Within seconds, industry executives, managers, owners, distributors, and vendors had temporarily abandoned their more reserved professional personas to dance off their steak dinners. Anyone could see that this biannual event is an altogether different kind of work experience.

Now in its fifth year, Women in Carwash is a designated space for women working in the industry across North America to learn, grow, connect, and support one another while striving to achieve their personal and professional goals. It offers informative presentations, expert-led workshops, networking opportunities, and relaxed entertainment in a positive environment that imparts life-changing skills, fosters relationships,

and builds community. To create each Women in Carwash event, founder Brenda Jane Johnstone takes suggestions from the previous conference’s participants. She welcomes ideas for speakers, topics, and workshops. Over time, the variety of speakers has reflected industry leadership’s growing interests and development.

Connie-Lee Bennett kicked off the Portland event by encouraging the women to consider their influence in the world and to question self-limiting beliefs. She pushed the attendees to be conscious of their choices in every moment, setting the stage for a theme of decision-making that carried throughout the presentations over the next two days. Bennett led a workshop on reading body language, and Amy Boudreau, aka the Yoga Cop, taught attendees how to manage difficult conversations, particularly in high-stress situations. These workshops dovetailed nicely with two taught by Diane Stafford, president of UpTalent



Solutions. She explained and modeled predictive and emotional intelligence using special insights from the Predictive Index. In another workshop, Megan Scheid, VP of human resources strategy at Tommy's Express Car Wash, taught participants to evaluate their roles in company success using Key Performance Indicators (KPIs). In her sessions on "Shift," Chandra Harbaruk of Designing Destiny Enterprises Inc. explained the deep inner need to align and live out core values and that organizations function best when teams support one another in realizing the stated goals. Two workshops featured practical tips attendees could implement right away: Julie Graff of DRB demystified social media and I simplified the tedium of writing an email.

In between the workshops and networking time, the women took in the sights of the city – Portland's Japanese Garden, Powell's Books, and bars and restaurants in the Pearl District. They also appreciated the hotel's beauty; the stately Benson was built in 1912 and features Russian walnut pillars in its grand lobby, Italian marble stairwells, coffered ceilings, and Austrian crystal chandeliers.

Yet even the brilliance of the old hotel could not outshine the women and their disco ball on Monday night. Fun is a hallmark of Women in Carwash, so everyone at the conference turned out in her 70s/80s finery to join the dance party and take her chances at the free-to-play craps and roulette tables.

By Tuesday morning, no one was quite ready to go home. After one more round of workshops, the group came together to hear from an executive panel. Katie Balash, president and CEO of Vaughan Industries, Inc., moderated the discussion between MaryAnn Irvine, president of London Mat Industries Ltd., Danka Dubak, director of marketing and events for AVW, and Mayra Chimienti, COO of Mister Car Wash. Balash asked the women to define executive leadership, share stories of how they started in the industry, explain their biggest challenges and how they create visions for their companies, and to describe what it means to be a mentor. Each woman shared valuable insights. Irvine said that executive leadership involves consistent learning, being curious, and opening oneself to new ideas. Dubak got her degree in business and communications and was persuaded by her grandfather, who started AVW, to

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Amy Boudreau, aka the Yoga Cop, TAUGHT ATTENDEES HOW TO MANAGE DIFFICULT CONVERSATIONS, PARTICULARLY IN HIGH-STRESS SITUATIONS.

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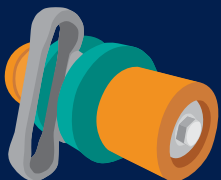
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NOT EVERYONE ATTENDING THE CONFERENCE REALIZES JUST HOW MUCH SHE WILL LEARN BEFORE SHE ARRIVES. TRICIA FEAR OF MISTER CAR WASH SAID, “THE WOMEN IN CARWASH CONFERENCE WAS A WONDERFUL EXPERIENCE!”

continue working in the family business. She helped move the company forward by designing a children’s colouring book now sold in carwashes. Chimienti said, “You are your own biggest challenge.” She encouraged the attendees to recognize this fact to gain control over whatever is holding them back. Balash offered her own wisdom throughout the discussion, noting that women have been in the carwash industry for many decades, even when their contributions were not acknowledged. She also highlighted a shift in thinking that has moved away from considering women industry leaders as unusual.

The conference’s closing lunch speaker sent everyone off on a high note. Krista Anderson is the founder and CEO of ESSTAR, an international organic food brokerage and distribution company with offices in the US and France. Once given just three months to live, she is a cancer survivor on a mission to provide healthy food choices in convenience stores with her Healthy on the Go brand. After working for several years to find the right partners, she recently signed a contract to place healthy snacks on college campuses across the United States. The audience was inspired by her determination, proving once again that the Women in Carwash conference is an enticing mix of enthusiasm and professional development.

Not everyone attending the conference realizes just how much she will learn before she arrives. Tricia Fear of Mister Car Wash said, “The Women in Carwash conference was a wonderful experience! Not knowing what to expect, I was filled with knowledge on becoming

a great leader, how to work on myself and tons of wonderful real-life experiences from all of the women there. Small, intimate, FUN!”

Others recognize that it’s a great place to start when they are just beginning a career. Alaina Franks, a branding specialist with SLAM, said, “I have been a leader in the carwash industry for the past three years, which coincidentally has also been my first three years out of college. Having graduated and started work abruptly during the pandemic, I never had a moment to sit and reflect on what I was doing with my career, and this conference helped me to give myself that needed recognition of success and pride while also teaching me to deal with female-focused hurdles that they don’t quite teach you in college. I feel refreshed returning to work this week and inspired to keep working through what was beginning to feel like a burn-out phase, knowing that I have a group of women behind me. The connections and support system are invaluable!”

Five years in, eight conferences down, Women in Carwash is meeting its goals to inform, inspire, and support the women in the industry. It’s a lively success story that’s still being written. **■**

Gretchen Matthews founded Chesapeake Quill to help businesspeople become better writers. She is a regular presenter at the biannual Women in Carwash conference and the copy editor for its newsletter, L.E.A.R.N. Contact her at gmatthews@chesapeakequill.com.



Exciting Trends for the Carwash Industry in 2023 and Beyond



By Gretchen Matthews

Josh Hart, president of Airlift Doors, Inc. explains, **"I THINK THE AVERAGE CONSUMER HAS IDENTIFIED THE VALUE IN A NICE CAR AND IS TAKING MORE PRIDE IN OWNERSHIP AND THEREFORE SPENDING MORE TIME AND MONEY TO CARE FOR THEIR VEHICLE."**

The carwash industry is experiencing consistent and steady growth on a global scale. Recently, *Convenience & Carwash Canada* approached several companies to inquire about current trends and how they will impact the foreseeable future. Josh Hart, president of Airlift Doors, Inc., and Ian Burton, North American director of sales at Istobal USA, kindly gave in-depth responses. While they view the industry from different angles, they share similar ideas about what's happening within it. Hart and Burton identified several factors creating industry expansion: consumer preferences demanding convenience and efficiency, the use of digital technologies, increased environmental consciousness, and an emphasis on customization.

As is true for so many things, one step leads to another. Hart sees a correlation between the scarcity of new vehicles and consumers' desires for washes. He explains, "I think the average consumer has identified the value in a nice car and is taking more pride in ownership and therefore spending more time and money to care for their vehicle. This has created more demand for carwash memberships, which creates more demand for new, more efficient carwashes." Burton concurs, adding, "Professional services provide a superior level of cleanliness and save time for customers, contributing to the industry's growth.



Additionally, many carwashes now provide enhanced services such as interior cleaning, vacuuming, waxing, detailing, and mechanical maintenance. This diversification has broadened the customer base and increased revenue streams, fueling the industry's steady growth."

The growth is especially visible with larger groups, rather than individual owners, building locations in new territories. Burton and Hart say the most significant developments on these sites are in tunnels, enabling on-the-go con-

AT THE CAR WASH SHOW IN LAS VEGAS IN MAY, ISTOBAL SHOWCASED SEVERAL PRODUCTS, INCLUDING AN EXTENDED WIDTH OPTION FOR EXTRA-WIDE VEHICLES SUCH AS DUALY TRUCKS, AND A NEW ROLLOVER, THE M'WASH PRO.

sumers to forgo long lines and expedite their schedules. At the Car Wash Show in Las Vegas in May, Istobal showcased several products, including an extended

width option for extra-wide vehicles such as dually trucks, and a new rollover, the M'WASH PRO, which has updated lighting, customization options, and enhanced programming for smoother movements. For tunnels, it offered a sneak peek of its new prototype module. Burton explains, "In development for the past several years, the ISTOBAL T'Brush combines the best features of an in-bay automatic with the throughput of a tunnel. The T'BRUSH offers 2x the wash coverage of traditional express equipment with fewer components. And, unlike most tunnel modules, both the top and side brushes contour the vehicle, a capability common with in-bay automatics that improves wash quality, coverage and reduces the required on-site labor."

At Airlift Doors, Inc., Hart says they are working on innovations to meet the high output of the tunnel systems. He says, "We are constantly working to create and improve our products to become faster and more reliable. We want to provide a door and opener package that will open and close between every car regardless >>

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AS DROUGHTS LEAD TO WATER RESTRICTIONS, MORE WASHES ARE LOOKING FOR WAYS TO IMPROVE THEIR RECYCLING, SAVING, AND DECONTAMINATING PROCESSES.

of the throughput of the carwash. We also strive to implement safety measures to protect consumers and vehicles from potential damage.”

As wash design is changing, so is the management technology. Business processes are no longer solely run by humans. Digital, automated payment systems, user-friendly online booking platforms, and loyalty programs streamline them. Consumers appreciate speed and ease, as do wash companies. All data types can now be collected and used to boost the wash experience and efficiency. Burton

says, “Advanced technological and digital facilities are in demand, which offers greater productivity and profitability, optimizing the wash efficiency and providing a great experience to the end user”

At ISTOBAL, Burton and his team are working toward “100 per cent connected wash facilities that allow digital management of the wash process. Connectivity makes it possible to access relevant wash data as well as the status of the washing equipment with remote supervision and management of the machines. This means it is possible to offer real-time

information on consumer behavior that allows operators to personalize services to offer a better customer wash experience.”

Optimizing each wash is critical for many reasons. When consumers are satisfied, they return for more services. But sustainability is another factor companies must consider now that environmental consciousness is rising. As droughts lead to water restrictions, more washes are looking for ways to improve their recycling, saving, and decontaminating processes. Burton says ISTOBAL is positioned to help in these areas. “At ISTOBAL



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we are pioneers in the development of comprehensive technologies that reduce water and energy consumption, promoting a sustainable vehicle wash industry. We foresee continued growth in the coming years, driven by a strategy based on innovation, data intelligence and internationalization.”

While sustainability is a global issue, day-to-day business is often conducted person-to-person. Developing good relationships – with clients of all kinds – is a trend that will always matter. And like the customers they serve, wash companies are unique and expect a personalized response. Hart recognizes this and highlights the last significant trend

– customization. He says, “Our customers have different demands and expectations from our products. We take this seriously and want to offer the most options available in the door and operator industry. Therefore, we make sure to showcase our full line of polycarbonate doors, vinyl roll-up doors, pneumatic openers, and electric openers. The ability to offer multiple options allows us to customize the perfect package for our customers based on their needs.”

Trends may come and go, but over time, industries with staying power adapt and thrive by demonstrating a combination of innovation and responsiveness to the communities they serve. This is an

exciting time for the carwash industry. Stay tuned to see where sustained efforts to develop higher levels of efficiency, new digital technologies, improved sustainability plans, and multiplied customization options take it next. **■**

Gretchen Matthews founded Chesapeake Quill to help businesspeople become better writers. She is a regular presenter at the biannual Women in Carwash conference and the copy editor for its newsletter, L.E.A.R.N. Contact her at gmatthews@chesapeakequill.com.



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Business Loan Considerations

By Angela Altass

Whether you are starting a new business or looking to expand an existing one, **deciding to apply for a business loan to help ease financial burdens is a serious consideration.**



Otis Mushonga, director, programs and partnerships, ACCESS Community Capital Fund, suggests having a conversation with the bank that you already have an existing relationship with as a starting point to investigate viable options for business loans before seeking out other external sources.

“The next step would be to seek advice and guidance from available business supports, such as small business enterprise centres and the BDC,” says Mushonga.

Small Business Enterprise Centres (SBECs) offer Ontario entrepreneurs the tools they need to start and grow their businesses. The Business Development Bank of Canada (BDC) is a financial institution devoted to Canadian entrepreneurs.

“There are many business lending programs available in the ecosystem,” says Mushonga. “ACCESS Community Capital Fund helps early-stage start-ups who are unable to qualify for financing through traditional financial institutions and other lending programs due to a combination of factors. Typically, convenience and carwash businesses require large amounts of capital investment which, in most cases, is more than \$10,000, which is the maximum loan through ACCESS. However, we consider individual needs on a case-by-case basis to determine if our program is the best fit.”

To apply for a business loan, documents will have to be provided to the potential lender. For an ACCESS Community Capital Fund loan, for example, you need to provide proof of income, a credit report, notice of assessment from the Canada Revenue Agency, a business plan and cash flow projections, business registration, two pieces of valid photo identification, proof of address, a resume, and bank statements.

Mushonga offers the following tips for people to consider when seeking business loans:

- Understand the cash flow requirements of the business in order to determine how much you will need to borrow.
- Research the business financing options available and their eligibility criteria.
- Check your personal credit before applying to ensure you meet the credit score requirements for the identified options.
- Reach out to the potential funder to ask questions about the loan eligibility requirements so that you are applying to the most suitable option.
- Avoid predatory lenders.


“Many people believe that it is not possible to get a business loan for a convenience store,” says real estate and commercial mortgage broker Nilesh Dalwadi with BizPro Realty in Brampton, Ontario. “That’s not true. We have been successfully doing business loans and commercial mortgages, or a combination of both, for convenience store buyers. The buyer must have good credit, some industry experience and a strong personal net worth to qualify for the business loan.”

Convenience store business purchases involve various additional expenses other than paying the purchase price, notes Dalwadi.

“The buyer has to pay for the value of the inventory,” notes Dalwadi. “There are also various deposits involved, such as lottery, a deposit of first and last month’s rent with the landlord, security deposit, hydro deposit, and cash to put into the ATM machine. Canada Post requires a deposit if the store has a Canada Post outlet and, of course, there are the closing costs

to the lawyer. On top of this, the buyer has to keep some working capital for any planned or unplanned inventory purchases and accidental repair or maintenance expenses. Most buyers do not have enough cash funds available to meet all of these expenses and deposits. Some buyers do have enough cash funds but still prefer to get business loans, if possible, so that they can enjoy a smooth cash flow in the initial phase of the business takeover.”

When considering business loans, it is imperative to be prepared. Seek information from reputable sources and be wary of predatory lenders who could be using fraudulent, deceptive, and unfair tactics to target vulnerable people.

Further information to assist small business enterprises in Ontario is available at www.ontario.ca/page/small-business-enterprise-centre-locations. 

ACCESS Community Capital Fund is a non-profit organization that fosters inclusive economies by providing access to financial resources and creating economic opportunities by removing barriers to entrepreneurship through financing, education and mentorship. Further information is available at www.accessccf.com.



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How Carwashes Can Use Community Involvement to Drive New Customer Acquisition and Grow Memberships

As competition increases, it can be difficult to stand out from the crowd. One way to do this is to get involved in your community. By supporting local events and organizations, you can show your customers that you're more than just a business—you're a part of the community....and more community involvement ultimately leads to higher car counts and membership growth.

There are many ways to get involved in your community. You can sponsor a local sports team, donate to a charity, or volunteer your time. For example, partnering with local non-profits and schools to help them raise money for specific causes can be rocket fuel for your business.

Getting involved in your community is a great way to connect with new customers and build relationships. It's also a great way to promote your business, generate positive word-of-mouth, and ultimately grow memberships.

Fundraisers

Fundraisers are a great way to get involved in your community and drive new customer acquisition. When you partner with a local school, charity, or other organization, you're giving your customers a chance to support a cause they care about while also selling car washes.

Fundraisers provide several channels for growth. School PTAs/ PTOs, school

sports and activity clubs typically have heavy parent involvement. The parent demographic is an ideal demographic for membership as this demographic group tends to be long-term members.

With the rise in digital fundraising, carwashes are able to build a fundraising program that requires little effort on their part and leverages digital technologies to increase fundraising sales by dis-

tributing purchase links through school newsletters, Facebook groups and email.

tributing purchase links through school newsletters, Facebook groups and email.

Fleet Programs

Fleet programs are another great way to get involved in your community and drive new customer acquisition. When you offer a fleet program to businesses

is a great way to grow your carwash business. By getting involved in your community, you can connect with new customers, build relationships, grow car counts, and drive membership.

Here are some additional benefits of community involvement for carwashes:

- Increased brand awareness

- Improved customer loyalty
- Increased sales
- Enhanced brand affinity
- More members

If you're looking for a way to grow your carwash business, community involvement is a great place to start. **■**

Ultimately, community involvement

TO MAKE YOUR FLEET PROGRAM A SUCCESS, IT'S IMPORTANT TO OFFER COMPETITIVE PRICING AND FLEXIBLE TERMS.

Kelsey Roberts is an account executive III for Welcomemat – a leading digital marketing company helping carwashes across North America increase car counts and drive membership through digital strategies. Website – welcomemat.com



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Eliminating the Evils of Fuel Retain

New digital tank-monitoring system can make the retain-caused disputed deliveries, cross-drops and overfill conditions that are the bane of the supplier/operator relationship a thing of the past



By Mark Dudley



No one wants to return home from a trip to the grocery store to discover that instead of 128 ounces, the gallon of milk that was purchased contained only 125 ounces, or that the box of toaster pastries had only four instead of the customary six. In other words, everyone who buys something – from the most insignificant pack of chewing gum to the largest house – wants to get what he or she paid for.

The same theory holds true when considering fuel deliveries to retail or commercial fueling sites – if the fuel-site operator needs 7,000 gallons dropped into a UST, he wants 7,000 gallons dropped. Unfortunately, traditional analog delivery-monitoring systems could not always guarantee that the proper amount of fuel was dropped into the underground storage tank (UST), or that the trailer tank was empty when it actually wasn't. When cases such as these arise, it is said that a fuel “retain” condition has occurred.



If the bill of lading says a fuel delivery should consist of 7,000 gallons of gasoline or diesel, the fuel-site operator surely wants his 7,000 gallons.

In considering fuel retain and its potential negative effects for the supplier and fuel-site operator, there are three that are liable to occur most often:

1. Disputed Delivery Amount

If the bill of lading says a fuel delivery should consist of 7,000 gallons of gasoline or diesel, the fuel-site operator surely wants his 7,000 gallons. However, if the fuel-delivery company is using an analog tank-monitoring system on its fleet, a number of conditions can prevent that 7,000 gallons from actually being dropped, including

- 1) a fuel compartment that closes too early;
- 2) system air pressure interrupted or lost during unloading, resulting in premature valve closure; and
- 3) a trailer that is parked on an uneven surface, which can signal a “false positive” that erroneously indicates that the fuel compartment has been completely drained into the UST.

What makes this error especially unique and catastrophically damaging is the potential toll it can take on the relationship between the fuel supplier and the end-user. No end-user will stomach errors in fuel-drop amounts and if they occur consistently, the fuel-site operator would be well within his rights to seek out a different, ostensibly more reliable fuel supplier.

2. Retain Results in Mixed Product

The causes of this retain condition are the same as the three listed above, along with a hurried or distracted driver forgetting to unload a compartment on the trailer. A retain of this sort creates a cross-contamination risk where

different types of fuel are mixed together in a delivery compartment.

The worst-case effect of a cross-contamination loading error is the shutdown of fueling services for several hours at the retail site since the fouled fuel will need to be removed from the UST, the storage tanks cleaned and a clean batch of fuel delivered. Anytime tanks need to be emptied, cleaned and refilled, the site operator incurs unplanned purchase and maintenance costs, as well as experiencing lost revenue due to the site being shut down. Additionally, before the retain-caused error is actually discovered, some of the bad fuel may make its way into the vehicles of customers, which can lead to damage to the fueling system that will negatively affect its ability to operate effectively and could lead to extensive repair costs.

3. An Overfill Condition Occurs

This error occurs when a compartment on the delivery vehicle is not completely emptied due to, again, an unlevel delivery surface, premature closing of the fuel compartment or loss of air pressure during the unloading process. Product overfills are dangerous and costly for both the driver and the fueling site as they can, most significantly, create a fire hazard. Additionally, spilled fuel is not saleable, which affects the bottom line of the supplier and end-user, and some of the lost fuel – in extreme cases – can make its way into the environment where it can potentially affect groundwater supplies.

A common safeguard against a retain condition that can lead to an overfill is the use of retain probes in the delivery >>



vehicle's fuel compartments, but industry analysis and use patterns indicate that these probes are utilized on just 20% of the fuel trailers in the United States.

Eliminating the Wrath of Retain

With the need to deliver and receive the proper fuel amount being a paramount concern for both the fuel-delivery company and the fuel-site operator, every effort must be made to ensure that fuel-retain conditions do not manifest themselves at the conclusion of a fuel drop. While analog delivery-vehicle tank-monitoring systems have been the industry standard for many years, there are enough blind spots in their capabilities that they cannot be trusted to entirely prevent fuel-retain conditions from occurring.

With that in mind, digital tank-monitoring technology promises to be the next solution in this area. Through the use of a graphic touchscreen display, digital technology can wirelessly consolidate the driver's access to the many different control systems on a fuel trailer – including fuel retain, overfill control, on-board monitoring, pneumatic (air pressure) control, product-crossover

prevention, system troubleshooting and usage history. The digital system can also predict or prevent non-permissive readings, which lets the driver confidently know that the loading process will proceed uninterrupted. This will also help cut down on wait times, which is a huge added benefit for the fuel supplier and the site operator.

Once the digital system's touchscreen is securely activated by the driver – even while wearing gloves – via a unique user ID and PIN it will only allow a delivery when the proper connection between the trailer and UST is identified. Loading will only begin if the driver has full permit status, meaning that all vapor connections, overfill components and grounding devices are safe and operational. The driver simply refers to RFID technology to know which product will be loaded into each compartment, with the system knowing, through its wireless-communication capabilities, if the correct fuel is going into the correct tank. This allows the correct compartment valve to open automatically, initiating the unloading process.

On the other hand, if an incorrect truck-to-UST connection is attempted, the digital system will prevent the

While analog delivery-vehicle tank-monitoring systems have been the industry standard for many years, there are enough blind spots in their capabilities that they cannot be trusted to entirely prevent fuel-retain conditions from occurring.

trailer's valves from opening and the delivery will be unable to commence. At the conclusion of the delivery process, which only ceases when each compartment is empty, the touchscreen will notify the driver that all hoses, elbows and adaptors can be safely disconnected and that all compartments are empty, making them ready to be refilled at the loading rack.

Conclusion

In addition to getting what they paid for, fuel-site operators also want their fuel deliveries to be safe and efficient. The retain conditions that can develop with the use of analog tank-monitoring systems can, at the least, put the safety and efficiency of the fuel-delivery process

in jeopardy. However, fuel retains can now be well on their way to becoming extinct through an innovative new tank-monitoring system that prevents the conditions that can lead to fuel retain from occurring. This will lead to safer, more efficient delivery processes that will leave both the supplier and end-user confident that they have, indeed, gotten what they paid for. **■**

Mark Dudley of Civacon, based in Hamilton, OH, has 15 years of experience in the fuel-transportation industry, including involvement in advancing fuel-delivery technology. He can be reached at mark.dudley@opwglobal.com or 816-505-5648. One of Civacon's latest innovations is the

CivaCommand Smart Tank System, which is a highly engineered, easy-to-use digital tank-monitoring technology that features an easy-to-read graphic touchscreen display that communicates wirelessly with the trailer's fuel-delivery and operation-monitoring components. Civacon is part of OPW and makes products and systems to safely load and unload petroleum, dry-bulk and petrochemical cargo tanks. To learn more about how Civacon is delivering what's next in the cargo-tank industry, please visit civacon.com.

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Achieving Uniformity in the Performance of Dispenser and Tank Sumps

▶ This issue's article will be an homage to uniformity, or "the quality and state of being uniform," whose root word is defined as "remaining the same in all cases and at all times."



WHEN WE ORDER OUR DAILY LATTE AT THE CORNER COFFEE SHOP, WE EXPECT — AND ARE PLEASED — WHEN IT TASTES THE SAME AS ONE THAT WAS PURCHASED THE PREVIOUS DAY.

When you think about it, there's something comforting and calming about the consistency of things that are uniform. The most obvious use of the word concerns the togs that sports teams wear. Love 'em or hate 'em, there is something reassuring about the New York Yankees' pinstriped home uniforms, the look of which hasn't been modified in any meaningful way since the days when Babe Ruth was circling the bases 100 years ago after hitting another home run.

The soothing effects of uniformity — whether observed consciously or subconsciously — dot our daily lives in many ways. The sun always rises in the east. When we order our daily latte at the corner coffee shop, we expect — and are pleased — when it tastes the same as one that was purchased the previous day. When we hit that enter or return button on our computers or smartphones, we take for granted that the web page will load in milliseconds; any deviation from that uniform norm, by even just a second or two, knocks us off our game.

Which brings us to the opposite of uniformity, as embodied by the word nonconformity, which is the "lack of similarity or consistency in form or type." And, since I am writing in a publication that caters to the retail-fueling industry, you may have guessed that I am referring to the processes that are used to manufacture a fueling-system's dispenser and tank sumps. OK, maybe that wasn't the first thing that popped into your head, but it is a topic that should be of interest to fuel retailers, and one that has received some additional notoriety in recent years.

For many decades, traditional dispenser and tank sumps were manufactured of fiber-reinforced plastic (FRP) through a process that required the use of a spray-up or chopper gun that shot strands of glass mixed with resin onto a one-sided mold where it was hand rolled into the sump's hoped-for final shape. The process, while widely accepted as the best and most efficient way to build sumps at the time, was time-consuming, labour intensive and generated by-product plastic resin and glass particles that required bulky safety equipment for the worker and extensive and expensive ventilation equipment for the facility in order to mitigate hazards and meet strict regulatory requirements related to the manufacturing of fiberglass products. And, in the end, achieving uniformity in size, wall thickness, glass-resin ratio, etc., for every sump was difficult, mainly because much of that depended on the experience, efficacy and attention to detail of the person wielding the chopper gun.

So, while there's no question that chopper-gun-based sump manufacturing was a stalwart for many years, there were attempts made to invent a better process. Those attempts have come to fruition with the introduction of the innovative advanced composite technology fiberglass-manufacturing process referred to as Sheet-Molded Compound (SMC). This technology takes a sheet of composite or fiberglass molding compound and utilizes an industrial press to stamp out or form the part. The ultimate benefit of the SMC process is that it repeatedly produces a uniform part every time with consistent wall thicknesses and glass/resin ratios. The stamping process

is also quick, easy and requires very little manual labour. Additionally, because the process does not involve a chopper gun or the spraying of fiberglass materials, there are no fugitive by-product resin fumes or glass particles, making the process clean, quick and efficient.

A Uniformly Acceptable Solution

Recognizing the shortcomings of traditional fiberglass-manufacturing processes and acknowledging the benefits of SMC, OPW Retail Fueling, Smithfield, NC, has created a new line of dispenser and tank sumps — dubbed The No-Brainer Secondary Containers — that are manufactured with the SMC process. Christened the E-Series, this new sump family consists of two models:

- **DSE Dispenser Sump:** Uses the SMC process to create a dispenser sump that combines superior design, premium materials and world-class manufacturing expertise. The DSE is the only fiberglass dispenser sump with smooth and uniform walls on the inside and outside, which helps the sides bond better, resulting in an enhanced leak-resistant sealing surface for all types of entry fittings. The sump base has also been designed to create strong bonds with fiberglass and flexible-pipe fittings, which also reduces leak risks. Finally, the DSE sump can be easily retrofitted into the fueling system's existing containment system.
- **TSE Tank Sump:** The TSE also uses the SMC manufacturing process that produces uniformly thick and smooth walls, inside and out, to provide a watertight seal that bonds better to prevent leaks and minimize maintenance. TSE sumps >>

are available in collar-ring and solid-bottom mounting designs and with a compression-style cover or ergonomic “L-Handle” options. The TSE sump is also able to be retrofitted into the fueling site’s current secondary-containment system.

An added benefit to the uniformity that the SMC manufacturing process affords is found in the fact that while some models of non-uniform dispenser and tank sumps are bulky and hard to store, the DSE and TSE models feature a universal base that is designed to nest perfectly inside itself, along with feet and specialized grooves that make it easy to unstack. This helps reduce and optimize the space needed for inventory storage.

Finally, the SMC-manufacturing process is cost-effective, giving the purchasers of the DSE and TSE sumps a premium product at a value price, while the efficiency of the SMC process enables OPW to offer the fastest delivery lead times in the industry.

Conclusion

It is uniformly accepted that uniformity of outcome or result can be a major selling point for many products. It should be no different when retail-fuel-site operators are considering the dispenser and tank sumps that play such a pivotal role in the secondary-containment systems at their locations. While traditional fiberglass-manufacturing processes performed nobly for many

years, the new Advanced Composite Technology known as Sheet-Molded Compound is setting a new standard in the construction of fiberglass-based products that achieve new levels of uniformity and OPW is defining what’s next in this realm with its new E-Series family of dispenser (DSE) and tank (TSE) sumps. **■**

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opwglobal.com/opw-retail-fueling'."/>

NEW

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- ✓ **SPEED** (Fastest Lead Times)
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OPW’s E-Series “No Brainer Secondary Container” sump family has welcomed a new addition. The TSE Tank Sump joins the DSE Dispenser Sump as an all-composite containment system that is constructed with Advanced Composite Manufacturing Technology, which provides the following end-user benefits:

- Shortest delivery lead times in the industry
- Consistent wall thicknesses and smooth surfaces
- Legendary OPW quality, service, support and value
- Value price compared to competitive sump models

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The all new OPW E-Series just went from “Definitely Sump’thn Extraordinary” to “Totally Sump’thn Extraordinary”!
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How Accommodations Can Help People with Executive Function Issues Thrive at Work



Previously published in "Auto and Trucking Atlantic."

By Carter Hammett

I have a friend from whom I love to borrow quotes. She speaks and thinks in great sound bites and I try to borrow from her as often as possible. One of the statements she frequently repeats is, "saying 'focus' to a person with ADHD is like saying, oh, just cheer up to a person with depression."

If only it were that easy.

Focusing is an "executive function," described by psychologist Hadley Koltun in an interview with the author as "the ability to initiate, plan, conduct and monitor the progress of complex tasks," as well as regulate one's emotional state while performing those tasks.

While executive function (EF) issues are often discussed in the context of ADHD – up to 90 per cent of all kids with ADHD struggle with this – health-care professionals are increasingly recognizing the presence of EF behaviours in a variety of invisible conditions, including epilepsy, learning disabilities, mental health and dementia, among others.

Two decades ago, EF was virtually unheard of. Psychologists diagnosing a worker with learning disabilities in specific areas of information processing, for example, may have missed the mark by failing to acknowledge the presence of ADHD or EF behaviours. As diagnostic theories and tools have evolved, psychologists are now able to earlier identify symptoms and behaviours in clients that may indicate the presence of EF deficits.

While supporting employees struggling on the job, employment professionals should consider the possibility of EF as being

a possible variable in a client's poor work performance, especially if the worker has been previously diagnosed with a learning disability or another cognitive disorder. Employees struggling with planning or organization issues may benefit from accommodations suggested by the employment professional.

What is it like to deal with EF issues in school and at work?

Executive functions are the logic and problem-solving centres of the brain. Time, stress and emotional management, priority-setting, organizing, multitasking, personal censorship, working memory and just plain getting started are commonly affected areas for those with EF challenges.

People living with Executive Function Disorder (EFD) or EF issues related to other conditions may struggle to "analyze, plan, organize and complete tasks with or without deadline," writes Janice Rodden on additudemag.com. "Children and adults with executive functioning problems struggle to organize materials and set schedules. They misplace papers, reports and other school materials."

These are lifelong issues that people like my client Kathy, who lives with epilepsy and borderline personality disorder, have to deal with. Kathy, 33, notes that prioritizing, memory and organization have always been significant challenges for her. For instance, when she worked for an office manager for a gold-mining company, part of her job was recruiting volunteers from post-secondary campuses for an annual fundraising run. >>

“I had to give a speech and was terrified. I have problems with verbal working memory and forgot everything,” she says.

Another problem area for her is trying to stay organized on the job: “I try really hard to keep my space organized, but it’s a challenge. My brain feels like spaghetti.”

Workplace accommodations

In her Additude Mag article, Rodden identifies seven types of self-regulation:

- Self-awareness

- Allowing “distraction time” half-way through a large task or at the end of a smaller one in a series of tasks

Organization

Many people with EFD suffer from “overwhelm” by accumulating unnecessary files, papers and other assorted clutter in their workspace. To combat this, try developing a sorting system

- Only focus on the most important things – Anything not critical should be discarded
- Determine:
 - a location



“I TRY REALLY HARD TO KEEP MY SPACE ORGANIZED, BUT IT’S A CHALLENGE. MY BRAIN FEELS LIKE SPAGHETTI.”

- Self-restraint
- Non-verbal working memory
- Verbal working memory
- Emotional
- Self-motivation
- Planning and problem solving

Organizing principles like this can help employees start to identify accommodations for themselves. The good news is that these solutions are usually relatively inexpensive items that are used every day.

For instance, Kathy uses Post-It notes as memory prompts and to help her prioritize. She has also learned to recognize the types of roles in which she works best. “I’m actually okay with boring jobs that have lots of repetition. It’s great for my brain,” she says.

It’s important for workers to give themselves time and encouragement to adapt to accommodations they are trying to implement. Some accommodations may not be successful the first time. In other cases, job descriptions may change so the accommodation needed to successfully complete a task may change with it. Job coaches and mentors can play valuable roles in supporting workers with EFD by helping them identify and integrate various strategies to contribute to workplace success.

Here are some suggested accommodations for people with different executive function challenges:

Reducing distractibility


- Removing distractions
- Providing quiet workspaces (or ear plugs, white noise machines)
- Taking frequent breaks
- Sustaining attention
- Gauge attention span – how long can you maintain focused on a particular task before getting distracted/tired?
- Identify the time of day you function best and plan the most important tasks for that period
- Try to block access to “short term temptations” like social media which distract from task completion

- categories and subcategories including a colour coding system to identify levels of task priority and ease of access
- time frame for sorting
- “rules for sorting” (what not to keep/keep); think Marie Kondo ... if it doesn’t bring you joy, dump it!

Prioritizing

- Evaluate tasks to determine which are high priority and schedule them into a calendar accordingly
- Graded task assignment is useful here:
 - Break down tasks into manageable chunks
 - Create “cheat sheets” to prioritize activities
 - Overestimate time needed to complete them
 - Record estimated vs actual time to improve prediction

You can see that the majority of these accommodations are inexpensive to implement. Workers with EF issues should also take some time to think about disclosing at least some of their challenges to employers if they feel aspects of their disability will prevent them from performing essential duties of the job. Community agencies like Epilepsy Toronto and other disability employment programs also offer services like coaching that can help employees perform effectively on the job while also educating employers about their employee’s disability.

As awareness grows about the role executive functions play in determining workplace success, employment counsellors can facilitate positive outcomes for their clients by taking a strengths-based approach that capitalizes on pre-existing skills. They can also make substantial contributions to their clients’ self-awareness and growth by helping them understand that the deficits they perceive in themselves are in fact gifts and unique ways of contributing to a world that’s slowly but surely embracing neurodiversity. 

Carter Hammett is a Toronto-based freelance writer and editor.

The Electrification of Everything

By Carter Hammett

As we look towards 2023 and beyond, a plethora of new developments including Vehicle-to-Grid is promising a positive evolution in the next generation of electric vehicles.



Previously published in "Auto and Trucking Atlantic."

In the aftermath of a global pandemic, and the supply chain fiasco that resulted from it, I dare say that we are inching – perhaps limping – towards something I hesitate to call “recovery.”

They say good things always emerge out a war and in the context of the automotive industry some good things have indeed happened, especially in the electric vehicle (EV) sector. On December 5, Canada’s first full-scale EV manufacturing plant opened in Ingersoll Ont. Most recently Ottawa announced December 21 that one fifth of all passenger vehicles will need to run on electricity under new regulations by 2026.

By 2030 that number rises to 60 per cent of all sales and by 2035 all passenger vehicles sold in Canada will need to be electric.

While that sounds promising indeed, Canada lags far behind many industrialized countries in terms of sheer sales. Indeed, EVs and plug-in hybrids accounted for about 8.4 per cent of new car registrations in 2022, up somewhat from 5.6 in 2021.

Perhaps that will change as knowledge about the

latest generation of EVs starts to sink in with the general public. Exciting things are happening in the EV world, not least of which is the ability to keep your family safe and warm in the event of power failures.

Indeed, an EV feature that’s becoming increasingly present is something called Vehicle to Load (V2L) which enables users to plug in items ranging from laptops to coffee makers to electric power tools and run them off the car’s lithium-ion battery. Just imagine being able to plug in your Keurig for that perfect cuppa joe while operating the photocopier, all from your vehicle.

Some countries have been experimenting with this kind of technology for a few years now and this development is gradually being introduced into an increasing number of vehicles. One of the most promising is the 2022 Ford-150 Lightning, says Jérémie Bernardin, business development manager with All EV (www.all-ev.ca)

“The latest incarnation of the F-150 can provide power to a home in the event of a power shortage using an item called>> Vehicle to Home (V2H),” says Bernardin.

The car's system can store up 131 kilowatt hours of energy and deliver up to 9.6 kilowatts of power directly back into your house if a power outage occurs. A home integration system is needed to make this happen and costs a fair amount if the purchaser wants a turnkey structure that powers the whole electrical system, with a supplier to be determined by Ford. However, if the price is elusive, and the consumer chooses to opt out of installing expensive infrastructure, they can simply buy an extension cord and power critical loads including your fridge, freezer, coffee machine and other appliances.

The typical home uses an average of about 30kWh daily and the F-150 can generate enough power to keep your home going for three days at full capacity or a maximum of 10 days depending on staggered energy use. Given that this story is being written as "Snowmagedon" approaches, this is one feature that sounds especially attractive. Other vehicles that offer similar performance – for Vehicle to Load--include the 2022 Kia EV6 and the 2023 Mitsubishi Outlander PHEV.

Perhaps the most exciting development in the EV world though is an item known as Vehicle to Grid (V2G). Using a capability called bidirectional charging, which, in addition to reducing the impact of most power failures, it will eventually also be able to return power to the grid.

Up to now, most EVs' batteries have been designed only to run the vehicle, but with bidirectional charging cars are able to actually discharge power from the batteries, returning it back to the grid when plugged in.

And with extreme weather more likely to manifest in oncoming years—the power outages throughout the Atlantic

region caused by Hurricane Fiona come to mind—due to climate change, this technology could be a God-send.

But with V2G technology feeding power can conceivably go beyond a single building to the grid and eventually assist the entire power system.

"This has the potential to usher us into a field of smart grids," says Bernardin. "We could be decarbonizing society."

And while researchers have been experimenting with fossil fuel alternatives like wind and solar for decades, they have proven to be reasonably good intermittent source of renewable energy. When combined with large battery storage, they can be counted on for a sizeable portion of energy production.

At present, wind and solar combined account for 10 per cent of the power variables as of 2019 but need to grow to 60 per cent by 2050 if they intend to meet the goals of the Paris climate agreement. Furthermore, their capacities vary and will need more storage and backup power to manage system demand. EVs can potentially solve this issue by using bidirectional charging.

With this capacity, when vehicles aren't in use – typically while people are either sleeping or working – they can potentially sell power back to the grid. This way, everyone can benefit when demand for energy is highest. Increased use of air conditioning during a heatwave might be a good example of this.

The global number of EVs expected to be in use by 2050 will top one billion. This has the potential to create a major storage capacity. This will take some time to develop, however. Bidirectional chargers simply haven't been widely available – one exception being DCBEL out of Quebec – and, as of this writing, haven't even been certified for use in Canada.

Right now several studies are being

conducted across North America and Europe to test the viability of V2G. In St. Jérôme P.Q., electric school buses successfully demonstrated that power could be fed back to the White Plains N.Y. grid because these vehicles are only used for a fraction of the day.

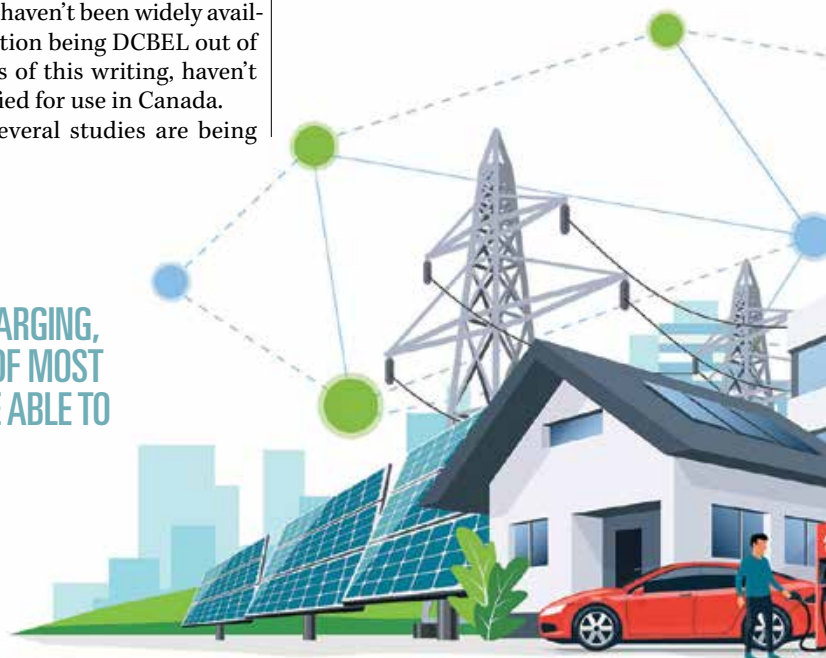
Presently, lots of variables and unknowns exist. Utility companies need to determine specific rates for consumers as they do rates for V2G, which will continue to evolve and be affected by regional differences as well. There are currently a number of programs across the country where the utility incentivizes the consumer with significantly lower electricity costs if they charge during off-peak times. And with the average number of Canadians only driving about 38 kms daily, this is a relatively easy feat to accomplish.

That said, the future looks ripe with potential for this emerging technology says Bernardin.

"Fuel prices fluctuate yet electricity's pretty stable," he says. "This makes it easier to plan budgets. In the long-term everyone will save money, including the utility, ratepayers, and not least, EV owners. Pretty soon we'll be looking at the electrification of everything." ■

Carter Hammett is a Toronto-based freelance writer and editor.

USING A CAPABILITY CALLED BIDIRECTIONAL CHARGING, WHICH, IN ADDITION TO REDUCING THE IMPACT OF MOST POWER FAILURES, IT WILL EVENTUALLY ALSO BE ABLE TO RETURN POWER TO THE GRID.



What's New



SAY YES TO REAL

Pure Leaf Iced Tea believes in keeping things REAL – in tea & life; featuring REAL Fruit Flavours & REAL Brewed Iced Tea. This summer, to support the launch of their new REAL Blackberry flavour, Pure Leaf is partnering with two of TikTok's biggest and realest self-love influencers, Spencer Barbosa (@spencer.barbosa) and Sam Wong (@samcity_) to say NO TO FAKE AND YES TO REAL and post their realest moments – from overcoming anxiety, to mindset changes to body image. As a premium iced tea brewed from REAL tea leaves, Pure Leaf wants to be a part of the REAL revolution online that shows consumers that REAL is better. The goal of the campaign is to encourage women to authentically embrace themselves exactly as they are or feel in the moment, and to feel their "REAL" with Pure Leaf.

The content will focus on bringing more real to an online world which is often saturated with overly curated, polished and aspirational lifestyle content, that makes women feel like their real lives don't measure up to what they see online every day. Alongside the launch of the YES TO REAL campaign, Pure Leaf Iced Tea is excited to introduce Pure Leaf Blackberry – which will be joining a flavour portfolio of Lemon, Raspberry, Peach and Green Tea with Honey. It is available in 547mL bottles at major grocery and convenience stores across Canada.



OPW Vehicle Wash Solutions Names New In-Bay Product Manager

Mark Porter to handle portfolio management for In-Bay Automatics

Green Bay, WI – OPW Vehicle Wash Solutions (VWS) is pleased to announce that it has named Mark Porter as its new product manager – In-Bay Automatics. Porter is responsible for the complete portfolio management of In-Bay Automatics for OPW VWS, including product line vision, strategy, product road mapping and positioning.

"Mark brings a deep understanding of product management to OPW VWS. That experience in managing product life cycles will help drive our product success and continue to help OPW VWS focus on meeting our customer needs," said Dave Dougherty, general manager, OPW VWS In-Bay Automatics. "We are excited to have Mark on our team and we look forward to him helping OPW VWS continue to be an industry leader."

Porter joins OPW VWS from Regal Rexnord, where he served as the global product manager for the company's generator division. Before that, Porter spent nine years in senior product manager and marketing roles for H.B. Fuller, Bestolife Corporation and Deltrol Controls.

Porter also has sales strategy experience, the majority of which stems from spending 15 years with Henkel Loctite Corporation as strategic account sales manager. He also held management roles with Dymax Corporation and Imperial Supplies.

"The PDQ and Belanger brands have been market leaders in the carwash industry for many years and I am excited for the opportunity to help grow these brands even further, while finding new and innovative ways to continue OPW VWS' market leadership," Porter said.

Rabba receives 2023 Star Award for its Rabba Roots Community Giving Program

Held annually by the Canadian Independent Grocery Buyers Alliance and Distribution Canada Inc., the award program celebrates individuals, retailers and partners that make a difference

Mississauga – Rabba Roots, the corporate giving program established by Rabba Fine Foods to oversee its longstanding support of local groups in need, received top honours for its contributions to communities throughout the Toronto region.

The well-known 24/7 local market and its Rabba Roots program have been recognized with the Canadian Independent Grocery Buyers Alliance and Distribution Canada Inc. 2023 Star Award for the social responsibility category. The Star Award is given to a retailer or supplier partner who has shown commitment or leadership within a community-based environmental or charitable initiative.

"Being recognized in this way goes straight to my heart," said Rick Rabba, president of Rabba Fine Foods. "The Rabba Roots Community Giving Program was established to bring together all of the work we've been doing for years to help the most vulnerable in our communities. We thank our partners and peers for this award but also the groups and volunteers that do the work of outreach and support at the local level, where it is needed most."

Rabba Roots is a community giving program that is committed to contributing to the lives of its neighbours through access to food, health and emergency services. Through the program, Rabba works closely with local leaders, groups, schools and charities such as Good Shepherd Ministries,

To learn more about the Rabba Roots program visit rabba.com/community.



Franke Coffee Systems Americas Names New Marketing Manager

Smyrna, Tennessee – Franke Coffee Systems - Americas is pleased to announce that Tim Cox has joined the company as marketing manager. In his new role Tim will report to Director of Marketing Brittany Tresemer and will work on continuing to bring category expertise and thought leadership to the coffee industry while enhancing marketing resources provided to its customer partners across North America.

Cox most recently was director of coffee programs at Texas Specialty Beverage, where he led sales and marketing teams for coffee and foodservice segments supporting customers and supplier partners to drive value throughout the supply chain focusing on portfolio optimization, product development vendor and customer relationship management. He also oversaw teams responsible for social media, events, community engagement, and account management. Cox brings to Franke 15 years of experience in the food and beverage industry across both commercial and specialty

segments in a variety of roles including multi-unit retail management, wholesale roasting management, training, sourcing, product development, market research, data analysis, and distribution.

"Tim has a distinguished career and track record of excellence working for leaders in the convenience store channel, coffee chains, roasters, and as an independent consultant where he has held multiple roles of increasing scale and responsibility," said Tresemer. "Cox's addition to our team aligns with our commitment to our customers to be innovative, creative, and insightful. He will be a great asset to Franke, as we continue to drive growth through category insights, thought leadership, product innovation, and merchandising solutions."

Cox's industry certifications consist of Barista Guild of America Certified Level 1 & 2, Specialty Coffee Association of America Certified Lead Instructor, and Specialty Coffee Association of America Gold Cup Technician. He currently resides in the Dallas, Texas area and will relocate to Smyrna, Tennessee to work at the Franke Coffee Systems Americas corporate office.

What's New



Coffee Association of Canada Launches Inaugural Awards Program Four New Awards Will Celebrate Excellence in the Coffee Community

Toronto, ON – Nominations are now open for the Coffee Association of Canada's (CAC) inaugural awards program. Winners will be announced at the CAC's annual Conference on Thursday, November 9th in Toronto.

"It's time to acknowledge the people and organizations who are exemplifying excellence in the coffee community," said Robert Carter, CAC president. "We want to celebrate the pioneers who have led the way in the coffee industry in Canada, and also the innovators and new and growing up-and-comers who are already making an impact!"

The 2023 CAC Awards categories include:

Lifetime Achievement Award

The CAC's highest recognition for an individual whose extraordinary and ground-breaking contribution(s) has been a driving force of positive change and has had a significant, profound, and lasting impact on the coffee community.

Innovative Achievement of the Year

This award recognizes a company, product or service that the Canadian coffee industry widely views as a progressive achievement that will positively benefit the future of coffee. Bonus if there is a goodwill aspect (eg. charity component, environmental or sustainability impact).

Small Chain – Big Impact Award

A coffee business with a minimum of three and a maximum 40 locations in Canada that is creating a buzz in the industry—from a marketing, product innovation, diversity and inclusion, charitable or other perspective.

Volunteer of the Year

This award recognizes an outstanding volunteer whose overall leadership and contributions stood out during the past year.

For more details and to submit a nomination go to: <https://coffeeassoc.com/awards/>

The deadline for nominations is October 9, 2023.

Nominations will be judged by an external committee. Winners will be announced at the CAC Conference on November 9, 2023 at the Globe and Mail Centre in Toronto.

OPW Vehicle Wash Solutions Exhibits at The Car Wash Show Company also sponsors "The Big Bash" networking event

Northville, MI—OPW Vehicle Wash Solutions (VWS) exhibited its industry-leading vehicle wash equipment and systems at The Car Wash Show, which was sponsored by the International Carwash Association May 8-10, 2023, in the West Hall at the Las Vegas Convention Center in Las Vegas, NV. The Car Wash Show is the North American vehicle wash industry's premier gathering of owners, operators, investors and decision-makers with more than 8,000 attendees and upwards of 400 exhibiting companies on hand.

In addition to its booth presence, OPW VWS sponsored "The Big Bash" on May 8. This networking event was open to all show attendees and featured various forms of entertainment, including arcade games, a live band and a grand-prize game, along with three hours of open bar and food options.

During the show, OPW VWS introduced four of its newest vehicle wash technologies from product brands PDQ Manufacturing and Belanger:

- Belanger QuickFire SureShot Wraparound: The Quickfire SureShot builds on Belanger's QuickFire wraparound technology for front, side and rear cleaning to deliver a new standard in wraparound cleaning performance, durability and reliability.
- AutoTowel By Belanger: For years, wash operators have battled the frustrating challenge of seeing wet vehicles exiting their tunnels. Belanger has confronted that challenge head-on with the creation of AutoTowel By Belanger, a next-generation friction-drying technology that keeps

its DryMitt drying media from becoming oversaturated during the course of the wash day.

- PDQ LaserGlow Arch: The new LaserGlow Arch, which is available exclusively for use on the PDQ LaserWash 360 Plus IBA system, is the most advanced lighting option in the industry today. Using state-of-the-art smart technology, the LaserGlow Arch's LED lights have hundreds of color and pattern combinations available that allow it to be used to both actively market your site 24/7/365 and as navigational assistance for customer loading.
- Belanger MiniFlex: Designed as a dedicated horizontal-surface washer, the MiniFlex excels at cleaning vehicle hoods, roofs and trunk lids while providing an extremely quiet wash experience via the incorporation of Neotex closed-cell foam wash coverage "fingers" that combine superior wash coverage with vastly reduced in-vehicle noise levels.

Additionally, visitors had an opportunity to become familiar with the wash-management tools of OPW VWS product brand Innovative Control Systems (ICS). ICS products and systems are designed to optimize wash performance and join with the vehicle wash offerings of PDQ and Belanger to make OPW VWS the industry's first and only wash-system manufacturer to integrate wash-management solutions with in-bay and tunnel wash systems.

To learn more about the complete range of vehicle wash equipment and payment systems offered by the companies of OPW Vehicle Wash Solutions, please visit opwws.com.



Brisk Big Break

Brisk Iced Tea is celebrating the launch of its Bold new Strawberry flavour in Canada with a search for Canada's next big and bold TikTok Star! Did you know one in four Gen Z-ers aspire to be content creators? Brisk has invited four amazing and celebrated Canadian content creators who embody big and bold, to relive and show off the bold creative concepts that helped them become viral influencers. Then, during the month of July, the four will give their fans and other aspiring content creators the chance to show off their own talents and get their big break by being featured in an upcoming Brisk ad.

Influencer partners (and judges) include Zac Bell (@alwayshockey), Matt Gupta (@mattguppies), Colty (@coltyy) and French Canadian partner Antho Tran (@antho.tran) - who have a collective 15 million followers on the platform, and have built those followings by creating bold content in areas such as comedy, stunts and sports.

To help inspire the aspiring creators, Brisk has partnered with TikTok to develop a custom brand effect that will transport them to a scene of their choice – a comedy stage, a concert arena, a sports stadium or a dance floor – where they will use the green screen to showcase their boldest skills. The best submissions will be evaluated by our four influencer partners, – with each seasoned influencer selecting two up-and-coming creators to be featured both on their channels and in a Brisk paid ad buy on TikTok. User generated content will be submitted starting in July.

New Brisk Strawberry Iced Tea joins a portfolio of five bold and refreshing flavours including Brisk Lemon Iced Tea, Brisk Zero Lemon Iced Tea, Brisk Blackberry Iced Tea, Brisk Lemonade, and is available in the 710mL King Can at most major grocery and convenience stores across Canada.



Cintas Canada Announces Finalists for 2023 Canada's Best Restroom Contest

MISSISSAUGA, Ont. — Cintas Canada, Ltd. recently invited the public to vote for their favourite washroom for the 2023 Canada's Best Restroom contest. The public could vote through July 7, 2023. The winner will receive \$2,500 in facility services from Cintas to help maintain their award-winning washrooms.

The Canada's Best Restroom contest highlights businesses that have invested in developing and maintaining exceptional washrooms. "We're proud to highlight these five finalists that have invested in clean and unique washroom facilities to keep their guests coming back," said Candice Raynsford, marketing manager, Cintas Canada. "We encourage the public to make their voices heard and support these businesses by voting in the contest."

Nominees for this year's contest were judged on five criteria: Cleanliness, visual appeal, innovation, functionality and unique design elements. The five finalists include:

1) Forest Pavilion Washrooms (Winnipeg, Manitoba): Forest Pavilion at Crescent Drive Park is a four-season structure constructed on Treaty One land in the floodway zone of the Red River, at Crescent Drive Park, in southwest Winnipeg. It is a first civic structure of its kind to apply protective FEMA flood design standards in Winnipeg. All materials below the flood-line can be completely submerged without decay. Sustainable building choices include native planting, the use of durable hot-dipped galvanized steel, mechanically fastened (so as to be easily replaced) rough-sawn fir that was sourced and milled using sustainable harvest practices, and super low-flow plumbing fixtures, LED lighting, and occupancy sensors to reduce consumption.

2) Hard Bean Brunch Co. (Port Moody, B.C.): Individual, gender-neutral stalls are framed in bright, yellow trim with matching signature yellow doors in this popular brunch spot's washrooms. Painted navy blue with sleek, black or white tile sits below fun palm leaf wallpaper with a pink and navy theme. Each fully enclosed stall is equipped with a sink for full privacy. Don't forget to check yourself out in the LED backlit mirror before getting back to

brunching.

3) The Gathering Place Washrooms (Vancouver, B.C.): The Gathering Place is a vibrant community centre with a mission to serve Vancouver's diverse population including people who are unhoused, individuals who are marginalized, seniors, newcomers, and the LGBTQ+ community. When the City of Vancouver tasked Carscadden Stokes McDonald Architects with renovating the Gathering Place's existing washrooms, with support from the city and Gathering Place staff and stakeholders, they focused on creating universally accessible, durable, and unexpectedly stylish spaces for folks that might not otherwise have access to inviting and fun public washrooms. One of the washrooms features a custom-built footbath with a bench for quick cleaning, while fully accessible showers are also provided. Using surprising colour combinations in tile, paint, and grout, anchored by simple white floors, vanities, and huge round mirrors, the facilities were designed to be easy to maintain, keep clean and safe to use.

4) Yesterday's Auto Gallery (Edmonton, Alberta): Start your engines to experience the memorable washrooms at Yesterday's Auto Gallery. Canada's largest classic car museum features classically, clean washrooms. The car-themed washrooms include car photos on the wall, along with a picture of Fonzie "The Fonz" from Happy Days. Large white tile makes the space in this spacious washroom feel bright.

5) The Big Apple (Colborne, Ontario): Known for its tasty pies and fun family activities, The Big Apple's slogan is, "a little bit of country, a whole lot of fun!" The same holds true for its washrooms. They are outfitted in rustic décor, including metal stars hung along the walls, decorative corrugated metal signs and mirrors framed by weathered wood. The wood-toned tile and stalls also add to the country vibe to make you feel right at home.

For contest updates, fun facts and washroom trivia "like" Canada's Best Restroom on Facebook at [Facebook.com/CanadasBestRestroom](https://www.facebook.com/CanadasBestRestroom).



Honda Indy Toronto Teams Up with Electrolit to Elevate Race Weekend Hydration to New Heights

Premium hydration beverage, Electrolit, brings instant hydration to race fans all weekend long at Toronto's must-attend motorsports festival July 14-16, 2023

TORONTO, ON - Electrolit – the preferred, premium hydration beverage made from pharmaceutical quality grade ingredients – has joined forces with Honda Indy Toronto as an official hydration partner to bring instant hydration to race-goers at the 35th annual event taking over Exhibition Place in downtown Toronto July 14 - 16, 2023.

Festival-goers are not the only ones powered by Electrolit during the event. One of the youngest professional race car drivers and official Electrolit ambassador, 24-year-old Arrow McLaren driver, Pato O'Ward, also calls on the scientifically-formulated hydration as he gears up to take to Toronto's track on July 16.

"As I prepare for race day and as a professional athlete, staying hydrated is absolutely crucial. Having Electrolit by my side gives me the confidence to perform at my best," said Pato. "I'm excited to showcase the power of this partnership on the track and demonstrate how Electrolit fuels my performance and helps me push the limits. Together, we're ready to make a splash in Toronto and leave our mark on the racing world."

When Pato needs to reach optimum performance, Electrolit is the go-to beverage that provides balance, focus and instant hydration. Scientifically formulated with magnesium, sodium, potassium, calcium, and glucose, Electrolit provides complete hydration when electrolytes and ions are low to replenish the body.

"Electrolit's superior hydration goes hand in hand with the high-performance world of IndyCar racing," said Enrico De La Torre, commercial director of Electrolit Canada. "Fueling race-goers and Pato O'Ward on and off the track, who is a firm part of the growing Electrolit family, at this staple event in Ontarians' social calendars is an exciting step in our brand's journey."

"We are excited to partner with a premium hydration brand like Electrolit at the Honda Indy Toronto," said Jeff Atkinson, president of Honda Indy Toronto. "This terrific product available throughout Canada will be a big help for fans looking to stay cool and refreshed during our July festival weekend at Exhibition Place."

Electrolit is now available in Canada and comes in five delicious flavours: Blue Raspberry, Orange, Grape, Fruit Punch and Strawberry Kiwi. For more information, visit <https://www.electrolit.ca/> or follow them on Instagram@electrolitca or Facebook, Electrolit Canada.

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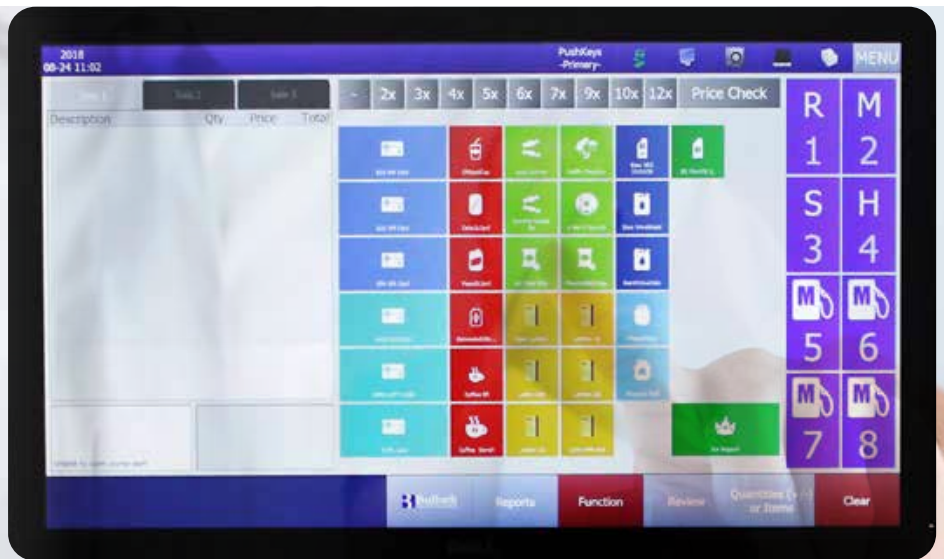
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Nous remercions aussi tous nos employés qui travaillent avec passion à tous les jours afin de bien servir nos clients. Nous partageons cette reconnaissance avec vous! Merci à vous tous!

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