



MARK VII®

Mark VII of Tennessee Marketing Newsletter – UPDATE

Flood Update – Davidson County Carwashes Still Closed

One week after extensive flood damage, car wash operators in Nashville are still under a mandated shut down until another water treatment facility is brought online, which may not be for another week.

While the decision to take such action is understandable, the way it was communicated to the public is not. Car washes were the only business forced to shut down during this water crisis and the media painted a target on the backs of car washes as huge water users, while demonizing those customers who opted to wash their vehicles. The media coverage negatively affected wash activity in surrounding counties, even though those areas were not under a water restriction.

A few years ago when Georgia faced drought conditions, carwashes were targeted to shut down. Those car wash operators banded together forming the Georgia Car Wash Association to send out a cohesive positive message about car washes. It may be time for car wash operators in Tennessee to band together to form the Tennessee Car Wash Association so we can deliver a positive unified message to the public about the benefits of using a professional car wash, highlighting that it is environmentally friendly to use your local car wash rather than washing a vehicle in the driveway.



Yesterday, I volunteered to help flood victims in a poor and elderly section of Nashville. Working with other volunteers, we completely gutted four homes and I proudly wore a **Legends Car Wash** shirt, letting the public know that car washes are not the bad guys and are here to help. I like this picture I took because as I was talking with the home owner after we completely gutted his house; he said that he put up the American flag because if “you have to start over with nothing, there is no better place to start than in the good ol’ US of A”.

I would like to hear from you if you are interested in helping to form and join a Tennessee Car Wash Association. I spoke with Tim Jones of Champion Car Wash and he is interested in

helping facilitate this in order to send a positive message in the future to the state of Tennessee and its local communities about using local car washes.

On a personal note, I commend Tim and his crew for their hard work and positive influence they made on the community of Bellvue. I would like to wrap up this update with a letter Tim Jones sent out to local stations and newspapers, detailing how Champion Car Wash is helping that community.



Champion Car Wash Provides Flood Relief



(Pictured are a homeowner (Donna) and Champion Car Wash employees)

The recent flooding in Nashville, TN has brought out the best in Americans. Thousands of people have lost their homes and businesses. The devastation is unimaginable, until you experience it. Homes well out of the flood plain have experienced 5' or more of water inside of them. Champion Car Wash employees, forced from work due to water shortages, used their idle time to help their customers in need in Bellevue, TN. "We voluntarily ceased our operations because of the water shortages," says Tim and Paula Jones, owners of Champion Car Wash, "but we soon received calls from the water department asking us to shut down until further notice. Our communities have faithfully supported us through the years and we feel it is important that we do our part to give back." It has been amazing the amount of volunteers that have shown up to support the flood relief, from the actual workers to those who bring food and drinks have been amazing. You will not go thirsty or hungry as a volunteer worker. It has been an emotional time for both the victims and volunteers. Homes have to be gutted from floor to ceiling of all floor coverings, dry wall, furniture, and belongings. "It is unimaginable for a person to experience this type of devastation, says Tim and Paula, "Especially when you are not in the flood plain. We will continue our relief efforts until we are allowed to open our car washes once again. Hopefully that will be soon."

