



# Bubble-Up "Good News" Letter™

Locally Owned and Operated  
in Madison, Huntsville & Arab

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

Jan/Feb 2025 Vol. 1 No. 15

## Rethinking "Insanity": The Power of Repetition

By: Bill Gough

You've probably heard the internet's favorite definition of insanity: *"Doing the same thing over and over and expecting different results."* I've said it myself. But ... It's wrong.

True insanity isn't repeating the same actions—it's refusing to repeat them, and ... expecting success.

Some examples ...

**Repetition of Good Habits** - Imagine expecting to be fit after just one workout or healthy after just one balanced meal. That's absurd. Real progress comes from small, consistent efforts over time. Ignoring good habits is the real madness.

**Repetition of What Works** - I'm a marketer. Many marketers abandon campaigns that consistently perform because they're "bored." In 2004, we started a referral program in my Allstate Agency which tripled in one year. In 3 years, it grew to 29%. Today, the new owner gets 33% of new business from referrals. Stopping what's working because it feels repetitive? It's crazy.

**Repetition of Action** - Half the battle is showing up—again and again. Success is built through consistent, deliberate action over time. If you show up occasionally, nothing meaningful happens.

**Repetition in Attitude** - Life will throw curveballs, no matter how prepared you are. Maintaining a strong, consistent attitude is essential for handling setbacks. Giving up because something didn't work the first time? That's insane.

**Repetition in Learning** - Mastery doesn't come from reading or watching something once. Real learning happens when you revisit the best books, courses, or lessons repeatedly 3-5 times, at least. Why? Because repetition engrains knowledge deeply. It gives you a huge advantage of the attention deficient majority on screens.

### Bottomline ... The Real Madness: Avoiding Repetition

Repetition is a proven strategy for growth, learning, and achievement. The true absurdity lies in avoiding repetition, expecting quick fixes, and giving up too soon. So, it's not repetition that's insane—it's refusing to embrace it.



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

"I love how much cleaner my SUV comes every time I come to Bubbles. You all make me feel like I'm at home here with your amazing hospitality."

**Nellie Brown - Huntsville**

"I always receive the best kind and professional service here in Madison. Got especially great smiles from Connor today. Happy to give a 5-star review."

**Kim Hayashi - Madison**

"I love coming to Bubbles to keep my car clean. My kids think it's Disney World."

**Lindsey Rees - Arab**

"The best car wash I've ever had here today! I will be back!"

**Fred Coswell - Huntsville**

"I love the new towels and cleaning supplies. They smell good and made it so convenient for me."

**Diana Harris - Arab**

"I love having a clean car every day of the week, plus you guys are so helpful!"

**Jackson Sanders - Madison**

"You guys always do a great job on my car. I love all the improvements. Keep it up."

**Ray McGee - Arab**

"Best car wash in town to keep my car clean, especially the nice clean floor mats."

**Tony Sanders - Madison**

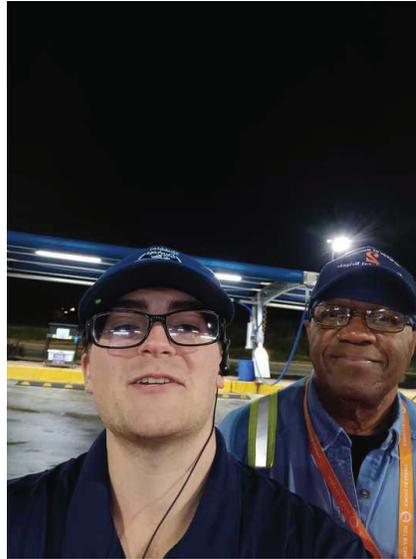
"I've never been to a car wash that refused to let me leave because my car was still a little dirty because of all the bird mess. Y'all have amazing customer service, and I will be back from now on to wash my car. Thank you."

**Gloria Brown - Huntsville**

## Pictures with team

*"You guys are by far the best car wash around, and we love coming to Bubbles to get all of our vehicles washed."*

**- Joseph & Connor with Amy Adams in Huntsville**



*"I've been a loyal customer for a year now, thank you."*

**- Randy Holden with Breyland O'Neal in Madison**

*"I love the upgrades, and was loyal to Red Rocket, and you guys are so much better!"*

**- Lisa Holten with Justin Sain, Jay Morris, & Tucker Davis in Huntsville**



*"I love coming to Bubbles Car Wash!"*

**- Cassie Morgan with Sandy Calvert in Arab**

# SMILE CORNER

## New Year Funnies

- What's a cow's favorite holiday? Moo Year's Eve!
- Why did the girl sprinkle sugar on her pillow on New Year's Eve? She wanted to start the year with sweet dreams!
- What do you say to a cat on New Year's Eve? Have a purr-fect New Year!
- Why did the calendar feel so popular on New Year's Eve? It had a lot of dates!
- Why do birds fly south for New Year's Eve? It's faster than walking!

## New Year's Inspiration

"Your present circumstances don't determine where you can go. They merely determine where you start."

**Nido Qubein**

"New year, new beginnings, same dreams, fresh starts."

**Unknown**

"What the new year brings to you will depend a great deal on what you bring to the new year."

**Vern McLellan**

"This is a new year. A new beginning. And things will change."

**Taylor Swift**

"Learn from yesterday, live for today, hope for tomorrow."

**Albert Einstein**

## Why Training Matters at Bubbles Car Wash?

By: Regional Mgr. Justin Sain & Co-Owners JP, GL, & TS

It's MOSTLY about you, our customer. See page 1 under local owners picture for more on this.

Training is crucial to Bubbles purpose and mission to deliver *YOUR Best Car Wash Experience* on every single wash.

It is not just about equipping our Teams with the necessary skills, but also about creating a **"place"** where they feel cared for and valued.

The first few days of a Team Member's experience is VERY IMPORTANT. It sets the tone for how they view both our front-line leaders, and the company as a whole.

At Bubbles, we understand training goes beyond simply filling a work schedule need for the next week.

We are committed to help plan their future by developing and teaching each Team Member. And helping their growth both personally and professionally.

By investing in their training, we aim to create a safe and enjoyable work environment where they can thrive. Not just survive and receive a paycheck.

Our ultimate goal is to take care of our customers, and training our teams plays a vital role in achieving this.

When our Team Members are well-trained and coached (they're not the same) they can provide exceptional customer service, ensuring that every customer leaves satisfied.

Whether a team member stays with Bubbles for a year, a few years, or even decades, our aim is they leave as a better person, having gained valuable skills and experiences during their time with us.



Shift Leader Jake Curtis training with CSA's Jay Morris and Adriana Ochoa of Huntsville team

## 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



## How Bubbles Tackles Cold Weather in North AL

By: Bill Gough

We usually have snow 1-3 times every winter. Also, freezing temperatures rarely last more than 3-5 days in a row a few times annually.

Each year we train our teams 4-5 weeks in advance of temperatures dropping below the 40-degree mark. Combined with my three partner's (JP, GL, & TS) experience totaling 42 winters washing cars ensures operations remain smooth. My northern friends chuckle when I mention our winters.

### Winter months we prioritize

- Safety for our team & customers
- Efficiency being open for you
- Customer experience

One primary step in winter is snow/ice removal. When winter storms blanket the area with snow, our team promptly clears the lot for safe access for customers. We rent skid steer equipment to handle large amounts of snow quickly and spread salt. Plus, employees shovel walkways, making our premises safe to drive and walk.

Inside the wash tunnel, we have processes to fight freezing temps which could damage our top-notch equipment or damage vehicles. The tunnel heating system keeps the interior warm, so the washing process is smooth. This prevents ice forming on the foam wraps making it safe for the staff and vehicles.

We can retract wash equipment during extreme cold. This minimizes risk of damage to the machinery and vehicles in the tunnel. By carefully adjusting operations based on weather conditions, we ensure every car receives top-notch care without problems.

Our proactive process to cold-weather shows our commitment to reliable service year-round. Efficient snow/ice removal, heated tunnels, and equipment adjustments creates a safe environment even in winter.

**FINAL TIP:** If wind chill is **27 or below** we open late or close early to keep YOUR washing equipment safe.

### 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)