



Bubble-Up "Good News" Letter™

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

Feb/March 2024 Vol. 1 No. 10

Family Owned
Family Operated

Bubbles mascot needs a name ... wanna help?

By: Bill Gough

The cute little guy in the top left corner has hands & feet ... but ... he doesn't have a name.

He made his public debut as our Mascot in January. The infamous snow and ice weather which kept most of us that live and work here in North AL at home for several days delayed his appearance as well.

Despite our efforts, Bubbles leadership team has not come up with a terrific name for our mascot. We did decide on a few names we do not want.

We will not name him ...

- Mr. Bubbles
- Bubble Man or Bubbleman
- Billy Bubbles

Someone on our management team suggested we get help from you/our customer.

Remember ... the Huntsville Trash Pandas baseball team's name was decided online via public vote. Taking a play from their play-book, we'd like you to have input for naming our new mascot.

We'd appreciate your help ... plus ... we will have some fun with a **mascot naming contest.**

All contests have prizes, right? If all you did is send an email to info@BubblesExpresscarWash.com suggesting a name, whether we use it or not, you'll receive a FREE brand-new micro-fiber towel until the 47 new blue towels run out.

We're still finalizing prizes. They will include

- Free Towel just for emailing a suggestion
- 1 FREE month of membership if your suggested name makes into final round
- Grand Prize 6 FREE months of membership
- We reserve the right to add more prizes
- Stay tuned ... more info from us via email

We will choose a mascot name when our next Bubble-Up "Good News" Letter is published the first week in April.

Email info@BubblesExpresscarWash.com now with a name or to give us your email so we can better serve you.



"Hi, I'm proud to be on Team Bubbles. I need a cool name. Please email your suggestion, Thank you."



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

"Thank you for being professional and kind through out this process. I love great customer service and you have shown nothing but that. Me and my husband love great service!"

Robyn Collier

"You guys have the best vacuums this baby sucks. This is my car wash now you guys get my car clean and I won't go anywhere else."

Kiki baley

"You guys have so much competition but me and my wife will always come to you guys, you have the best and friendliest staff around here thank you all for what you all do."

Maela Gibbs

"I absolutely love you all's customer service you all got everybody around you beat I will never go anywhere else you all got a customer for life!"

Mr Darren

"You're personality is always so upbeat that you make me joyful whenever I come in and I love the service!"

Linda Sproul

"Thanks BILL I love going there to get my car washed. The customer support is incredible. Thank you for keeping us all informed."

John Jacobi

Spotlight on Bubbles Team Member Regional Manager ... Justin Sain

We're thrilled Justin has joined the Bubbles leadership team as Regional Manager as we expand with more locations in Madison County. Justin bring great experience, successful track record, and has worked with Jared, Gonzo, and Tyler since 2017 in the express car wash business.

Here's some personal things about Justin ...



1. Where & when were you born? In Limestone County on 10/13/1993. I was raised in Decatur with my younger brother and sister.

2. What schools did you attend? Frances Nungester Elementary until third grade. West Decatur grades 4-5. Brookhaven Middle and graduated Decatur HS in 2012. I enjoyed playing basketball for fun with friends.

3. What are your favorite foods? Seafood. My faves are ... red snapper, lobster, shrimp and crawfish.

4. What are your favorite hobbies? Nature. Especially walking trails, exploring caves, and waterfalls.

5. Do you have a favorite pet? Our family is passionate about farm animals. We have a small farm with goats, chickens, ducks, turkeys and guinea fowls.

6. Tell us about your family. Maribel is my wife, best friend, & life partner. She graduated Austin HS in 2012. We married the next year, when were both eighteen. Valentine's day was our 11th anniversary.

We're blessed with three healthy boys. Justin 8, Jax 4, and Jordan 1. We enjoy family movie nights, Chuck-E-Cheese, raising our farm animals, swimming, and spending quality family time together.

7. What do you like about the Car Washing Biz? I love serving. Our customers, teams, and making a positive impact in communities. Meeting new people, listening to their stories helps us deliver excellent service.

I'm very grateful to be part of Bubbles Express Car Wash and the communities we serve. I look forward to serving our customers, teams, and providing a consistent / superior experience making a positive impact.

SMILE CORNER

Valentine Funnies

- How do vampires know if they had a successful Valentine's Day? If it's love at first bite.
- What do you call a romance that starts at the aquarium? Guppy Love.
- What did the painter tell his girlfriend? I love you with all my art.
- What did the clip say to the magnet? I find you very attractive.
- What is Cupid's favorite band? Kiss.
- What did one cat say to the other cat? You're Purr-fect.

"Valentine" Inspiration

"To be brave is to love someone unconditionally, without expecting anything in return. To just give."

Madonna

"I hope you don't mind what I put down in words how wonderful life is while you're in the world."

Sir Elton John

"Love is an irresistible desire to be irresistibly desired."

Robert Frost

7 Best Doctors in the World

During the holidays, a good friend shared some good advice I feel compelled to share with you. After a little research, like most things, this advice was nothing new ... just new to me.

After some reflection ... I've made edits to the info to **fit my life now**. It's had glowing results for me and Vanessa as we've been practicing these before receiving the "7 Best Doctors" info. Our focus is more powerful leading to doing each of the seven below with more confidence.

As we age, we see the doctor more frequently.

It's remarkable there are many specialists that have entered our lives after age 40-45.

I would not change a thing of the chapters of growing older.

The 7 most important doctors in the world we have learned to know and enjoy are:

1. Spiritual Life – our belief is number one for us. Your beliefs are yours. We know what gets us through adversity and being humble in good times. Vanessa and I had our fair share of each.



2. Sunlight – produces vitamin D helps strong bones, teeth, immunity, serotonin, & overall health. Only 10 minutes a day makes huge improvement.



3. Rest – reduces heart disease risk, lowers BP, less stress improving mood, also helps with memory & creativity.



4. Exercise – Simple walking & stretching reduces chronic diseases, strengthen muscles/bones, & increases lifespan.



5. Diet – begins with water. Now our kids are grown and on their own, it's easier for us to eat/drink healthier.



6. Self Confidence – leads to better decisions, self-respect, with higher self-image & self-esteem. Lowers anxiety, depression, and stress.



7. Friends – provide a support system needed during tough times. Being a friend and showing up does the same.



I'm sure you'd agree with me ... these 7 doctors are simple common-sense things you fully control.

They're easy to do ... and ... easy not to do.

Your Choice. What are you choosing to do today?

WASH PACKAGES

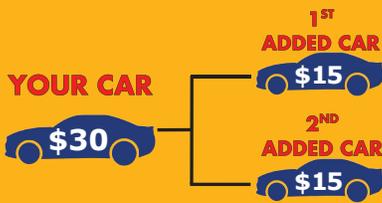
BEST \$25 SINGLE \$35 UNLIMITED
 CERAMIC PLUS EVERYTHING ELSE

BETTER \$20 SINGLE \$30 UNLIMITED
 CARNAUBA WAX BUFF N DRY UNDERBODY RINSE

GOOD \$15 SINGLE \$25 UNLIMITED
 TIRE SHINE TRIPLE FOAM WEATHER GUARD

BASIC \$10 SINGLE \$20 UNLIMITED
 WASH - RINSE - DRY

ADD CARS TO YOUR MEMBERSHIP UP TO 50% OFF FAMILY PLANS



SCAN WITH YOUR PHONE



A Young Tyler Slaughter Meets GOAT

In 2012 Bubbles Partner/Co-Owner Tyler Slaughter was at a small airport as Nick Saban walked from a private jet into the lobby. Alabama had just won back-to-back NCAA Championships, and Coach Saban was on the road recruiting.

Tyler, a huge Bama fan, asked and got a picture while wishing Coach Saban good luck with a "Roll-Tide" goodbye.

Since entering this business in 2022, I've described Tyler as the Nick Saban of Car Wash Operators for several reasons.

Most notably his ...

- disciplined work ethic
- daily effort to improve as a leader, husband, and father
- developing a work culture to control what he and his teams can control

Recently, Tyler posted this picture on his Talk Car Wash FB Site. I asked him about it. Below is my big takeaway.

Bill: *How has Nick Saban's "process" of daily improvement which has brought unequalled success in college football affected you?*

Tyler: Really just 4 words.

- **Hard Work** – no big secret, but in a team environment, hard work beats talent when talent doesn't work hard
- **Brutal Honesty** – all progress starts with the truth, accessing where you are so you can take action to improve
- **Process** – Saban says every play on the field is a game within itself. Same is true for us, we need to deliver the best experience for every single car wash.
- **Consistency** – Discipline is required continued grow for you and your teams.

These four will take you far in life if you lean on them and become a student of the mistakes you make. Those are my learning lessons from Coach Saban.

Bill's Note ... I've been around top business owners and entrepreneurs for 3+ decades. What Tyler has built with Camel Car Wash in Nashville in just 5 years is amazing. Bubbles runs the same playbook focused delivering the greatest car wash experience on every single wash.



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 on left to admin@BubblesExpressCarWash.com
3. Scan QR Code on left or online at www.BubblesExpressCarWash.com/manage