

Convenience&Carwash

SEPTEMBER/OCTOBER 2025

 **CANADA**

OODENA GAS & CONVENIENCE: OPEN FOR BUSINESS

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September 23, 2025
Canadian Car Wash Association
Networking Event
TAPS Public House
Mississauga, ON
www.canadiancarwash.ca

October 6–8, 2025
Northeastern Regional Carwash
Convention Atlantic City, NJ
www.nrcshow.com

October 14–17, 2025
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www.nacsshow.com

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www.womenincarwash.com

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JANUARY 18-20, 2026
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Change of Seasons

au·tumn: The season of autumn occurs between summer and winter, generally from September to November.

Whether you choose to call this change in seasons autumn or fall, we welcome you to the latest edition of *Convenience & Carwash Canada* magazine, where we bring to you topics that range from energy drinks and foodservice equipment to safety and security for your staff and petroleum tank maintenance, and so much more.

Our cover story features Oodena Gas & Convenience, located in Winnipeg on the Treaty One Nations' site, a historic First Nation-led economic development. If you visit Winnipeg, please take a moment to refuel and explore this beautiful site.

The car washing industry is growing and evolving at a rapid pace across North America. At the forefront of these changes is AI. At the carwash show this past spring, several companies offered AI services to the car washing community. In this edition, we share with you some of these changes. Whether operators and/or consumers see these as positive changes is yet to be determined, but for now, the changes are exciting. To my mind, they are reminiscent of The Jetsons TV show from the '70s, where the futuristic imagination of Hanna-Barbera Productions seemed light-years away, and are now coming to fruition.

Linda Thompson of Fuel Partners presents Part II of Petroleum Site Succession Planning. Be sure to read this article to ensure you have and are doing what you need to pass on your legacy.

And don't forget that fall is the season when kids and young adults head back to school, and that teens, college, and university students rely on seasonal jobs to sustain them through the school year. Renee Boyda, of Legacy Bowes, offers tips on employment legislation.

As we move toward the darker, shorter days of fall, I want to remind you that your success is my business, and as always, my open-door policy to your valuable feedback remains not only intact but stronger than ever. Each fall, we begin developing the editorial schedule for the upcoming calendar year. I invite each of you to submit the topic ideas you'd like to read about next year. Do you want to see more human resources topics, safety, in-store services, petroleum, carwash, or ... what? You tell me what you'd like, and I'll do my best to set it up.

Brenda Jane Johnstone PUBLISHER



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Return to Routines

How was your summer? I hope it was a busy one with brisk business and maybe even a bit of time to relax and soak in some sunshine.

We are now all returning to our normal non-summer activities. Children are back at school, students are settling into their new university or college lifestyles and routines, and more employees are being asked to return to the office instead of working from home.

Being the place that provides quick, convenient service can attract the daily commuters and over scheduled families when they need to purchase something in a hurry, whether they are running late for work or going to an after-school activity. When there isn't time to stand in line or dilly-dally, people will look to convenience stores to be the hero of their day.

This can mean popping inside the store for a pick-me-up snack or a coffee after pumping gas into their vehicles or it can mean grabbing a quick bite to eat or picking up something to take home because there isn't enough time, or energy, to prepare dinner. The article on foodservice equipment in this issue of *Convenience & Carwash Canada* discusses how having the right equipment for the job can impact customer satisfaction in foodservice and happy customers mean repeat business.

There is also an article about the latest energy drink news. It's worth reading to find out what is new to attract those tired commuters who look to an energy drink to help power them through a hectic day.

With a new season comes an opportunity to look at your store and what you can provide to your customers. Consider who your customers are when choosing the products that will fill your shelves. For example, are you located close to a university or college, and will students regularly be walking by your store? Do you have the items for sale that will entice them inside and how do they know about your offerings? Are you active on social media? Do you have signage to tell them about your specials?

Welcoming the cooler weather, whether it's pumpkin spice or sweater season, can result in happy customers who will appreciate the convenience that your store provides as they go about the business of their day.

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AWARDS



Beyond The Buzz: THE BUSINESS OF ENERGY DRINKS



BY MELINE BEACH

The energy drink category is one of the fastest changing and fiercely competitive in the convenience and gas (C&G) channel. According to 2023 data from Statista, established leaders like Red Bull and Monster continue to dominate sales volumes. Red Bull holds nearly 50 per cent of the U.S. market, while Monster follows with almost 30 per cent. Meanwhile, the category is seeing a wave of innovation from both legacy and emerging brands, driven by growing consumer demand for functional benefits, healthier options, and more variety.

Tracking Sales

Energy drink shoppers are highly brand loyal, but they're also curious, willing to try new or trending brands with unique flavours or better-for-you claims. Many C&G retailers have coolers dedicated to energy drinks, ensuring depth and variety. While a healthy portion of sales is still impulse driven, especially for limited flavours and new releases, planned purchases are common among loyal consumers who know exactly what they want.

Retailers like Weigel's and Valor Oil report a noticeable shift in the energy drink category, with consumers increasingly seeking functional and better-for-you options.

"Over the last couple of years, we've seen a clear shift from purely traditional energy toward functional and better-for-you options," says Nick Triantafellou, director of marketing and merchandising at Weigel's. "Categories like clean-label energy, plant-based caffeine, and hydration-plus-energy blends have grown fast. Sugar-free SKUs continue to surge, and energy-plus-focus/nootropics are pulling in new demographics."

Triantafellou also points to the rise of female-focused brands as a major development, highlighting Alani Nu as a breakout performer. "Originally popular with women for its vibrant branding, clean ingredients, and approachable flavours, Alani Nu has expanded its audience thanks to social media buzz, attracting teen customers and becoming one of the fastest-moving brands in the category."

According to Alani Nu's website, their top-selling energy drink flavours include Pink Slush, Orange Kiss, Cherry Slush, and Sunkissed Mixed.

Katy Hart, director of marketing at Valor Oil, says the energy drink category is evolving across their locations. Monster and Red Bull continue to dominate sales volume, with both brands typically stocked in dedicated coolers within five feet of the register, making them highly visible and convenient for both planned and impulse purchases. However, the surge in low-sugar energy drinks is attracting new customers.

"We're noticing that younger customers are particularly drawn to new, colourful, limited-edition designer cans," says Hart. "While most purchases are premeditated, seasonal flavours and special releases still drive unplanned buys."

Energy drink buyers span a wide range of demographics, from teens and young professionals to sports enthusiasts, on-the-go parents, and blue-collar workers. Placement in coolers with maximum visibility help drive sales.

Innovation Drives Differentiation

While top sellers maintain their stronghold, functional beverages are gaining traction with health-conscious

CONSUMERS ARE MOVING AWAY FROM TRADITIONAL HIGH-SUGAR DRINKS AND LEANING INTO CLEAN-LABEL, FUNCTIONAL BEVERAGES. – Brad Woodgate, Joyburst



consumers. Brad Woodgate, founder and CEO of Joyburst, notes, “Consumers are moving away from traditional high-sugar drinks and leaning into clean-label, functional beverages.”

The Joyburst brand offers a lineup that includes hydration, clear protein, energy, protein coffee, and super soda. Their Super Soda contains zero grams of sugar and comes in tall, slender, colourful cans. It blends prebiotic ingredients, such as inulin and citrus fibre, with immunity-boosting additions like baobab fruit pulp, reishi mushroom, and lion's mane mushroom. Its Renew Hydration drink, packaged in distinctive Tetra Pak cartons, combines essential electrolytes with a powerful vitamin B blend to support hydration, energy, and overall well-being.

While Joyburst is currently available in traditional grocery stores and Costco, the C&G channel is a win-win opportunity for both the brand and retailers.

“The C&G channel is very important to us,” says Woodgate. “It’s where fast decisions are made and new products are often discovered. It’s a strong driver of trial and in return, repeat purchases.”

Current distribution methods include direct-to-retailer shipping, third-party distribution, and warehouse fulfillment, depending on the channel. The brand’s target demographic is consumers looking for better-for-you beverages made with premium ingredients.

“Whether their goal is hydration, mental focus or overall

wellness, Joyburst is a great fit for customers who want products that support their lifestyle without added sugar or unnecessary ingredients,” says Woodgate. “We see strong engagement from health-conscious shoppers and people actively seeking cleaner alternatives to traditional drinks.”

Triantafellou also sees functional hybrids, energy drinks combined with electrolytes, protein, or collagen, as an emerging growth driver. He notes that while sugar-free options are increasingly important, full-sugar varieties still have a loyal following, and brands like Red Bull have excelled by launching sugar-free versions alongside their full-sugar flavours.



Energy Shots Hold Their Own

Energy shots continue to perform well in the C&G channel. According to Yvon Bourgeois, vice president of Sales at Hilary’s Salesmaster Inc. in Canada, “5-hour ENERGY’s portable format makes it absolutely essential for high-traffic convenience locations.” He credits the brand’s success to premium placement at the checkout, strong point-of-sale materials, and deep retailer engagement.

“We’ve invested heavily in retailer partnerships and visibility strategies as the C&G continues to be one of our most successful channels,” says Bourgeois. “Our target demographic includes busy professionals, tradespeople, first responders, students, and truck drivers – anyone who needs quick, effective energy to power through their day post-lunch, pre-workout, or during long commutes. Lately, we’ve also seen increased interest from fitness-focused consumers (at only four calories and 15 grams of sodium per shot, zero sugar, zero carbs) and those juggling hybrid work lifestyles.”

Top sellers include Extra Berry, Extra Grape, and Extra Strength Blue Raspberry, with Peach Mango performing particularly well in Western Canada. A limited-edition Birthday Cake flavour, launched for the brand’s 20th anniversary in Canada, has quickly become a bestseller.

Merchandising and Promotions

Today, all major brands are tapping into social media, brand ambassadors, and loyalty initiatives with multiple perks to engage consumers and influence purchasing behaviour.

Alani Nu, for example, connects with its audience through Instagram, TikTok, Meta, and X. Their website also highlights an ambassador program and a two-tier rewards program, VIP and Insider, that offers perks such as birthday discounts and rewards for engaging with social media posts.

Joyburst partners with affiliates, brand ambassadors, and influencers to create collaborative marketing opportunities. In addition to its better-for-you ingredients, Joyburst highlights its sustainability efforts to appeal to environmentally conscious consumers.

By combining eye-catching visuals, innovative flavours, ingredients, and strategic offers, brands aim to capture both impulse buyers and loyal customers, maximizing their impact in a competitive, high-traffic retail setting – where seconds matter.

Looking Ahead

Innovation shows no signs of slowing. Joyburst plans to debut a Protein Coffee, functional “Super Soda,” and limited-edition collaborations, while 5-hour ENERGY will continue to use seasonal and celebratory flavours to engage loyal fans. Weigel’s expects even greater emphasis on functional hybrids and female-focused branding, along with more sugar-free variants.

For retailers, the challenge will be balancing the dependable draw of category leaders with the excitement of new entrants and formats. As functional benefits, bold branding, and creative merchandising drive the next wave, energy drinks are destined to keep energizing the C&G channel for years to come. **■**

Meline Beach is a Toronto-based communications practitioner and frequent contributor to Convenience & 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.



Katy Hart, Director of Marketing at Valor Oil, says THE ENERGY DRINK CATEGORY IS EVOLVING ACROSS THEIR LOCATIONS. MONSTER AND RED BULL CONTINUE TO DOMINATE SALES VOLUME, WITH BOTH BRANDS TYPICALLY STOCKED IN DEDICATED COOLERS WITHIN FIVE FEET OF THE REGISTER.

FOODSERVICE EQUIPMENT IMPACTS CUSTOMER SATISFACTION



BY ANGELA ALTASS

There are profits to be made in foodservice and with the right equipment to do the job, convenience stores are attracting more attention in this category.

"In the last couple of years, we have seen a fundamental paradigm shift in both Canada and the United States for foodservice at convenience stores," says Johnny Wood, national sales manager, KPS Global. "This shift is fueled by younger consumers, especially Gen Z and Millennials, who choose grab-and-go meals for their busy, on-the-go lifestyles and flexibility. These foodservice profits can make up to 37 per cent of total in-store revenue."

As foodservice becomes a core profit driver for c-stores, the ability to keep ingredients fresh and safe is non-negotiable, says Wood, noting that by prioritizing foodservice, c-stores can attract a wider customer base, increase foot traffic, and create a loyal following of customers.

"Walk-in solutions ensure operators can support broader menus, higher traffic and QSR-level quality," notes Wood. "Without reliable cold storage units, even the best food program falls short, making walk-ins not just equipment but a strategic investment in long-term competitiveness."

Winning wallet-share in today's competitive market means delivering food that feels fresh, fast and worth coming back for, states Wood.

"That requires more than menu innovation; it demands cold storage solutions that protect quality from prep to purchase," says Wood. "The right equipment isn't just support; it's the backbone of successful foodservice operations for c-stores. When products are consistently fresh and visually appealing, shoppers return often and spend more."

Proper planning is essential to get the right walk-in solutions, whether for a remodel or a new store, notes Wood.

"Using beer freezers for food storage may seem like a practical solution but it can also create challenges, such as inefficiencies, inconsistent product quality, and potential compliance concerns," says Wood. "Choosing

durable, purpose-built equipment upfront minimizes downtime and helps maintain consistent product quality. At KPS Global, we provide custom built walk-in coolers and freezers with designs ranging from standard to very complex."

Proper planning ensures that maintenance is straightforward, keeping operations smooth and foodservice profitable from day one, says Wood.

Convenience stores have specific demands, says Todd Lindsay, vice president of small format/convenience, Dover Food Retail, Hillphoenix and Anthony brands.

Lindsay says Dover Food Retail's sustainable R-290 grab-and-go self-service merchandisers are especially popular for convenience stores. The company, which recently launched the Anthony Infinity MAX all-glass walk-in cooler, offers a range of products designed for foodservice operations in convenience stores.

"Key equipment includes thoughtfully designed hot and cold grab-and-go cases that enable customers to pick up freshly prepared meals or snacks quickly," says Lindsay. "For refrigerated display cases, convenience stores should prioritize self-contained models with compact footprints for maximum merchandising versatility."

Convenience store owners should pay close attention to the maintenance requirements of foodservice equipment to ensure optimal performance and longevity, says Lindsay, adding that implementing a preventative maintenance program can significantly enhance the lifespan of merchandisers and prevent costly breakdowns.

"In general, c-store owners should regularly inspect foodservice equipment and follow all preventative maintenance guidelines," he says. "That often includes checking that vents

PROPER PLANNING IS ESSENTIAL TO GET THE RIGHT WALK-IN SOLUTIONS, WHETHER FOR A REMODEL OR A NEW STORE, notes Johnny Wood, National Sales Manager, KPS Global





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THE EQUIPMENT CHOSEN FOR A FOODSERVICE PROGRAM HAS A DIRECT IMPACT ON CUSTOMER SATISFACTION, says Mark Thompson, head Of Sales, Distribution, Kelvinator Commercial, Electrolux Professional Group.



and filters are clear of debris, as blocked airflow can lead to display case temperature issues, reduced efficiency, and loss of product. Be proactive by scheduling routine cleanings and inspections to ensure that all airflow points remain unobstructed. This not only helps in maintaining reliable operation but also reduces product loss and promotes food safety and compliance with health regulations."

Foodservice is the key program that all convenience stores are trying to increase, says Chris Midbo, sales, marketing and new business development, Western Refrigeration, adding that store owners should be cautious regarding the equipment they purchase.

"Customers need to ensure the equipment they purchase is certified to be used in Canada, that there is a supply of parts in Canada, and that there is service for the equipment," states Midbo. He recommends the following items for convenience store foodservice programs:

- **Open refrigerated cooler:** Good quality deli sandwiches, fruit, veggie trays, high end drinks in an open grab-and-go impulse display.
- **Dispensed beverages:** Slush and fountain programs are high profit margin categories which can be paired in a combo offering with other food service items
- **Coffee:** Quality is the key here. Bean to cup for a fresh brewed cup every time is an appeal to the customer and decreases waste.

"After this, there are so many programs a site can look at," says Midbo. "Whatever is decided on, do it well. Some sites try to be everything to everybody and fail in the execution. You are better off to do one program but do it well."

All foodservice programs have a labour component, notes Midbo.

"The largest concern with stores right now is labour," states Midbo. "Labour costs have gone up. Any foodservice program needs to minimize both the labour and the need for high-end expertise, such as a chef. Equipment with one touch operation is a key to success. This makes it easy to produce a great quality product and helps with consistency. Another key component is a display of the finished product to enhance the impulse component."

The equipment chosen for a foodservice program has a direct impact on customer satisfaction, says Mark Thompson, head of sales, distribution, Kelvinator Commercial, Electrolux Professional Group.

"Even if customers cannot see the equipment, they still experience the results of how it performs," says Thompson. "High performance refrigeration ensures grab-and-go meals stay at safe temperatures without freezing or wilting. Durable, easy-to-maintain equipment keeps menu items consistently available. Well-lit glass merchandisers make items look appealing. Equipment that's easy to clean helps staff keep counters, dispensers, and prep areas sanitary."


Equipment with a compact footprint is ideal for operations with limited space, notes Roger Kenney, head of business development, cold and frozen beverage, Electrolux Professional Group, Americas.

>>



Electrolux Crathco products have been showcased at several industry events in 2025 and Kenney says these items have been designed with convenience stores in mind. This includes such equipment as the CR2500 series frozen beverage barrel freezers and autofill lid systems for I-PROs and bubblers.

"Investing in dependable equipment helps convenience stores deliver a better customer experience, encouraging repeat visits and boosting sales," says Kenney. "A water filtration system will ensure drink quality. Maintenance is crucial for uptime and food safety. Ensure employees know how to properly operate and clean equipment."

With the right program in place, and the equipment to keep it operating successfully, convenience stores can find their place in the competitive world of foodservice. 

Mark Thompson, head of sales, distribution, Kelvinator Commercial, Electrolux Professional Group lists the following as equipment options suitable for convenience store foodservice programs:

Cold Storage & Merchandising

- Reach-in refrigerators/freezers – for back-of-house storage
- Undercounter refrigerators/freezers – for compact back-of-house storage
- Glass door merchandiser refrigerators/freezers – for front-of-house storage
- Open-air merchandisers/grab-and-go coolers
- Ice bag storage merchandiser – for easy grab-and-go service

Food Prep & Support

- Food prep tables – for sandwich, pizza, or salad assembly
- Worktop refrigerators/freezers

He also recommends the following features as being particularly well-suited to a convenience store environment:

Compact & Space-Efficient Design

- Narrow footprints/shallow depths so equipment fits in tight aisles or behind counters.
- Undercounter refrigeration and prep units to maximize vertical space and keep counters clear.

High Visibility Merchandising

- Glass doors and LED lighting on coolers, freezers to drive impulse sales.

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BY MELINE BEACH

Oodena Gas & Convenience Opens at Naawi-Oodena

Treaty One Nations Launch Historic First Nation-led Economic Development Project. A New Hub for Community, Commerce, and Culture.

Chief Gordon BlueSky, chairperson, Treaty One Nations, stated: **This opening is the beginning of something much larger. It's a return to the original spirit and intent of Treaty No. 1, signed 154 years ago.**

A convenience store and gas station offer more than a place to grab a snack or fill the tank; it forms the heartbeat of a community where neighbours gather and run errands. Guided by a vision to build a business that would generate sustainable revenue, a gas station with an integrated convenience store was the clear and strategic choice for the Treaty One Nations' first self-owned development project.

Oodena Gas & Convenience recently celebrated its grand opening after years of planning, consultation, and collaboration with key stakeholders. Owned collectively by the seven Treaty One First Nations and located at 1871 Taylor Avenue, Oodena Gas & Convenience offers competitive fuel pricing and convenience goods to both Status First Nation members and non-Indigenous

customers alike. The new store is the first fully operational, First Nation-owned enterprise to open on the 109 acres of reclaimed lands, which is situated on one of Winnipeg's busiest corridors. Its address number of 1871 symbolizes the year Treaty No. 1 was signed.

In a July 25, 2025, press release, Chief Gordon BlueSky, chairperson, Treaty One Nations, stated: "This opening is the beginning of something much larger. It's a return to the original spirit and intent of Treaty No. 1, signed 154 years ago – a vision where First Nations and newcomers live and work on these lands as partners, not adversaries. We are reclaiming that vision and building it into reality."

Oodena Gas & Convenience operates daily from 7 a.m. to 11 p.m. and offers full service across 16 pumps and two 100 kW Level 3 fast charging stations. After 11 p.m., customers can conveniently prepay at a pass-through window, ensuring safety and efficiency. Plans are already in place to move to 24-hour service.

Indigenous Design, Talent, and Trade

From an aesthetic standpoint, the building's design sets it apart from typical gas stations. The exterior features Luca Bond metal siding in a shifting ocean blue hue that changes with the light, paired with longboard wood finishes that lend a natural, modern feel. The high-quality finishes are a point of pride for Treaty One, reflecting the principle of striving for a higher standard in all that they do.

An Indigenous interior designer collaborated with architects to carefully weave subtle cultural elements into the convenience store's décor, reflecting First Nation culture and values. Signage appears in both English and Anishinaabemowin (the traditional language of the Anishinaabe peoples, also known as Ojibwemowin, Ojibwe, Ojibwa, or Chippewa), for everyday items like ATMs and refrigerators. The logo and colour palette of green, yellow, and blue mirror the Treaty One Nations' >>

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From L to R: **Roman McDougall**; **Austin Prince**; **Felicia Marsden**; Treaty One Business Development Corporation Business **Justin Schroeder**; Oodena Gas & Convenience Store Manager **Tyrell Courchene**; **Trayson Starr**; **Austin Abraham**; **Kiannia Grisdale**; **Aroha BlueSky**

This opening is the beginning of something much larger. It's a return to the original spirit and intent of Treaty No. 1...a vision where First Nations and newcomers live and work on these lands as partners, not adversaries.

Chief Gordon BlueSky

flag, which symbolizes the promise: "As long as the sun shines, the grass grows, and the rivers flow." This promise describes the everlasting nature of the treaty relationship between First Nations, the Crown, and all who call Canada home.

The store's product selection is equally intentional. Merchandise is curated with an emphasis on Indigenous-owned suppliers, Indigenous producers, and local artisans. Shoppers will find a variety of unique products from suppliers throughout Canada.

Oodena Gas & Convenience sources its fuel through Northern Lights Petroleum, an Indigenous-owned distributor that partners with Petro-Canada and Shell, highlighting its commitment to supporting Indigenous businesses throughout the supply chain.

With a strong focus on hiring First Nation community members, Oodena Gas & Convenience employs 25 people. Recruitment efforts included targeted outreach through social media, local Indigenous organizations, and word-of-mouth, resulting in a 25-person workforce that is 96 per cent First Nation peoples, of which 84 per cent are Treaty One First Nation members.

From Land to Legacy

Oodena Gas & Convenience is the result of decades of persistence. The land was part of a 160-acre parcel, previously the Kapyong Barracks military base which was decommissioned over 20 years ago. Following a 20-year legal battle—part of the broader Treaty Land Entitlement process that addresses outstanding land promises made under Canada's historical treaties—109 acres of the lands were repatriated to the seven Treaty One First Nations in 2022. Following a Comprehensive Settlement Agreement with the Government of Canada that outlined

the way the Kapyong lands would be distributed, nearby neighbourhoods were consulted in over 100 meetings to guide its early planning phases and inform the community of Treaty One's vision. While the full site will eventually include retail, office space, and mixed-use residential development, Treaty One Nations deliberately began with Oodena Gas & Convenience because it could develop quickly, provide immediate employment opportunities, and generate revenue to fund future projects.

Financing came through a commercial loan, with Indigenous Services Canada contributing funding for the business case and design. The projected return on investment for the gas station and convenience store is 10 years, and early performance indicates this target is on schedule.



According to Cody Mercer, chief development officer of the Treaty One Development Corporation, feedback from the community has been overwhelmingly positive, particularly regarding customer service. "Customer service is central to our operation's success, and we recognize its importance to building loyalty and repeat business."

Looking to the near future, plans are already in motion to add a single automatic carwash by next spring, with additional automotive services under consideration.

Mercer appreciates the Treaty One Nations' >>



From L to R: Province of Manitoba Manitoba Minister of Natural Resources and Indigenous Futures and MLA for Keewatinook, **Ian Bushie**; Southern Chiefs' Organization Youth Chief **Lacy Bird**; Treaty One Nations Knowledge Keeper Council Representative for Peguis First Nation **Jim Sinclair**; Southern Chiefs' Organization Grand Chief **Jerry Daniels**; Swan Lake First Nation Chief **Jason Daniels**; Treaty One Development Corporation Board Member **Dennis Meeches**; Brokenhead Ojibway Nation Chief **Gordon BlueSky**; Treaty One Nations Chairperson; RRAFN Councillor **Evan Grant Roberts**; Peguis First Nation Chief **Stan Bird**; Treaty One Nation Urban Planner **David Thomas**; Southern Chiefs' Organization Youth Chief **Billy Bird**; Treaty One Development Corporation CEO **Kathleen BlueSky**; Treaty One Nations Director of Operations **Blair Strong**

Every investment we make is about sustainability and future growth. This venture creates immediate revenues while building a foundation for larger-scale economic development across the jointly held Treaty One lands.

Cody Mercer, Treaty One Development Corporation

forward-looking approach, noting, "Every time we complete a project, we look at the next one. Every investment we make is about sustainability and future growth. This venture creates immediate revenues while building a foundation for larger-scale economic development across the jointly held Treaty One lands. It is only the beginning of an exciting future for our Treaty One communities."

While the Oodena Gas & Convenience Store marks only the first phase of a larger vision, it represents far more than a commercial venture.

In the same July 25, 2025, press release, Chief E.J. Fontaine, president of the Treaty One Development Corporation, stated: "Today marks a powerful step forward in economic development and self-determination for our Treaty One Nations. Oodena Gas & Convenience Store is a symbol of opportunity, sustainability, and growth. It reflects our commitment to building a strong, vibrant future for our people, by our people. We're proud to welcome everyone to Naawi-Oodena, where community and commerce meet with purpose."

With its doors now open, Oodena Gas & Convenience is fueling cars, charging batteries, supporting local businesses, and bringing neighbours together. As the first phase of Naawi-Oodena's development, Oodena Gas & Convenience represents a model for First Nation-led economic development and self-determination, combining operational excellence, cultural pride, and community engagement. By integrating strategic planning, workforce development, and supply chain partnerships, Treaty One Nations has created a blueprint for future projects that will foster long-term economic growth and create an inclusive community hub for generations to come. **C**

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.mlbcms.ca.



BY ANGELA ALTASS

AI'S ROLE IN THE BUSINESS OF WASHING CARS

WITH THE RIGHT APPROACH AI CAN IMPROVE EFFICIENCY, CUSTOMER SATISFACTION AND PROFITABILITY.
Fran DeGouveia,
Just Lubes

Is there a place for artificial intelligence (AI) technology in the carwash industry? Some carwash operators are already embracing AI while others are watching and contemplating how or if it fits their business.

"Like any new major shift in technology, there are early adopters who want to figure it out while others are not there yet," says Bobby Thomson, CEO and founder of Retention Express, which offers AI solutions, including voice and chat assistant technology, and live support to businesses. "Given AI's rapid growth and expansion, some operators will want to see how the trials and errors from early adopters determine new ways to do things and where costs are best used to provide the greatest return on investment."

AI can give carwash operators insight into traffic flow, provide speed for solving issues, handle repetitive tasks and collect key data. It

can help with marketing, operations, maintenance, training and sales, says Thomson.

Finding a trusted partner to assist with AI implementation can be "the key to getting it right," says Thomson. "There is a lot of noise around AI in general and you need to filter through it, set proper expectations and understand that the human element is still very relevant. Incorporating AI is no different than hiring employees. You still need to train it, manage it, and provide coaching feedback."

Forms of AI technology have been around carwashes for more than a decade, as evidenced by license plate reader systems, says Nick Bush, CEO, Confinity Robotics.

"Basic implementations of AI will continue and as hardware and computing power improves, more custom-tailored solutions for individual customers and vehicle types will emerge," says Bush. "The ability to target

particularly dirty or hard to reach spots, coupled with feedback on the level of cleanliness, will eventually replicate today's hand detailing process. We will continue to see automation push into the more difficult areas of vehicle cleaning. Before long, organizations who do not employ AI in some way will be at a disadvantage."

By applying the latest technology in the robotics field, Confinity Robotics has developed the world's first robotic vehicle interior cleaning system, says Bush.

"It uses intelligence to create custom cleaning processes on the fly by recognizing the car's make, model year, trim and interior configuration," says Bush. "Each and every cleaning cycle is unique and tailored to the specifics of the vehicle it encounters, and it improves over time."

For general operations, using AI to automate business process workflows and tasks is already underway and will continue to enhance >>

efficiencies at carwashes, says Bush.

"On the vehicle cleaning side, every car on the road is slightly different in its cleaning needs and will benefit from cleaning processes better dialed in to the specifics of each car's shape, size, configuration, age, owner behavior, and product styling," he comments. "Imagine systems that know the best way to clean specific aftermarket rims on your car after it identifies them, or that can adjust its cleaning process to accommodate (and clean) the baby seat in the back of the car. Eventually, AI will help to automatically sense germs or identify heavily soiled spots and focus more energy or time on those areas. Artificial intelligence and advances in perception will enable these trends."

It's important to distinguish between today's common AI systems, explains Bush.

"Digital AI is limited to operations on computers, such as generating text and code, and is quite different than physical AI, which involves sensing, decision-making, and taking physical action," says Bush. "While great advances have been made in both, digital AI is much further along. Physical AI - limited primarily to research labs today - is immature technology. However, it holds the greatest promise for the

carwash industry as a tool for best tailoring the customer experience through its control of machines. Systems built to accommodate these advances in physical AI as they mature will be best positioned to reap their benefits. Currently, the biggest hurdle to adoption is the technology's maturity. It's being used increasingly in general business applications but will require investment and time to develop and implement the tailored solutions needed for the carwash industry, particularly for applications used in conjunction with machinery."

Fran DeGouveia, marketing manager at Just Lubes, uses AI for streamlining tasks like drafting Google review replies, generating content, summarizing documents, analyzing data, and brainstorming ideas.

"It helps improve efficiency and accuracy, allowing me to focus on strategic and creative aspects of my work," says DeGouveia, who recently took the course *Artificial Intelligence for Digital Marketing and Communications* at Humber College.

AI can provide value by standardizing processes, analyzing performance across sites, and identifying areas for improvement, says DeGouveia.

ESSENTIALLY, THE CARWASH BECOMES ONE UNIFIED SYSTEM, WITH AI ACTING AS THE BRAIN THAT DRIVES SMARTER, FASTER, AND MORE PROFITABLE OPERATIONS.

Meddy Ali, Hello Wash

"The key is choosing the right AI solutions that fit the scale and goals of the business," she states. "With the right approach AI can improve efficiency, customer satisfaction and profitability. However, there are also challenges. Implementing AI requires upfront investment in technology and training. There may be resistance to change among staff and ensuring data privacy and accuracy is critical. Not all AI solutions are one-size-fits-all and finding the right tools for your specific business needs can take time. Overall, the benefits can outweigh the challenges when AI is used thoughtfully and strategically."



KEYNOTE: TIM TEBOW

College Football analyst for ESPN and SEC Network, the author of five New York Times bestsellers, including *Shaken, This is the Day*, and the children's book *Bronco and Friends: A Party to Remember*. He is the founder of the Tim Tebow Foundation — dedicated to bringing faith, hope and love to those needing a brighter day in their darkest hours of need. Prior to his current endeavours, Tim was an NFL quarterback, a two-time NCAA nation champion, Heisman Trophy winner and College Football Hall of Fame inductee.

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There has never been a better time for carwash operators to embrace AI, says Meddy Ali, founder and CEO of Hello Wash, which helps carwash customer service teams use AI to automate over 70 per cent of their phone calls. The company is also developing an AI-powered sales assistant designed to help carwashes increase membership sales and give managers insight into team performance.

"AI is a tool, a powerful one, that, when used correctly, can make your team significantly more efficient," says Ali. "At Hello Fresh, our approach is built on the simple belief that AI will never replace humans; it's here to empower them."

Currently, AI plays a key role in improving efficiency across various aspects of carwash operations, from customer service and sales to management, scheduling, and maintenance, says Ali.

"For example, AI-powered camera systems can detect pre-existing vehicle damage before a car enters the wash, helping to automatically reject false damage claims, saving staff time and resources," says Ali. "Looking ahead, I envision AI becoming the central intelligence system that connects every part of the carwash, from the customer experience to backend operations. AI will be able to make real-time decisions based on data. Imagine a car entering the wash

AI IS A POWERFUL TOOL — NOT A REPLACEMENT. USED CORRECTLY, IT EMPOWERS TEAMS, BOOSTS EFFICIENCY, AND FREES PEOPLE TO FOCUS ON WHAT MATTERS MOST.

Meddy Ali, Hello Wash

and the system immediately recognizing when it was last washed, how dirty it is, and calculating the exact amount of water and chemicals needed for a spotless result. It could also assess coverage, identify which system components need maintenance, and automatically trigger reordering of parts. Essentially, the carwash becomes one unified system, with AI acting as the brain that drives smarter, faster, and more profitable operations."

Ali notes the following examples of ways that AI can help carwashes:

- "First, it takes care of the repetitive stuff, answering the same questions over and over, logging tickets, basic scheduling, things like that. That means your team can focus on real customer issues or in-store operations instead of wasting time on the phone all day.
- Second, it helps reduce costs. We've seen teams shrink their support load by over 70 per cent just by letting AI handle the common stuff. That means fewer people drowning in calls and more bandwidth to grow the business.
- Third, it gives insight. You can actually see what customers are asking about, what they're unhappy with, and what's working, because AI can break all that down for you without you needing to dig for it.
- And finally, it sets you up to scale. Whether you've got one location or 100, AI can help you grow without needing to triple your staff. That's the beauty of it."

There are some challenges when it comes to AI and Ali says the biggest one is mindset.

"A lot of people expect AI to just show up, plug in, and instantly fix everything, but that's not how it works," he says. "Every carwash is different. There's no one-size-fits-all solution. The smart move is just starting the conversation, looking at where your team is spending too much time, where customers are getting stuck, and asking if AI can help. Most of the time, the answer is yes."

The carwash space is just starting to scratch the surface of what's possible with AI, says Ali, stressing that "there is a huge opportunity for operators to get ahead now, before it becomes the norm across the industry." **■**



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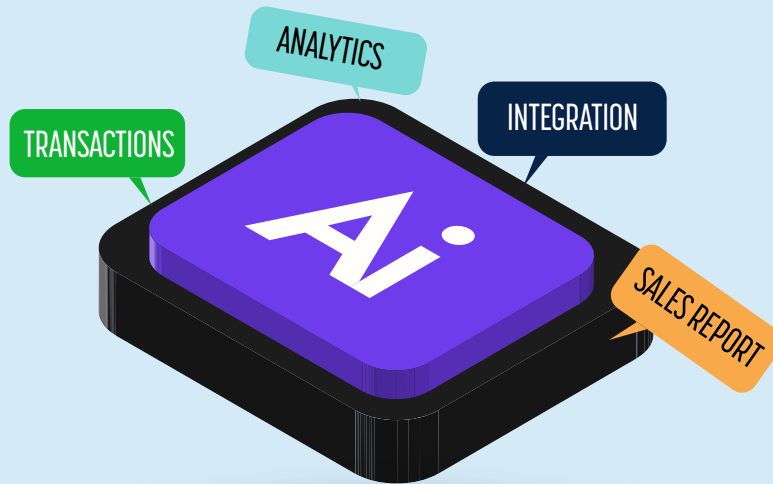


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Identify underperforming products

Generate

BY ELIE Y. KATZ

HOW AI PRODUCT RECOMMENDATIONS ARE CHANGING THE GAME FOR INDEPENDENT RETAILERS

Machine Learning Brings Enterprise-Level Insights to Small Business Inventory Management

Artificial intelligence is transforming how independent retailers manage their inventory. By integrating AI-powered recommendation systems into point-of-sale technology, small retailers now access the same data-driven insights that once belonged exclusively to major chains. This shift fundamentally changes how smaller businesses compete.

Transaction Data Becomes Strategic Intelligence

Every sale generates valuable information through modern POS systems. For years, independent retailers collected this data without practical ways to analyze it. Small business owners couldn't afford the analytics platforms or data scientists that larger competitors employed.

AI changes this equation. Machine learning algorithms process transaction histories automatically, producing clear inventory recommendations.

Store owners receive specific suggestions without needing technical expertise. The intelligence works quietly within existing POS systems, analyzing patterns and delivering insights through familiar interfaces.

Moving Past Yesterday's Sales Reports

Traditional inventory planning looks backward – examining last month's sales, seasonal patterns from previous years, or quarterly performance. While historical data provides context, it misses emerging trends and real-time market shifts.

AI recommendation engines analyze multiple factors simultaneously: Location demographics, purchase timing, customer behavior patterns, and performance data from comparable stores. This comprehensive analysis reveals opportunities that standard reports overlook.



AI RECOMMENDATIONS HELP RETAILERS IDENTIFY UNDERPERFORMING PRODUCTS BEFORE THEY BECOME FINANCIAL BURDENS.

Consider a convenience store in a changing neighbourhood. Traditional metrics might not flag shifting demographics until sales patterns have already changed significantly. AI detects these transitions early by comparing local purchasing behaviours with similar demographic areas elsewhere, allowing store owners to adjust inventory before missing sales opportunities.

Precise Recommendations Drive Better Decisions

AI systems provide specific, actionable guidance rather than general suggestions. These platforms identify exact products to stock, optimal quantities to order, and competitive price points based on local market conditions.

This precision proves especially valuable for seasonal planning. Rather than following generic seasonal calendars, AI recognizes patterns unique to each store's location. A retailer might discover their Halloween candy sales peak 10 days earlier than regional averages, or that certain beverages sell three times faster on game days than typical weekends.

Converting Dead Stock into Revenue

Slow-moving inventory ties up capital and occupies valuable shelf space. AI recommendations help retailers identify underperforming products before they become financial burdens. By suggesting proven alternatives with higher turnover rates, these systems help convert stagnant stock into profitable merchandise.

The financial benefits multiply over time. Retailers following AI-guided recommendations consistently report better inventory turnover ratios and lower carrying costs.

These improvements translate directly into stronger cash flow and higher profit margins.

Small Retailers Gain Big-Chain Analytics

Major retail chains employ entire teams for product optimization and pricing strategy. Independent stores traditionally relied on personal relationships and market intuition. While these remain valuable, AI provides the analytical depth previously exclusive to corporate retailers.

By aggregating anonymized data across networks of stores, AI platforms offer insights into regional trends, emerging product categories, and successful pricing strategies in similar markets. A single-store operator gains visibility that once required corporate-level resources.

Seamless Integration Ensures Adoption

Successful AI implementation doesn't disrupt daily operations. The best recommendation systems integrate directly into existing POS workflows. Employees see suggestions within their regular screens and processes. No special training required, no additional complexity added.

This smooth integration extends to vendor negotiations. When retailers present data-backed insights to suppliers, they negotiate from informed positions. They can demonstrate why certain products deserve better pricing or terms based on proven local demand patterns.

Technology Enhances Human Judgment


AI excels at pattern recognition and prediction, but it doesn't replace merchant expertise. Successful retailers treat AI insights as sophisticated input for decision-making, not absolute directives. The technology identifies opportunities; experienced retailers determine which recommendations fit their specific circumstances.

This collaboration between artificial intelligence and human judgment creates optimal inventory strategies. Store owners maintain their market knowledge and customer relationships while benefiting from data-driven validation of their decisions.

The Path Forward

AI recommendation capabilities will continue advancing. Future systems will likely incorporate weather forecasts, local event schedules, and economic indicators to further refine suggestions. Real-time competitive pricing data and supply chain insights may also factor into recommendations.

For independent retailers today, the question isn't whether to adopt AI-powered recommendations, but how quickly to integrate these tools. In an industry where small margins determine success and competition grows fiercer each year intelligent use of AI represents a crucial advantage.

The technology exists today. Transaction data flows continuously through POS systems. Success now depends on retailers' willingness to embrace the insights that artificial intelligence can extract from their daily operations. 

Elie Y. Katz is the president and CEO of National Retail Solutions (NRS), which operates thousands of point-of-sale terminals across the United States and Canada, offering NRS Pay credit card processing and business cash advance funding to small and mid-sized independent retailers. For more information, visit nrsplus.com or call (888) 541-1073.

A close-up photograph of a person's hands and arms as they work. They are wearing a dark blue long-sleeved shirt and a gold-toned watch with a dark face. They are holding a tablet in their left hand and a laptop in their right. Both devices display complex data dashboards with various charts, graphs, and tables. The background is blurred, showing an office environment with a plant and other equipment.

UNIFIED
PLATFORMS
BREAK DOWN
SILOS, SPEED
DECISIONS, AND
KEEP EVERYONE
WORKING FROM
THE SAME,
ACCURATE DATA.

BY BRENT PUZAK

UST MANAGEMENT ISN'T ABOUT TANKS, IT'S ABOUT TEAMS

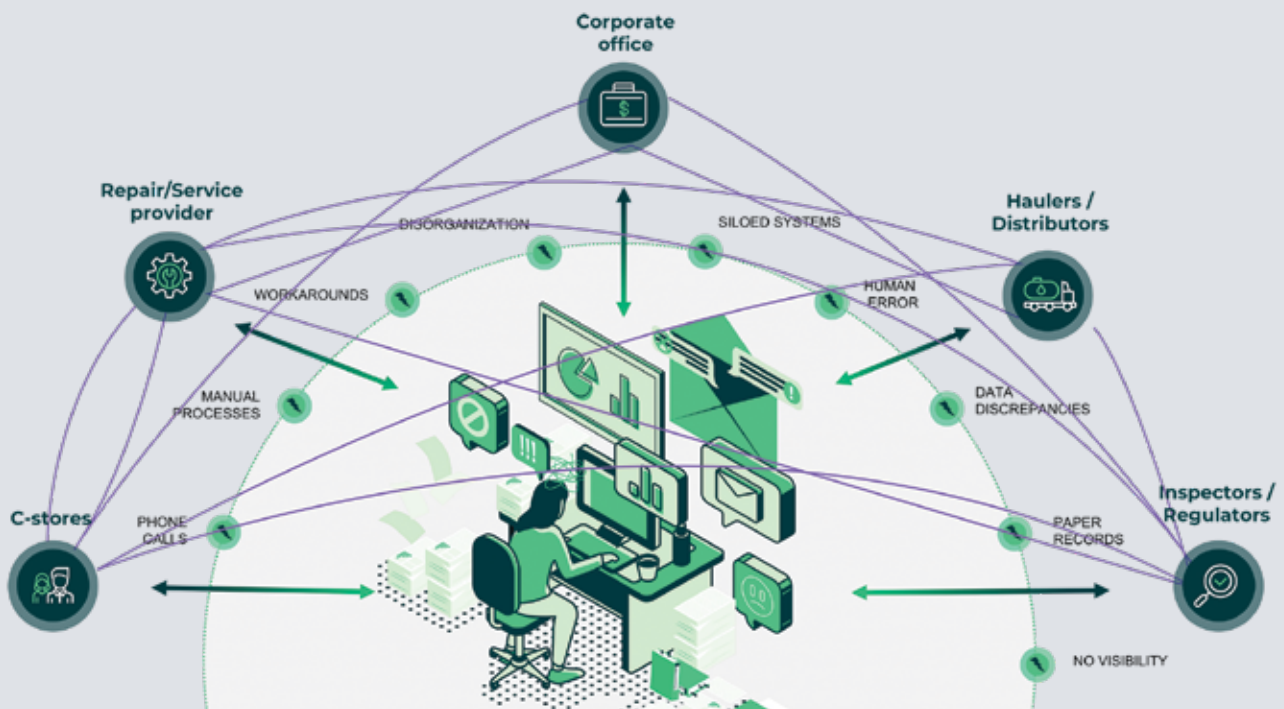
SCATTERED DATA
KEEPS TEAMS IN
THE DARK, SLOWS
DECISIONS, AND TURNS
SMALL PROBLEMS INTO
COSTLY ONES.

Walk into too many fuel operations today and you'll still find UST compliance records tucked away in binders, fuel levels tracked in outdated spreadsheets, and maintenance issues relayed by phone. Others have taken a step forward with point solutions – tools that poll inventory or capture compliance data – but because they don't integrate with the broader UST management picture, they create just as many data silos.

In both cases, everyone is doing their best, but they're doing it blindly.

This is still the reality for much of the industry, even as regulations tighten, margins shrink, and technology has advanced far beyond these tools. Scattered data keeps teams in the dark, slows decisions, and turns small problems into costly ones, masking the tangible impact your USTs have on profitability, compliance, and performance.

The cost of that blindness? Minor issues that could have been resolved in hours turn into costly emergencies.



Variance losses climb into the thousands per site, per year. Opportunities to improve uptime or reclaim fuel vanish simply because no one had the full picture in time.

The Real Cost of Data Silos

Operators know this pain firsthand. A delivery shows up short, but the paperwork “matches up.” An ATG alarm gets cleared, but the underlying issue persists until it takes a site offline. Finance, maintenance, and fuel teams all compare notes, but they’re comparing different versions of reality.

The truth is, everyone thinks they’re right but from their own limited view. Fragmented systems force teams into silos. By the time a problem is recognized, teams are reacting to yesterday’s problems instead of preventing tomorrows.

Titan Cloud’s analysis of more than 65,000 tanks shows operators using manual or disconnected methods take 40 per cent longer to find and fix variances than those on a unified platform. That time gap directly translates to lost revenue and higher costs. Variance losses alone can range from \$3,000 to \$15,000 per site per year.

Leaking tanks don’t just bleed fuel; they threaten the bottom line. Cleanup efforts can easily exceed six figures per site, and regulators may levy daily fines of up to \$25,000 for noncompliance.

“When operators are stuck with disconnected tools, every team is looking at different versions of reality,” said Paul Lauinger, SVP of sales North America at Titan Cloud.

“The fuel operators who are moving fastest today are the ones who’ve unified their data. They’re acting on a single source of truth, solving problems faster and protecting their margins in a way their competitors simply can’t.”

Tank Charts: Small Errors, Big Impact



At the heart of inventory management is the tank chart. It’s supposed to tell you how much liquid is in the tank based on height. But real-world tanks don’t behave like perfect cylinders. They tilt, they warp, and they hide welds, pipes, and pumps that throw off volume calculations.

A two to three per cent error may not sound dramatic, but in fuel operations, it adds up quickly. That margin can mean the difference between spotting a leak in hours or in

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FOR YEARS, UST MANAGEMENT HAS BEEN LITTLE MORE THAN A COMPLIANCE CHECKBOX... WITH TODAY'S UNIFIED, INTELLIGENT PLATFORMS, OPERATORS ARE TURNING COMPLIANCE INTO A COMPETITIVE EDGE.

weeks, or between reconciling a delivery and eating the loss. Over time, these small errors add up to significant variance and hidden losses.

Unlike traditional tank charts that rely on a handful of measurement points, digital or fine-grain tank charts use tens of thousands of data points to map the true shape and behaviour of the tank. This level of precision, measuring volume changes down to the micro-litres, provides:

- Delivery accuracy within ± 0.7 per cent
- Variance detection within ± 0.9 per cent
- Faster identification of anomalies such as leaks, theft or meter drift

By making tank behaviour visible at this level of detail, operators gain a much stronger foundation for inventory management. Ultimately, digital tank charts deliver more than better data. They elevate inventory precision into a core driver of profitability, compliance, and performance.

Connecting the Dots Through a Platform Approach

Tank charts solve part of the puzzle, but the real gains come when everything is connected – inventory data, deliveries, meters, compliance records, and environmental factors – into a single platform. When that happens, operators finally see what's happening. And the payoff is measurable:

- A retail chain, one buried in spreadsheets, cut delivery variance by 60 per cent and grew site-level sales by three per cent after anomalies were flagged automatically.
- Another retailer reduced investigation costs by more than half by quickly distinguishing between leaks, theft, and calibration issues, eliminating costly false investigations.
- Operators applying centralized alarm management cut ATG alarm-related downtime reduced by up to 75 per cent, adding an average of 8,175 liters (~2,160 gallons) sold – or \$648 in profit—per incident.



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REVENUE STREAMS.

The Choice Every Operator Faces

As a busy fuel operator, you can keep piecing together siloed tools, accepting the cost and risk that come with them. Or you can modernize with a unified platform that delivers visibility, control, and agility at scale.

In UST management, seeing the whole picture makes the difference between running the business and letting the business run you. The operators who choose integration and real-time insight will be the ones shaping the pace, protecting margins, and defining how the industry operates in the decade ahead. **U**

Brent Puzak brings 30 years of industry experience to Titan Cloud as a senior solutions consultant. He led environmental shared services for a global retail chain with over 9,000 locations, moving through numerous leadership positions. Brent's diverse background and knowledge allow him to take a strategic approach to addressing complex industry challenges. brent.puzak@titancloud.com and +1 (904) 219-7170.

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Breaks or rest periods maintain employee productivity, reduce stress, prevent burnout and can contribute to a healthy workplace culture. Legal issues can arise when employees do not receive adequate or uninterrupted breaks.

BY RENEE BOYDA



EMPLOYEE BREAKS: EMPLOYER RESPONSIBILITIES AND COMMON CHALLENGES

Given that breaks are essential for supporting employee well-being and are mandated by law, they should be recognized as a vital component of every workday.

Both federal and provincial legislation govern break laws for employees. *The Canada Labour Code* sets the minimum standard of an unpaid 30-minute break for every five consecutive hours of work. The provinces and territories cannot offer less than this minimum standard, with the majority providing exactly that. Newfoundland, however, provides for a more generous break of one hour unpaid after five hours of work. Employers can decide when breaks are taken to suit their business needs, but breaks must occur within the first five hours of work. If an employer requires an employee to remain at their disposal during the employee's break, then the employer must compensate the employee for that period. Additionally, employers can encounter a host of other issues surrounding breaks, each of which require swift and careful handling:

1. Outdated workplace policies: Employers must review and update their workplace break policy to comply with current legislation,

which can vary among the provinces. Once updated the policy must be clearly communicated to staff so that they fully understand their break entitlements and responsibilities.

2. Inadequate staffing or excessive workloads: Employers must continuously assess workloads and staffing needs. Do not ask or allow employees to skip their breaks as this can quickly lead to burnout, decreased productivity, and potential violations of employment laws. Instead, you should consider hiring additional staff, either temporarily, part-time, or through contingent staffing solutions, to fill labour gaps to enable breaks without disrupting operations.

3. Modified break schedules due to accommodation: Some employees may have medical conditions that require them to take breaks more frequently or for longer durations. Be sure to have a process in place to handle requests for reasonable accommodation, including accommodation related to breaks.

4. Employees who abuse breaks: Ensure that you have documented instances with dates and times for reference, then have a private,



BREAKS OR REST PERIODS MAINTAIN EMPLOYEE PRODUCTIVITY, REDUCE STRESS, PREVENT BURNOUT AND CAN CONTRIBUTE TO A HEALTHY WORKPLACE CULTURE.


non-confrontational conversation with the employee. Allow the employee a chance to explain – there may be valid reasons such as health issues that may require an accommodation plan. Remind the employee of the break policy and clarify consequences of further violations. Monitor the situation and if the problem continues, then follow disciplinary procedures. Encourage all staff to respect break times and be sure to lead by example. Always approach this problem consistently and act quickly.

5. Employees who refuse to take breaks:

Not only do these employees experience a higher level of stress and lower productivity, but the employer may also have to pay overtime. All jurisdictions have a daily and weekly cut-off for normal work hours, and anything beyond those totals must be paid with overtime rates, regardless of whether the employee has permission to work extra time. If you have an employee who refuses to take their breaks, you must explain the break policy and why it is important. If they continue to work through their breaks, you must document the conversations and any warnings given and follow discipline procedures. Employers should be proactive with employees and ensure employees

take breaks for compliance and well-being, using progressive discipline if the refusal persists.

There are very few legal exceptions where an employer can postpone or cancel an employee's break. According to legislation, an employer can only postpone or cancel an employee's break if it is necessary due to a situation that the employer could not reasonably anticipate and threatens the life, health and safety of a person; threatens to damage property; creates the loss of property or creates a serious and significant interference to the operations of the workplace. The key is that the situation is exceptional, unforeseen, imminent and severe. For example, if an employer is experiencing a continuous labour shortage, this would not be considered an exception as it is a predictable, ongoing condition that would not warrant the cancellation of a break under current legislation.

To conclude, employers must navigate their legislative responsibilities carefully, including legal exceptions and accommodations, to ensure compliance and address individual employee needs effectively. Employers have a clear legal duty to ensure employees actually take their entitled breaks and must establish and enforce clear workplace policies, monitor compliance, provide breaks without interruption, and ensure that if employees must be available during breaks, this time is paid appropriately. Failure to comply with legislation may damage the employer's reputation, result in employee complaints or claims, and create potential legal liabilities related to workplace rights. Thus, employers should actively promote a culture that respects break periods to protect employee well-being, maintain productivity, and comply with legal obligations. If you need any assistance navigating this issue, or for any other HR assistance, please reach out to us at Legacy Bowes. We are here to help you! 

Renee Boyda is a human resources consultant with Legacy Bowes. She is a CPHR candidate, received her Bachelor of Arts in Sociology from the University of Manitoba, and received both Human Resource Management and Management Development Certificates with Honours from Red River College. She is focused on building HR structures and processes to create consistency and fairness in workplaces across Canada. Renee is a proud Metis, with over 12 years of human resource experience in both union and non-union environments. She can be reached at (204) 947-5525.

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PREPARING FOR THE UNEXPECTED

BY TOM HART

Emergencies don't give you advance notice. They never ask, "is now a good time?"

They show up with vengeance and demand immediate attention. The next step you take can mean the difference between a close call and a deadly consequence.

I've often felt that the key to successful outcomes when it comes to safety is to prepare people for the unexpected. In a world full of distractions, the most important conversations can fail to take place.

While working in a convenience store for eight years, three of those as a store manager, you are constantly problem-solving throughout the day—filling a shift that just opened up, an out-of-stock recovery of a key item, or getting to the bottom of an unexpected inventory loss. But we can also be faced with a breakaway pump, a sudden fire, a rapidly expanding fuel spill, or a slip and fall that lands you in a lawsuit.

The question each operator should ask is: If my frontline team member is faced with any of these situations, are they prepared?

Let's take a look at just a few of the unexpected situations we may face in convenience and fuel.

Breakaway Pump:

It happens. A customer gets distracted, checks

their phone, jumps in the seat, and off they go. One problem. The nozzle is still in their tank. This takes some quick actions by the employee:

- Immediately follow the station's instructions to stop the flow of fuel.
- Block off the pump area with caution cones with an out of order boot or sign.
- Move the pump hose safely to the pad or cradle – do not try to reconnect it or move it to another area. The hose may still have some fuel in it.
- If a spill has occurred, follow the fuel spill procedures.
- Notify management and maintenance for repair.
- If the driver stops, obtain their information for insurance purposes. Ideally fill out an incident report.

Sudden Fire

A sudden fire can cause serious injuries or even have deadly consequences. Understanding the proper steps to safely handle fire hazards is important in any business, but essential when you are selling fuel.

- Create a fire safety plan and review it with every employee regularly.
- Have your detection equipment maintained

and tested.

- Inform your team members of the location of the emergency fuel shutoff and the circumstances of when it should be activated.
- Provide awareness of the type of fire extinguishers and their purposes:
 - Class A contains water for common fires such as trash and wood
 - Class B holds dry chemicals for gas, paints and solvents
 - Class C for electrical fires
 - Class K is for fires often referred to as kitchen fires – for cooking oils and grease

A sudden fire creates a sense of panic. Knowing what to do can lead to better decision making.

Fuel Spill

Fuel spills can have serious consequences if left uncontained or improperly handled. The best practice for fuel spills is to follow four fundamental steps:

- Control: If you are not able to stop the flow of the spill or leak, use the emergency shutoff or follow store procedures in shutting down fuel to the pump.
- Contain: Place cones to control the flow of traffic and booms to keep the spill from spreading.



ONE OCCURRENCE OF A PREVENTABLE SLIP AND FALL CAN MEAN THOUSANDS OF DOLLARS IN A POTENTIAL LAWSUIT.

- **Clean Up:** This often involves absorbent materials or using a spill kit provided to each location. How to dispose of these materials after drying the spill is often regulated. Inform your team members of their responsibilities.
- **Communicate:** Contact your supervisors, or in some cases you may be required to report the incident to authorities depending on the size of the spill.

Slips and Falls

Selling fuel means large parking lots, potential potholes, and slick surfaces. One occurrence of a preventable slip and fall can mean thousands of dollars in a potential lawsuit. Being proactive in preventing incidents takes an alert frontline team.

- Encourage employees to report unsafe conditions immediately.
- Set an expectation of turnaround time for safety work orders.
- Create a checklist for supervisors to routinely look for potential safety hazards – if it can be improved at store level, do so immediately
- Create a regular task for employees to check lighting and exterior conditions throughout their shift, even while completing other activities

Summary

These might all seem like simple, reasonable expectations to have for employees. I would agree! But they don't happen on their own.

So, the next time you visit a store and engage an employee, ask yourself: Did I prepare them for the unexpected?

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*Tom Hart has worked in the convenience world his entire career. He began as a stock clerk in Buffalo, NY and eventually became chief operating officer of Store 24, a chain of 90 convenience stores in Boston, Massachusetts. After almost 30 years on the retail side of convenience, he started to consult with operators and founded a software company, Dashboard Advantage, to help operators improve store execution. He is the author of the book, *Life in Moments*, where he shared the valuable lessons learned inside the four walls of a convenience store that carried him throughout his life. He is currently senior account executive, business development, for 360training.*



RECLAIM SYSTEMS FOR HIGH-CAPACITY CARWASHES: A COMPARATIVE LOOK AT PERFORMANCE, TECHNOLOGY, AND THE PATH FORWARD

BY MICHAEL GORDON

Modern carwashes are no longer judged solely on speed, shine, or customer experience. Increasingly, water stewardship is at the forefront of operational strategy. For a 135-foot conveyor tunnel washing 150 cars per hour, the math is staggering: at ~145 gallons per vehicle, that's more than 26,000 gallons of water every hour. Without recycling, not only would the utility costs be crippling, but environmental compliance and community acceptance would be jeopardized.

Fortunately, reclaim water systems have become essential. By capturing 100 per cent of runoff (excluding carry-off) and treating it for reuse, operators can recycle roughly 20,700 gallons per hour in high-volume sites, slashing freshwater use and sewer discharge by 60–85 per cent.

The goal is clear: Reclaim systems must deliver water of sufficient clarity (below 50 NTU turbidity) and safety so it can be reused in nearly every stage of the wash except the final spot-free rinse. Achieving this requires more than tanks and pumps – it demands integrated solids

separation, biological or chemical oxidation, and odor management.

Core Requirements for High-Capacity Reclaim

To meet the needs of tunnels processing 500–1,500 cars per day, reclaim systems must be engineered with precision. Essential design criteria include:

- **Hydraulic Capacity:** Handling 150–200 GPM, often with multiple pumps or treatment lines.
- **Settling Volume:** At least 4,500–6,000 gallons of in-ground pits, typically arranged in a three-stage series for mud, oil, and clarified water.
- **Solids Separation:** Hydrocyclone filters that remove particles down to ~5 microns, protecting pumps and nozzles.
- **Oil & Floatables Removal:** Dedicated compartments or coalescing media to skim oils and waxes.
- **Odor & Organic Control:** Aeration, ozone, UV, or biological treatment to prevent anaerobic conditions



Tip for Operators:

For maximum performance, pair reclaim systems with microbial additives and nanobubble oxygenation. This combination reduces sludge buildup, improves turbidity, and enhances odor control—especially in high-organic or high-volume wash environments.

For more information on Nobubble technology visit Chemical Reduction Solutions at www.chemicalreductions.com or Molear, www.Molear.com for more information.



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- **Robust Construction & Maintenance:** Heavy-duty pumps, automated controls, and tanks designed for easy sludge removal every three to six months.

These design principles are grounded in Stokes' Law, which governs how particles settle under gravity. By slowing flows and ensuring retention time, reclaim pits allow sediments, waxes, and road grit to separate naturally before finer polishing steps.

Conclusion

Car wash reclaim systems are no longer a "nice to have"—they are a cornerstone of profitable, sustainable operations. Whether you choose the simplicity of SoBrite, the automation of PurClean, the biological purity of Aqua Bio, the scalability of Velocity, or the customization of Con-Serv, the industry has proven solutions for every tunnel size and budget.

The next wave will not only reclaim water but restore it to a higher standard, leveraging microbiology and nanotechnology to ensure cleaner washes, happier customers, and a lighter environmental footprint.

For further technical details, see the full comparative analysis by BioTech Solutions at www.biotech-solutions.ai or call (931) BIO-TECH. 

Michael Gordon is the chief innovation officer, BioTech Solutions and can be reached at mike@arcadianchemistrysolutions.com



PART II

BY LINDA THOMPSON

PREPARING YOUR GAS STATION FOR SALE WHAT YOU NEED TO KNOW

Once you've made the decision to sell your gas station, the most important step is preparation. Selling a station isn't just about listing it – it's about making it buyer-ready. This process can take several months or even longer, especially if there are operational, environmental, or financial issues to address.

Far too many business owners wait until they're forced to sell – due to health, burnout, or declining performance – and by then, they're at a disadvantage. But with smart planning and a clear strategy, you can take control of the outcome and maximize your sale price.

1. Start with an Honest Assessment

Before listing your business, step back and take a hard look at both yourself and your business.

Ask Yourself:

- **Are you emotionally ready to walk away?**
- **Is your business operationally and financially ready to pass to a new owner?**
- **Are there unresolved problems that would concern a buyer?**

You can't fix everything – but the more you can address before going to market, the better your negotiating position will be.

2. Timing Is Everything

Choosing the right time to sell depends on both personal and market factors.

- **Are market conditions favourable? Selling during a strong market with high demand and low interest rates can drive higher offers.**
- **Can you still grow the business? Boosting sales volume or store performance can significantly raise your valuation—but only if you're willing to put in the work.**
- **Would that time be better spent on your next chapter? Only you can make that call.**

Remember: Selling takes time. From the moment you start preparing to the final sale closing, expect six–12 months or more.

3. Keep the Business Performing

Buyers pay for performance. Even if you're planning to sell, keep running your business at peak efficiency:

- **Cut unnecessary costs and control expenses.**
- **Maintain clean and up-to-date financial records.**
- **Continue investing in customer relationships and service.**
- **Keep the operation smooth and not overly dependent on you**

A declining business signals red flags; a well-run, growing business commands a premium.

4. Environmental Readiness

Environmental due diligence is unavoidable in a gas station sale. Buyers (and their lenders) will require:

- **Phase I and II environmental site assessments**
- **Tank and line precision testing**
- **Proof of compliance with local, provincial and federal regulations.**

Hiring an environmental consultant early helps you get ahead of potential issues and shows buyers you're serious and transparent.

5. Clarify Your Goals for the Sale

Your goals will shape the structure and negotiation of the deal. Consider:

- **Maximizing financial return**
- **Is price your main objective?**
- **Ensuring continuity**
- **Do you care about your employees or legacy continuing after you leave?**
- **Making a clean break**

Do you want to walk away immediately – or stay involved short-term?

Being clear on your goals helps you and your advisors tailor a sale strategy that fits your needs.

6. Assemble the Right Team

Selling a gas station involves multiple moving parts. Build a team of trusted professionals to guide you:

- **Accountant** – Prepares financials, identifies tax strategies, supports due diligence.
- **Lawyer** – Manages legal documents, negotiates agreements, ensures regulatory compliance.
- **Environmental Consultant** – Assesses site condition, helps mitigate risks.
- **Business Valuator** – Establishes market value and identifies ways to improve it.
- **Banker** – Assists with financing solutions or business investment prep.
- **Commercial Realtor** – Markets the property, helps stage the site, and brings in qualified buyers.
- **Specialized Advisor** – Teams like Fuel Partners offer deep industry knowledge and buyer networks.
- **Financial/Estate Planner** – Helps structure your post-sale finances. Firms like Cornwall Wealth Management specialize in small business succession.

SELLING A STATION
ISN'T JUST ABOUT
LISTING IT – IT'S
ABOUT MAKING IT
BUYER-READY.

7. Organize Financials and Documentation

Buyers will want full visibility into your business's performance. Be prepared to present:

- Financial statements (three+ years)
- Profit and loss statements and tax returns
- Cash flow projections
- Operating expenses and payroll
- Maintenance logs and warranty records
- Lease agreements and vendor contracts
- Environmental reports and permits

Work with your accountant to ensure everything is accurate, current, and buyer ready.

8. Maximize Curb Appeal

Just like selling a house, first impressions matter.

- Deep clean all areas: Pumps, store, bathrooms, office, and backroom.
- Remove clutter and expired or dusty stock.
- Repair or replace worn signage and fixtures.
- Upgrade lighting and paint if needed.
- Make sure landscaping is neat and welcoming.

These simple upgrades can help buyers see potential—not problems.

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9. Ensure Operational Readiness

Buyers want a business that can function without you. Focus on:

- Well-documented operating procedures
- Clear staffing plans
- Reliable and well-maintained equipment
- Updated employee records and job descriptions

Fix any operational gaps that could raise questions about continuity.

10. Get a Valuation—But Understand Its Limits

Understanding your business's value helps you set realistic expectations.

You can start by:

- Reviewing comparable gas station listings in your area
- Evaluating location, land value, traffic volume, and fuel sales
- Assessing store performance and added services (e.g., car wash, QSR, propane)

Common Valuation Methods:

- Earnings-Based – Focused on historic profits and future cash flow.
- Market-Based – Uses comparable sales and EBITDA multiples.
- Asset-Based – Subtracts liabilities from total business assets.

Important: A valuation is only a starting point. True market value is determined by actual buyer demand during the sale process.

"Price is what you pay. Value is what you get." – Warren Buffett

11. Identify Potential Buyers

Consider who might buy your business:

- Family members
- Key employees or managers
- Competitors or industry players

- Private equity groups
- Independent entrepreneurs

To find buyers, leverage:

- Fuel Partners' extensive industry network
- Commercial real estate brokers
- Online listing platforms (e.g., Kijiji, BizBuySell)
- Word of mouth through your professional network

Final Thoughts: Start Now, Not Later

The biggest mistake owners make? Waiting too long to start planning.

Selling your gas station isn't just a transaction – it's a transition. With careful preparation, a strong team, and a clear sense of your goals, you can take control of the process and walk away with confidence.

Ready to take the next step?

Download our free Gas Station Sale Checklist or contact our team at Fuel Partners for a confidential consultation. Let's get your business ready to shine in the eyes of the next owner.

Stay tuned for our next article: **Navigating Due Diligence and Closing the Deal.** 

Linda Thompson is the managing partner at Fuel Partners, a boutique consultancy focused on the retail fuel, carwash, and convenience channel. With over 25 years of industry experience, she brings unmatched practical insight to every client engagement. She is known for her hands-on approach, deep market knowledge, and unwavering commitment to maximizing value.

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BY STEVE STEWART

ASK THESE FIVE QUESTIONS TO GET THE MOST OUT OF YOUR INDUSTRIAL FUEL DISPENSING EQUIPMENT

In the grand scheme of things, traditional c-store fueling accounts for only a small segment of Canada's overall fueling needs. A significant portion of refueling takes place in the vast, remote areas across the country, where traditional fueling infrastructure is scarce or non-existent.

The reliability of fueling equipment in these areas transcends mere convenience. Remote fueling systems are vital to safety, operational continuity, and economic vitality. They are essential to keeping Canada's most far-reaching and demanding sectors running smoothly: national defense, emergency response, agriculture, oil and gas, and forestry, to name a few.

So critical is the reliability of remote fueling equipment to national productivity, public safety, and social well-being that when a single component fails or causes a critical fueling error to occur, it can be like removing a key block in a game of Jenga. The balance tips, operations falter, and the entire structure of logistics and output begins to sway.

Take aviation, for example. Remote airfields are crucial for connecting communities in Canada's expansive and often inaccessible geography. A disruption in aviation fueling at a remote airstrip can isolate a community, delaying critical goods, services or even emergency response efforts.

Beyond aviation, mining operations face similar systemic risks. As key economic drivers, these sites depend heavily on uninterrupted fueling. Disruptions can halt production, triggering a chain reaction that affects contractors, suppliers, and the surrounding communities that rely on mining activity. The resulting instability ripples through regional economies and supply chains, further highlighting the critical importance of reliable fueling infrastructure.

>>

While keeping the economy moving forward is certainly important, the dependable supply of fuel plays an even more crucial role at the community level. With most of Canada's remote communities relying on generators for electricity and heating, a consistent supply of diesel and fuel oil is necessary to keep people safe, commerce flowing, and maintain the quality of life.

Rising to the Remote Fueling Challenge

To address the unique challenges facing fueling operations in Canada's remote areas, leading manufacturers are engineering solutions that place reliability and equipment longevity at the forefront. From rugged tank truck components to CSA B139 Series code-compliant aboveground storage tank infrastructure, each piece of equipment used in every stage of downstream fueling must be engineered to minimize service disruptions.

When it comes to industrial-grade fuel dispensing equipment, there are specific performance and system optimization factors to consider. With that in mind, here are five questions OPW Retail Fueling recommends operators of remote fueling applications ask their equipment supplier to ensure the fuel dispensing equipment they install will enhance reliability, improve safety and simplify maintenance and repairs.

What design features help fuel dispensing equipment withstand harsh operating conditions?

Extreme cold, heavy precipitation and high winds are all inherent to Canadian weather. Therefore, fueling system equipment needs to be engineered to perform in a wide range of temperatures, prevent corrosion and withstand dust and debris.

Adapting equipment to prevent damage from contact with rough surfaces is also essential. For example, utilizing counterweight or spring balance hose retractors to keep excess hose off the ground and out of the way prolongs hose life and prevents hazardous operating conditions. Nozzles that include drag lugs protect the nozzle when it is dragged across abrasive surfaces. Nozzles outfitted with dust caps help keep the spout clean.

How is the equipment designed to enhance safety, protect the environment and prevent operator errors?

In heavy-duty, high-flow truck, and bus and home fuel oil delivery service applications, choosing a nozzle with a venturi-type mechanism that automatically shuts off the flow of fuel helps prevent spills that contaminate the environment and waste costly fuel. To ensure your nozzle is up to the challenge, make sure it is ULc listed for this exact application. Pairing high-flow nozzles for high-flow, bulk fuel oil delivery service with a high-volume breakaway designed to limit fuel spillage from either end of the hose helps prevent a high-volume spill from occurring.

In aviation applications, selecting fuel nozzles designed to prevent misfuelling incidents is critical. Best-in-class Jet A nozzle spouts are designed to prevent the accidental fueling of a piston-engine aircraft. Colour-coding the nozzle lever guards for either Jet A or Avgas further reduces the risk of a disastrous operator error.

What components in the fuel dispensing equipment contribute to a higher rate of reliability?

Material choice and manufacturing processes have a significant impact on the longevity of fueling equipment. This is particularly true of seals, bearings, and surface coatings.

For example, fuel oil nozzle hose swivels containing nylon bearings offer several advantages compared to metal bearings. Nylon bearings are capable of reducing friction between the two rotating ends of the swivel without additional lubrication. They are also corrosion-resistant and lighter, which helps reduce the overall weight of the nozzle-hose assembly.

Seals are another critical, but often overlooked, component. Fuel dispensing equipment seals must withstand chemical degradation and extreme temperatures. Breakaways featuring fluorosilicone, for example, provide excellent resistance to a wide range of fuels, including gasoline, diesel, biodiesel and jet fuels, and they have a temperature range of -59°C to 204°C (-75°F to 400°F).

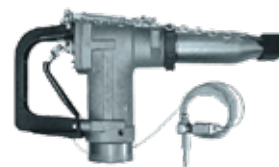
Protective coatings are also vital for durability. Red-anodized or nickel-plated components are better equipped to stand up to harsh operating environments compared to untreated metal parts.

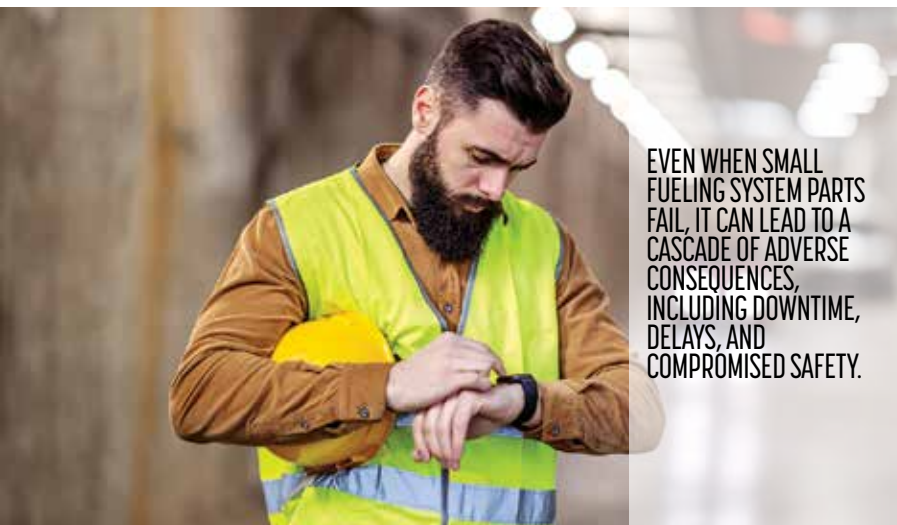
What aspects of the dispenser fueling equipment simplify maintenance and repairs?

In the event a part needs to be replaced or serviced, making it easy to install and internal components easy to access reduces downtime. Breakaways that are easy to reconnect by the fueling operator and nozzles with easy-to-replace spouts not only help get fuel flowing again quickly, they extend the service life of the equipment.

What listings and certifications does the fueling equipment have?

Rigorously testing, inspecting, and evaluating fuel dispensing equipment is critical for ensuring it will do the job it is intended to do, and that it will do it safely. Equipment approved by UL Solutions indicates it meets the organization's robust safety and performance standards. Fueling equipment with UL approval meets UL Solutions' standards for U.S. markets. Fueling equipment with cUL approval meets standards for Canadian markets. Seeking out fuel dispensing equipment with these approvals is an important step toward maximizing reliability.





EVEN WHEN SMALL FUELING SYSTEM PARTS FAIL, IT CAN LEAD TO A CASCADE OF ADVERSE CONSEQUENCES, INCLUDING DOWNTIME, DELAYS, AND COMPROMISED SAFETY.

Conclusion

From heavy-duty, high-flow fueling applications to fueling airplanes and farm equipment, keeping fuel safely flowing is foundational to operational continuity in Canada's rural communities. Even when small fueling system parts fail, it can lead to a cascade of adverse consequences, including downtime, delays, and compromised safety. With so much on the line, taking care to install fuel dispensing equipment that prioritizes reliability and service life longevity is nothing short of an exercise in risk prevention.

Steve Stewart is the senior Canadian & Caribbean sales manager for OPW Retail Fueling, based in Smithfield, NC, USA. He can be reached at steve.stewart@opwglobal.com. For more information on OPW Retail Fueling, go to opwglobal.com/opw-retail-fueling.

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ANNOUNCEMENT



OPW Retail Fueling Introduces the 71SO Segmented Drop Tube

Simplifies installation and storage without compromising performance

Smithfield, NC—OPW Retail Fueling, recently announced the launch of its 71SO Segmented Drop Tube, the latest innovation in overfill prevention technology. Designed to raise the bar in installation efficiency and logistical ease, the segmented version of the OPW Retail Fueling 71SO Overfill Prevention Valve offers all the performance benefits of the original – now in a more flexible, shippable and user-friendly format.

Building on the success of the CARB-certified 71SO Overfill Prevention Valve, which has become an industry standard for its automatic operation, vapor-tight integrity and ease of installation, the new 71SO Segmented Drop Tube enhances convenience by dividing the drop tube into four interlocking sections. This modular design allows for:

- **Easier Shipping and Storage:** The compact, segmented format significantly reduces packaging size, simplifies logistics and minimizes freight costs.
- **Simplified Onsite Assembly:** Installers can easily piece together the drop tube onsite without the need for special tools, heavy machinery, or additional manpower.
- **No Compromise on Performance:** The 71SO Segmented Drop Tube retains the original model's breakthrough two-stage positive shut-off mechanism, ensuring the

same reliable overfill prevention with no pre-checks, resets, or overrides.

"At OPW Retail Fueling, we are fueled by excellence and guided by a commitment to making our customers' operations safer, smarter and more sustainable," said Ed Kammerer, vice president, global product marketing at OPW Retail Fueling. "The new 71SO Segmented Drop Tube is a direct result of that commitment. It reduces installation time, shipping challenges and labor costs, all while continuing to offer the best-in-class overfill prevention that customers have come to expect from OPW Retail Fueling."

The 71SO Segmented Drop Tube is ideal for both new and retrofit applications, compatible with four-inch fill risers. The four five-foot segments can be customized to fit tank diameters of eight-12 feet, with an overall length exceeding 223 inches. It is available in multiple configurations to meet site-specific needs: Testable and Non-Testable, as well as vapor-tight and Non-Vapor-Tight.

The 71SO Overfill Prevention Valve offers numerous advantages over antiquated overfill warning systems. Installation is streamlined and cost-effective, requiring no excavation or special manholes. Its automatic shut-off activates when the tank reaches 95 per cent capacity, significantly reducing the risk of spills. A bypass valve enables topping off at a rate of 98 per cent through a reduced flow rate of 5 gpm, after which the valve closes completely to halt delivery. The system operates without relying on internal tank pressure, allowing for faster and safer fueling. By keeping the top of the tank dry, the design also meets EPA compliance for leak prevention, eliminating the need for additional containment or vent lines.

To learn more about OPW Retail Fueling products and expertise, visit opwglobal.com/opw-retail-fueling.



David Malinas Appointed as New OPW President

Hamilton, OH — OPW, a Dover company, announced recently that it has named David Malinas as the company's new president, effective immediately.

He brings more than 20 years of operational leadership experience to his new role. He most recently served as chief operating officer of Duravant, a global automation equipment company headquartered in Chicago. Prior to Duravant, he served as president of the Industrial Process segment at ITT, and held senior executive roles at Thermo Fisher Scientific and Danaher Corporation.

He is no stranger to Dover. He first joined the company in 2019 as senior vice president of operations, a role he held for nearly four years. During that time, he led the development and execution of Dover's manufacturing strategy, with a strong focus on footprint optimization, continuous improvement, supply chain efficiency, and quality enhancement. His efforts were instrumental in driving profitable growth across Dover's operating companies.

"OPW has always represented innovation, quality, and a commitment to operational excellence," said Malinas. "I'm thrilled to rejoin the Dover organization and work alongside our talented OPW team, building on this strong foundation to accelerate growth, drive performance, and deliver long-term value for our customers."

Malinas holds a Bachelor of Science in Chemical Engineering and a Master of Science in Manufacturing Engineering from Case Western Reserve University, as well as a Master of Business Administration from Harvard Business School.

He succeeds Kevin Long, who spent 11 years with Dover, including serving as president of OPW since 2017.

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Deltic Wash Force Appoints Jordan Dean as Service & Chemistry Program Manager

Barrie, Ontario—Deltic Wash Force has announced the appointment of Jordan Dean as its new service & chemistry program manager.

In this role, he leads a growing team of specialists across service, parts, and the carwash chemistry program. Known for his hands-on, results-driven approach, he is focused on delivering seamless operations and top-tier customer support.

Dean brings a strong foundation in technical service and business leadership to the role. He is a licensed automotive service technician with extensive experience in both frontline operations and management. Prior to joining Deltic, he served as general manager and owner of a Matco Tools franchise.

"Jordan's combination of deep technical expertise and proven leadership makes him a perfect fit for this position," said Brett Bunston, president, Deltic Wash Force. "His ability to align service delivery with business growth and customer satisfaction is exactly what we need as we scale. He is already driving new initiatives to enhance efficiency, streamline chemical delivery programs, and ensure that clients receive personalized, consistent support across every interaction"

"Joining this team feels like a natural next step," said Dean. "I'm passionate about building strong service systems and helping customers succeed through dependable support and the right solutions. I'm excited for what's ahead."

Jordan's appointment marks a key milestone as the company continues expanding its service capabilities and chemical program offerings to meet the evolving needs of the industry.



The AMP team celebrated its new front signage placement at Atlanta Tech Village.

AMP Achieves Top Recognition in Atlanta's Tech Scene, Solidifying Its Position as a Car Wash Technology Leader

AMP has been recognized as the second largest company at Atlanta Tech Village (ATV), America's fourth-largest technology hub.

Out of more than 300 companies, AMP's growth has earned it a coveted spot on ATV's front signage, a distinction reserved for the top three companies in the building. With an upcoming expansion adding 16 more desks, AMP is on its way to the number one position.

This milestone reflects more than just square footage. It's a visible sign of AMP's accelerating growth and the carwash industry's appetite for cutting-edge technology.

"We launched AMP out of Atlanta Tech Village

in a six-person room with big ideas and a lot of hustle," said Adam Trien, CEO/CTO of AMP.

"Today, we've scaled to 50+ employees, a dedicated hardware lab, and a platform that's redefining how operators run their business. Earning a front-row spot at one of the nation's most competitive tech hubs is proof that the carwash industry can produce technology companies on par with the fastest-growing startups in the country."

The company's platform brings together hardware, software, AI-powered analytics, and marketing automation to help operators boost revenue, improve customer loyalty, and simplify operations.

Being recognized at ATV—a launchpad for many of Atlanta's most successful tech companies—positions AMP alongside some of the most innovative startups in the nation.




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