



# Bubble-Up "Good News" Letter <sup>TM</sup>

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

April/May 2024 Vol. 1 No. 11

Family Owned  
Family Operated

## Bubbles mascot gets cool southern name ... Buddy

By: Bill Gough

Thank you for your terrific support in our Bubbles Mascot naming contest. We had five lucky winners of FREE months of car washing.

Buddy was thrilled and shared with me. *"I am so happy to be the official mascot of Bubbles Express Car Wash. I promise to work hard with our entire team ... and ... support Bubbles 3 Core Values of Friendly, Professional, and Organized."*

Last month we were struggling naming our mascot until someone on the leaders' team suggested YOU could help. You answered the call big time.

**Your feedback** ... 122 names were suggested. More than half of you sent in only one name, including 3 of our winners. Several of you told us your entire family participated. Buddy was thrilled.

### 3 Prize Levels

- FREE microfiber towel for suggesting a name(s)
- Final Round Prizes - 1 FREE month to your primary car for your suggestion making final round
- Grand Prize of 6 FREE months to a member's primary car

**Final round qualifiers** were decided by the 2 most popular names suggested ... and ... **be a member in good standing.**

The two most popular names were Buddy and Sudsy.

The five final round qualifiers names were put into a hat and the last name drawn won the grand prize with the others winning a Free month.

### 1 FREE Month Final Round Winners

Shane Reese, Loree Sowards, Chris Everdyke, and Sean Timberlake each win a FREE month on their primary car.

### 6 Months FREE Grand Prize Winner

Donna Crossley wins 6 months FREE on her primary car membership.

Congratulations to all of our winners. Thank you all again for the support.



*"I'm happy to be here & support our 3 Core Values of Friendly, Professional, & Organized"*



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 10+ years management experience in Express Car Wash business and live in Madison County with their wives & kids.

MORE IMPORTANTLY, they know YOU, THE CUSTOMER, is our business's most valuable asset.

### \*\* 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

"Hey Justin, I love Bubbles express car wash because of your PEOPLE. Keep it up."

**Brandon Alexander**

"Cassidy ... I used to live here in Madison, and now live in Hoover. I'm here a lot, and do not let anyone else wash my car. You guys are fantastic."

**Faith Minigo**

"Josh and Justin. I'm a proud member of Bubbles Wash Club, and I love cleaning my car here!"

**Eddie Bourne**

"I love this place! They're friendly and professional. Always get my car clean every time even when it's super dirty. During the snowstorm it was great, let me ruin it through more than once. Always have plenty of supplies for finishing touches and everything is clean!"

**Lisa Walden**

"Bill. I love that there is always friendly staff available. And of course leaving with a clean shiny car!"

**Debbie Coggin**

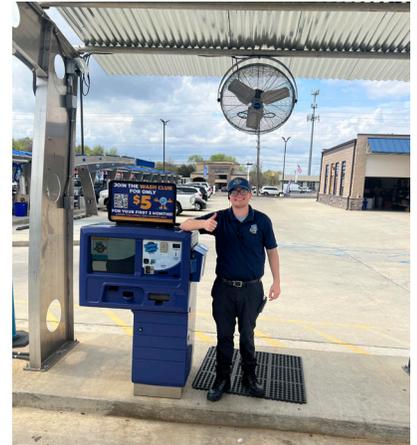
"This has got to be the best place in town to get your car done. It has an excellent wash dry, and man does it look good. Vacuum a car, a little Rain-X on the windshield. Good to go. The best place in Huntsville to get your car washed quick and easy. These guys know what they're doing. Great place to take your car."

**Richard Cathey**

## Spotlight on Bubbles Team Member CSA Breyland O'Neal

By: Bill Gough and Breyland O'Neal

Meet Breyland O'Neal. He's a special young man. Breyland started working with Bubbles about 15 months ago. He's the ultimate team player. He is dependable, does what's asked, doesn't complain and always there to lend a hand. He's a young man of few words, but a lot of action.



### Here's some personal things about Breyland ...

1 ... Where & when were you born? I was born in here in Madison County, in Huntsville.

2 ... What local schools did you attend here in North Alabama? I went to school at Sparkman High School.

3 ... What are your favorite foods, hobbies, or a favorite pet? My favorite food is homemade chicken pot pie.

4 ... What is your favorite hobby? I enjoy playing video games.

5 ... What is your favorite pet(s)? By a wide margin, dogs are my favorites. We've constantly had one in our lives.

6 ... What do you like about the Car Washing Biz? It has been awesome. I enjoy customers and helping them. Our Bubbles team, including the local owners is great, and it's fun to work here.

**Bill's Notes:** I've been part of a lot of teams both in business and sports since my childhood years in the 70's. Sometimes you'll have a teammate who is very unselfish and will always does what is best for the team. This describes Breyland O'Neal to a tee. This quality is very rare. We are blessed to have him on our team. It's no wonder, he's won team member of the month a record number of times since we began awarding it in 2022.

# SMILE CORNER

## Springtime Funnies

- Which month is the shortest? May. It has only three letters.
- Why is a waterbed so bouncy? It's filled with spring water.
- What's the difference between spring rolls & summer rolls? Seasoning.
- What did the dirt say to the rain? You'd better cut it out, or my name will be mud!
- It's allergy season again! You've got to be pollen my leg.
- Why is Star Wars Yoda such a good gardener? He has a green thumb.

If you liked that one, remember May the 4th also happens in spring.

## "Springtime" Inspiration

"Never cut a tree down in the winter-time. Never make a negative decision in the low time. Never make your most important decision when you are in your worst moods. Wait. Be patient. This will pass. The Spring will come"

**Robert H. Schuller**

"Where flowers bloom so does hope."  
**Ladybird Johnson**

"Spring is nature's way of saying, Let's party!"  
**Robin Williams**

## MODERN SCAMS ... anyone can be a victim

*"I hate this violated feeling. I'll help anyone avoid it."*

Quote above is from a very smart team member scammed last month. Her story in example #3.

**Example 1:** Someone calls claiming there's a warrant for your arrest. A payment must be made to avoid it. A fear-tactic scam. They ask for a money order and imply urgency. DO NOT FALL FOR IT. Police/court never ask this.

**Example 2:** THIS IS SCARY.... AI-Generated voice sounds like a friend. The call looks like it's coming from their phone number.

They need help. *"I'm in jail & need bail money"*. Then a fake bondsman calls you. Or *"I'm in the hospital ... "*, the fake nurse calls. **The urgency and insistence is very convincing.**

DO NOT FALL FOR IT. Hang up. Call your friend they claim to be.

### Example 3 ... team member story

My inbox is suddenly flooded with junk email to hide bank notice email. Hundreds in a few hours. I knew it was bad & googled it.

Email flood distracts you from seeing bank notification email as the fraudster starts initiating transactions.

In my DELETED emails, was a notice of a \$1,000 external transfer out of my daughter's account. I checked my profile. The scammer added another bank routing & account number. The transfer went to the added scam account.

Scammer had my online banking and email credentials. I had to close the account. Not sure I'll get the money back. Cash fraud much harder to resolve than credit card fraud.

### Scam Avoiding Tips ...

- Use secure unique passwords on financial accounts and email
- **Use Multi-Factor Authentication even though it is annoying**
- Do NOT store your financial passwords on your browser
- **Do NOT store passwords in an unsecure notes app**
- Disable remote access on your computer
- **Have antivirus & malware protection on your computer**

## 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



## Graphene ... longest, strongest, & deepest shine

By: Gonzo Lagunas and Jared Parr

After 2-3 months of study, tests, and tweaks Bubbles partner/co-owners Gonzo Lagunas and Jared Parr have given their 4 thumbs up approval on the newest hottest car cleaning chemical which delivers the Longest, Strongest, and Deepest shine to your car.

During the study ... we received many rave reviews from a test group of customers about the new Graphene chemical.

Bubbles ownership has made the strategic ongoing investment to **add Graphene to our Best Car Wash Package** without raising pricing on any wash package at this time. This is a serious dollar investment, and most car washes will not make that decision.

Don't miss this ... **Bubbles Members can try Graphene for 30-days at ZERO additional cost.** You'll receive email and text messages in April or May to opt into a 30-trial of the Best plan. If you want to continue with Graphene in the Best Wash plan you will or you may choose to opt out and return to your former plan.

You must opt-in to get the FREE GRAPHENE TRIAL for 30 days. The fastest and easiest way to opt in is online, but you can come by Bubbles and get assistance from a team member.

More good news ... for members in the top three wash plans Best, Better, and Good plans. They have all improved.

**See the Wash Packages in top left corner.**

- Best now has Graphene
- Better now has Ceramic Wax and Super Soap
- Good now has Hot Wax and Underbody Rinse

**Family Plan Rate Change effective May 1.** While we are not raising pricing on single washes or unlimited wash plans, we will be changing the 50% discount on the family add cars to a flat \$20 for each added car. Management and certified team members can work with you to review your membership and make any changes that best suit your needs.

#### 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)