



WOMEN IN CARWASH™

International Conference – Niagara Falls Canada

APRIL 29–MAY 1, 2019



As recently as a decade ago the presence of women in leadership positions in the carwash industry was negligible. Today, 20 per cent of the leaders in the carwash industry are women.

This conference is an opportunity to learn how this change has impacted today's industry and to promote continuing growth not only in car wash but of women in all leadership positions in the convenience and carwash industry.



In the ever-changing and competitive landscape of the carwash industry, women are quickly becoming an integral part of successful carwash organizations.

Their impact and leadership can be found in many facets of carwash organizations – from ownership to site management. *Convenience & Carwash Canada* magazine will recognize and celebrate these women by hosting the first ever **Women in Carwash™** Conference.

As a company owned by women,, *Convenience & Carwash Canada* is especially pleased to host the *Women in Carwash™* conference on April 29, 30 and May 1, 2019 at the Marriott on the Falls in beautiful Niagara Falls, Ontario, Canada. This premier event is the first conference of its kind.

Come join us for educational sessions, networking opportunities and some after-hours fun. The **Women in Carwash™** conference is something carwashing professionals won't want to miss.

Beginning on Monday, April 29th, join us for the opening cocktail reception followed by a buffet dinner and our keynote speaker, Dr. Peter Hanson.

Tuesday, April 30th we invite you to the opening breakfast followed by our

DISC profiling session where you'll gather insight into your own personality and into the psychology of effectively recruiting and retaining valuable employees.

Following the DISC profiling session, enjoy lunch with your colleagues before moving onto the powerful One IDEA session where participants will discover the power of branding and what it really means.

We'll conclude the day with a Niagara Falls cruise and fireworks show if the weather permits. If the last gasps of winter are still upon us we may instead visit a local winery for dinner and wine tasting. Details on this evening event will therefore follow as we draw closer to the date.*

Wednesday, May 1st we begin with another great breakfast followed by a two-part session beginning with Conflict Resolution–How to Deal with Problem Customers and Employees. This is followed by a session on Negotiating Skills.

We will conclude our first **Women in Carwash™** conference with lunch and closing comments.

*Evening event included in registration



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THE JOY OF STRESS



DR. PETER HANSEN

Monday, April 29, 2019 / 6:30 pm – 8:00 pm

Daily stresses can accumulate and manifest in a mix of emotions that are difficult to manage. Whether it's trying to achieve greater work / life balance, striving to be more and do more in your personal relationships or feeling the pressure or the guilt of not having enough physical activity and nutrition in your life, feelings of stress, defeat or anxiety can be all too consuming.

Renowned physician and best-selling author Dr. Peter Hansen brings some practical medically-demonstrated tips and techniques to navigate your choices to improve your life and manage stress into a more positive energy. Audience members will be entertained by his real-life examples and will come away empowered to make active choices to avoid the dangers.

With his background as a busy practicing physician, and with his expertise from the drug-free side of pain management, he helps each person learn how to control their own body's response to stress. His tips include better ergonomics at work and at home, dietary strategies, time and priority management for personal activities, and drug-free tips to improve sleep.

Dr. Hanson has a unique background, having worked in Family Practice, Sports Medicine, and Emergency Departments. He served as team doctor to the Toronto Argonauts and, after moving to Colorado, was a consultant doctor to the NFL's Denver Broncos, the NHL's Colorado Avalanche and Los Angeles Kings, and the Colorado Rapids of the MLS. He has been a pioneer in treating pain without using drugs, with acupuncture, IMS, and now his own technique of Trigger Point Micro-dissection (without any cortisone). He has long been a proponent of finding root causes of illness and injury, helping each patient make good, informed choices.

Dr. Hanson's book "The Joy of Stress" became an international best-seller, and was translated into over 20 languages. <http://stresspedia.com/post/2016/11/08/About-The-Joy-Of-Stress.aspx>

In addition to writing a syndicated newspaper column, he's done hundreds of appearances on television and radio on three continents, including a nationally syndicated radio feature that ran daily for five years.

DISC PERSONALITY TESTING WORKSHOP



NANCY SCHMAUTZ

ODESSA CONSULTING

Tuesday, April 30, 2019

8:15 am – 9:30 am / 9:45 am – 11:00 am

The DISC profile will help you improve interpersonal communications and connect with your staff, co-workers, owners, management, etc more effectively. Is

there one person in your life that you simply don't get on with? Someone who does things so differently from you and you don't understand why? Your DISC profile will help you understand your own personality, how you like to communicate, how you come across to others, why others behave as they do, so you can meet in the middle and communicate clearly. The DISC profile can be used in recruitment, assessment, team advantages, improving communication, coaching and training, client relationship management and sales strategies.

You will leave with a DISC Classic 2.0 booklet and much more. We will be discussing all the personality types and, time permitting, doing a role-play exercise.

This is a life changing, positively charged workshop that is not to be missed!

Nancy Schmautz is a business coach with OCI Consulting just outside Calgary and has been working with clients on business plans, feasibility studies and business coaching. She has 35 years of managing a carwash service and supply company in Calgary in charge of recruitment and HR, negotiation, sales, and financial and client relations. Her study of the DISC profile goes back 35 years, with further studies at University of Calgary in the Business Management Program. She says: "Using the DISC profile to understand myself, my team and my associates has been powerful and taken me to the next level of management in my life. Our business thrived with the knowledge I gained using this profile and I am happy to share it with you. I look forward to meeting you at this workshop and having some great discussions about your challenges."

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AZADEH YARAGHI

CREATIVE DIRECTOR/OWNER-GOGO TELUGO CREATIVES

Tuesday, April 30, 2019 / 1:30 pm – 3:00 pm

Contrary to popular belief, branding is not your Logo, Website, or Marketing Collateral. Understanding the true definition of branding will ignite how business owners can use it to their advantage.

Yaraghi introduces the out-of-the-box idea that a business's clients or customers are not buying products or services from the business. What they are in fact buying is an idea and a brand promise.

Often, entrepreneurs make the mistake of focusing too much on their own end-game and forget to turn the focus on the perspective of their ideal target market.

By discovering the ONE IDEA that an audience actually buys into gives way to defining a company's brand, positioning, story, and ultimately how people connect with that business. It's quite empowering!

Azadeh is a brand strategist, #1 bestseller on Amazon, speaker, mentor, and founder of Gogo Telugo Creatives. With 14+ years of experience working locally and internationally (France, Italy, USA) in branding and marketing, she has built successful campaigns and picked up awards along the way.

She works with entrepreneurs and corporations who are looking to create an authentic connection between their company and audience, build a magnetic brand that attracts their ideal clients, and ultimately make a difference in the world.

She is a proud mentor at Futurpreneur, advisory board member at Healthy Heroes Foundation, community leader at the David Suzuki Foundation, and past communications lead at the Vancouver Board of Trade Sustainability Committee.

On her free time, she dances flamenco and salsa, plays beach volleyball, and travels the globe.



GARY MCDUGALL

Wednesday, May 1, 2019 / 8:00 am – 9:30 am / 9:45 am – 11:00 am

If you cringe at the thought of having to engage in conflict, this session is for you. Many people feel that conflict represents crisis when the reality is that represents an opportunity in which we get to decide which path this conflict will take. In this interactive and engaging three-hour presentation, a retired hostage negotiator will provide you with information relating to how our perceptions, assumptions, and mindset affect our thoughts, behaviours, and attitudes and ultimately the outcome of our interactions.

You will walk away from this session with tangible tools and strategies for managing anger (yours and the other person's) during difficult interactions as well as suggestions on how best to defuse angry or verbally aggressive people. Also in the session, we will compare and contrast the concept of "Advocacy" (a less desirable conflict management strategy) with "Inquiry" (a more productive conflict management strategy) and how we can apply these tools for optimal outcomes.

Gary is a retired police officer who served with the Calgary Police Service for 25 years. For the last eight years of his career, Gary was a member of the Hostage/Crisis Negotiation Team.

He served as both a team leader and training coordinator for the Calgary Hostage Negotiation team and upon retiring in 2006, Gary formed a company called Conflict Solutions. He is currently on the speaking circuit, delivering training in a number of disciplines, including effective negotiation skills, conflict management, dealing with difficult clients, ethics in the workplace and workplace violence issues.

Gary is a member of the Canadian Speakers Bureau as well as a lead instructor for the National Tactical Officer's Association and in that capacity, he travels around North America teaching crisis intervention and hostage negotiation skills to law enforcement agencies.

Gary is both a graduate of the FBI Hostage Negotiators Training School and has also served as an instructor at the FBI Training Academy in Virginia, assisting in the training of new FBI hostage negotiators.

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REGISTRATION

GETTING THERE

Flights to Buffalo, NY might be easiest for Americans coming in for the *Women in Carwash™* Conference. There are shuttle service companies offering ground transportation from Buffalo International Airport to Niagara Falls.

[Click here](#) to book ground transportation from Buffalo

Flights to Toronto Pearson Int'l Airport

Flights to Hamilton Int'l Airport

For attendees arriving at Toronto's Pearson International Airport or Hamilton International Airport, there are a number of shuttle options available. Here is one: [Click here](#) to book Airbus shuttle transportation

REGISTRATION INCLUDES

- Breakfast April 30th and May 1st
- Lunch April 30th and May 1st
- Dinner April 29th and evening event April 30th

Four outstanding speakers and great networking opportunities. Attendee rate if booked before December 1st, 2018.

\$1495.00 CDN

50% payment must be paid before December 31st

\$1695.00 CDN if booking after January 1st, 2019.

Balance is due no later than February 28th, 2019.

Rooms must be booked and confirmed before March 29th to guarantee the special room rate as quoted.

Don't wait, book early!

Full name:

Company/Carwash name:

Mailing address:

City: State/Province:

Country: Postal/Zip Code:

Telephone:

Email address:

Website:

I would like to register the following person/people to attend:

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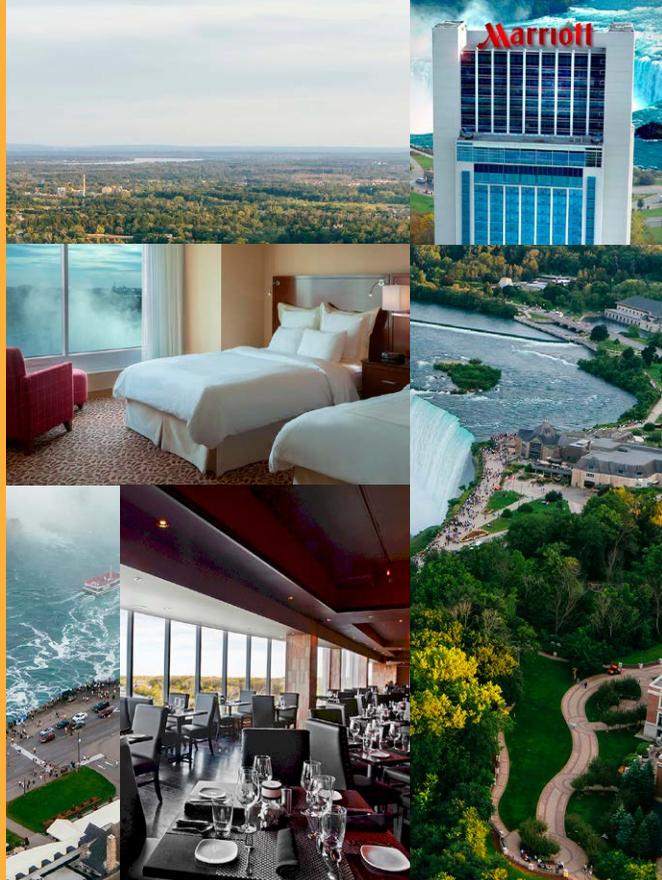
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For more information please contact:

Brenda Jane Johnstone phone: **204-489-4215**

email: bjohnstone@convenienceandcarwash.com OR Andrew

Klukas phone: **778-772-3057** email: andrew_klukas@shaw.ca



We have secured a block of rooms at the beautiful Marriott on the Falls, Niagara Falls, Ontario. To reserve your room please contact the reservations department directly and quote the group name ***Women in Carwash™*** by calling 1-877-353-2557.

Room rates are **\$109.00** per night for a Cityview room and **\$129.00** per night for a Fallsview room.

Room rates include complimentary Wi-Fi access with endless devices and 2 bottles of complimentary water per day. Rates are quoted in Canadian funds, and are subject to Promotion Fee (PF) of 5.9%, and both are subject to 13% Harmonized Sales Tax (HST). Rates are for single or double occupancy. Triple and quadruple accommodation is available at an additional cost of \$25.00 per person, per day to a maximum of four (4) adults per guestroom.