



# Bubble-Up "Good News" Letter™

Locally Owned and Operated  
in Madison, Huntsville & Arab

"News You Can Use ... To Be Aware & Better Prepared"

April 2025 Vol. 1 No. 17

## Bubbles Roof Just Blew Off in Arab!!

By: Bill, Jared Parr, and Gonzo Lagunas

On Tuesday, March 4th Jared and I were on a Zoom call scheduled from 1:00-1:30pm with a marketing company. About 2-3 minutes into the call, our Regional Manager, Justin Sain burst through Jared's office door in Huntsville gasping for breath saying.

*"Bubbles roof just blew off in Arab!"*

I'll admit ... initially, I felt this was improbable as there was little or no wind here at my home office. Jared and I were just discussing the weather and how it was going to get bad later in the afternoon and night in Madison, Huntsville, and Arab. Plus Jared had just spoken to Gonzo, who had just left Bubbles Arab heading to Bubbles in Huntsville.

About 3 minutes later. The picture below was posted on our company wide communication channel at 1:07pm. It was true, a big portion of our roof was on the ground.

The next 20-30 minutes was chaotic. I called our insurance agent, Buzz Murph, here in Huntsville, and texted him the picture. As a former Insurance Agent, I knew we are responsible for doing all we can to prevent further damage from occurring.

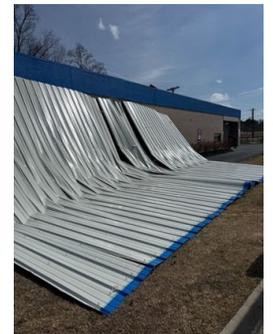
Jared and Justin jumped in the car, got Arab team on phone getting more info and giving instruction. Next, they started calling roofing contractors to get our roof covered before the big storms blew in later which could be really bad.

Jared and Justin got to Arab by 1:30. Gonzo had already returned. They all started cleaning up the mess. A few of our team members got on the roof to access damage and take pics and videos for the insurance company.

The wind kept blowing all afternoon making it difficult to cover the roof and blowing insulation board and plywood around.

Jared praised the entire team working that day including Tony Denton, Amy Adams, Jacob Perry, & Luke Traylor for their great efforts of keeping the place picked up, plus everyone and everything safe.

Gonzo and Jared safely powered down the entire site to prep for the night's heavy rain and windstorm. They returned at 5:45am to power everything back up and fortunately we a little excess water which did not cause any further damage.



Tuesday March 4th, at 1:02pm a small windstorm lifted most of the roof at Bubbles Arab and laid it over the side of the building.



Local Owners Jared Parr, Bill Gough, Tyler Slaughter, & Gonzo Lagunas

Jared & Gonzo are on site 6 days / week making sure you receive **YOUR Best Car Wash Experience\*\*** and completely satisfied. Not in a high-rise 100's of miles away like most car washes.

Tyler hired/trained Jared & Gonzo in 2013. Each of them have 11+ years management experience in Express Car Wash business and live in Madison County with their wives & kids.

More importantly, they know that **YOU/OUR CUSTOMER**, is the most important asset of our local business.

### \*\* What is Your Best Car Wash Experience?

- You will be Assisted & Treated Nicely
- You will be Appreciated
- You will be Listened to for all Feedback
- You will have the Bubbles Clean Car Guarantee

### FREE AMENITIES DETAIL YOUR CLEAN & SHINY CAR

- **Powerful Vacuums**
- **Clean Towels**
- **Multipurpose and Glass Cleaner**
- **Air Wands to Clean Cracks & Crevices**
- **Automatic Mat Cleaner**

# Our Customers Say It Best

"Bubbles is hands down the best car wash around! My car always comes out spotless, and the dryers do a great job of removing excess water. The staff is very friendly, and the entire process is quick and efficient. I never have to worry about missed spots or leftover soap. It's my go-to car wash, and I highly recommend it. I recently tried a new car wash on 72 because I received a free one, and let's just say I will never betray Bubbles again!"

**Rachel Scala – Madison**

"I have been coming here a long time. Y'all have made the best changes (upgrades) since taking over from Red Rocket. Plus, with the friendly staff, I won't go anywhere else!"

**Decarious Jones – Huntsville**

"I love bringing my van to the wash and wipe down. You guys do a great job."

**Jan Thonken -Arab**

"Bubbles is a great car wash, with terrific customer service. This is why we are a member!"

**Jim Holcomb – Arab**

"I love the new Bubbles Express in Huntsville. The vacuums are amazing, and the upgrades are fantastic."

**David Sims – Huntsville**

"Love Bubbles car wash. Really grateful that an employee is out in the vacuum lot helping customers when needed!"

**Anthony Russell - Madison**

"I'm a member here at Bubbles in Huntsville. I love the improvements and amenities. This staff is always so kind and always ask if there is anything else I might need! Wonderful customer service and hospitality!"

**Carl Lomax – Huntsville**

"I was always loyal to Red Rocket. Bubbles has made great changes and so much better on the customer service."

**Lisa Holten – Arab**

"I love having a clean car from Bubbles Express."

**Jackson Sanders – Madison**

## Seen Around Bubbles

*"Mr. & Mrs. William McDonald locked their keys in their vehicle with their dog! The police department wouldn't help but I called their Onstar for them and got the vehicle unlocked! Our customer service exceeds anything they've ever seen! #BubbleUp"*

**Amy Adams – Bubbles Arab**



*"Mr. Joshua Perry has been by Bubbles Madison a few times and he's switching his membership today (Feb 8, 2025) to Bubbles because of the great job we do here!"*

**Sam Monroe & Joshua Perry Bubbles Madison**

*"Cayton Hand stated she loved the professional aspect to our service and was very impressed with how clean her car turned out, the vacuums worked fantastic as well."*

**Billy Childers & Cayton Hand Bubbles – Huntsville**



*"Patrick Leavell says, "I love what you guys are doing at Bubbles in Arab! It's awesome that it is always working. It is the best car wash I've been to. Keep it up!"*

**Jacob Perry with Patrick Leavell @Bubbles - Arab**

# Spotlight on Bubbles Team Member Madison Shift Leader Robert Lagunas

By: Bill Gough and Robert Lagunas

## SMILE CORNER

### April Fools Jokes and Springtime Humor

- Why was the frog late for work on April Fools' Day? His car got toad.
- Did you hear about the cashew and the walnut that threw an April Fools' party? It was nuts.
- How do you keep a fool in suspense? I'll tell you the answer tomorrow.
- How do birds know how to fly north in the spring? They wing it.
- What month of the year has 28 days? All of them.
- What do you call a group of bunnies hopping away from you? A receding hareline.
- Humpty Dumpty had a great fall. Spring apparently wasn't bad either.
- What kind of shoes do frogs wear when spring comes? Open-toad.
- Why don't chickens play pranks on April Fools' Day? They don't engage in fowl play.
- How do you plant a kiss in April? You use two lips.

**Bill's note:** Robert Lagunas joined the Bubbles team in Madison on December 4, 2023. He is one of the most consistent workers that I have had the pleasure of interacting with in my many years of being around working people. Plus, he's always looking for a better way to make the business operate more efficiently without sacrificing our customer's experience. His work ethic is second to none, and you'll see more on it shortly. But first a few questions.

**1. Where were you born?** I was born and grew up in Southern California in Orange County in the city of Orange.

**2. What schools did you go to here in N. AL?** I attended school in Orange County. We moved to Athens, AL and I finished high school at Athens High School. It was a little of a cultural shock for me and my siblings moving across the country. Things move much slower here, and I'm okay with this pace of life.

**3. What are some of the things you like to do away from work?** I really do enjoy playing with my Siberian Husky, Zeus. Bill, you know me. I have 2 full-time jobs. I have always enjoyed working. I like to stay busy, not sitting at home 😊

Working here at Bubbles is much more fun than my other job. This comes from working along with my co-workers or if I'm leading a shift here, to see if we can improve our customer service or car wash operations systems.

At Bubbles, we have a lot of customer interaction. I really enjoy talking / helping them at the kiosk, in the vacuum lot, or helping them in the office with their membership or any service they may need assistance with.

Robert with his Siberian Husky, Zeus. **SECRET CONTEST WIN FREE MONTH OF CAR WASHES.** Reply back to my email by April 18th with the name of Robert's brother. BIG HINT, he's a Bubbles Partner. 3 lucky winners drawn from all correct answers for FREE month on primary car.



## WASH PACKAGES

### BEST

\$25 SINGLE \$35 UNLIMITED

GRAPHENE • BUFF N DRY  
Longer Stronger Deeper Shine

### BETTER

\$20 SINGLE \$30 UNLIMITED

CERAMIC WAX • BUFF N DRY • SUPER SOAP

### GOOD

\$15 SINGLE \$25 UNLIMITED

HOT WAX • TIRE SHINE • UNDERBODY RINSE

### BASIC

\$10 SINGLE \$20 UNLIMITED

WASH - RINSE - DRY

**ADD CARS  
TO YOUR  
MEMBERSHIP  
ONLY  
\$20 EACH!**



SCAN WITH YOUR PHONE



## Bubbles In Arab Lost Its Roof Gained a NEW Washer Extractor Machine

By: Bill Gough Partner/Owner

By the time you're reading this article, Bubbles Arab will have a new roof installed.

As a Bubbles customer **98% of you are going to love** this new piece of equipment although you will likely never see it as it lives and works for you in Bubbles back room. It washes and extracts excess water from the clean microfiber towels you use to wipe down and detail your vehicles.

You may be thinking what is a Washer Extractor Machine, and why is this important to me?

Two years ago, I asked these two questions (along with the cost) to my Bubbles partners. Here's what I learned.

Washer Extractor Machines hold much more laundry than a residential top-loading washer. Plus, WEM's have an aggressive spin cycle to remove excess moisture quickly.

**This is important, because our customers receive freshly washed towels much faster** than with the typical residential washing machine and dryer we replaced.

As an added bonus, the WEM we invested in is easier to leave the clean microfiber towel *slightly damp* so you will not scratch your vehicle's slightly wet surface the way a dry microfiber towel can damage a slightly wet surface.



"Bubbles new Washer Extractor Machine will clean freshly washed microfiber towels much faster for you to wipe down your vehicles"

#### Info needed to add family cars

- First & Last Name of member
- Cell Number of member
- Email Address
- Make, Model, & License Plate# of Vehicle(s) Adding

#### 3 ways to add family cars to your membership:

1. Come by any Bubbles Location
2. Email info below to [info@BubblesExpressCarWash.com](mailto:info@BubblesExpressCarWash.com)
3. Scan QR Code on left or online [www.BubblesExpressCarWash.com/manage](http://www.BubblesExpressCarWash.com/manage)