



Bubble-Up "Good News" Letter TM

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

Family Owned
Family Operated

June/July 2024 Vol. 1 No. 12

Bubbles adds locations in Huntsville and Arab

By: Bill Gough

On May 1st ... Bubbles Express Car Wash acquired the two North Alabama Red Rocket Express Car Washes located at 2110 Redstone Rd & S Memorial Pkwy in Huntsville and 47 Golfview Rd in Arab.

Some of the major changes to both locations include ...

- Massive cleanup
- Team uniforms
- Re-branding to Bubbles signage
- Fully painting inside and outside
- Remodel office and lobby
- New computer equipment
- **Replace/update all tunnel equipment & chemicals**
- Add free to use amenities to detail clean car inside and out
- And Much More ...



"Heath Mead, 2nd from left, has 12 years experience as Arab Site Manager with Bubbles owners Tyler, Jared, Bill, & Gonzo."

What's not changing is we're keeping the same great team members which Bubbles leadership team is THRILLED with the amount of tenure at both locations.

Here's what I mean ... Site Manager (SM) Heath Mead has 12 years managing the Arab location while SM Matt Seibers has 9 years' experience managing Huntsville site. There are at least 3 members at both locations that have 3 years' experience each as team members, shift leaders, and assistant managers.

I'm a member in Madison, can I wash FREE in new locations, and will my members fee increase?

- Yes, but it will take 60-120 days to combine Point Of Sales (POS) System, members at all locations.
- We will NOT be changing pricing to your membership or to our retail single washes due to this major acquisition.
- All locations will have consistent pricing for our Best, Better, Good, & Basic single washes and membership plans. See back page for pricing.



"Matt Seibers has 9 years experience as Huntsville Site Manager."



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

"The Bubbles team is so friendly and helpful every time I come in. Keep up the great work."

Barbara W.

"I am very grateful that Omar fixed my license plate issue and also grateful for the customer service."

Quintana Trafford

"I always have a perfect clean car after visiting Bubbles"

William Henegar

"I've gone to many car washes in the Madison, but I will always come back to Bubbles."

Delores Wilson

"Omar always gets my windshield right every visit!"

Charles Wright

"Omar always gets my windshield right every visit!"

Anne Lozanl

"I had an amazing car wash. They even noticed it wasn't clean enough the first time and made sure it got fixed!"

Claudia Lobo

"I love the friendly and professional service! I will definitely come back!"

Timari Turner

"Great service and better cleaning supplies than other car washes."

Gregory Manning

Spotlight on Bubbles Team Member CSA Omar Gomez

By: Bill Gough and Omar Gomez

Omar "Big O" Gomez is a special young man with a bright future and matching smile. Big "O" definitely one of the top smiles of our Bubbles Team 😊. Last September he joined the team embracing Bubbles Core Values of Friendly, Professional, and Organized.

Customers constantly compliment Omar on how he sincerely explains the advantages at Bubbles including our membership programs without high pressure tactics. He's won several customer service awards.



Omar Gomez flashing his \$1,000,000 smile with pet goat "Benny" has won many customer service awards since joining Bubbles.

Here's some personal information about Omar ...

1 ... When & where were you born? I was born in Atlanta on April 3, 2004. We moved to Madison in August 2020 during the Covid-19 pandemic.

2 ... What local schools did you attend here in North AL? I attended Sparkman High School my Junior and Senior years. I am currently enrolled at UAH, majoring in engineering.

3 ... What is your favorite food? One of my favorite dishes is my Dad's famous Alfredo Pasta.

4 ... What is your favorite hobby? My favorite hobby is playing video games. Some activities I like to do is play soccer with friends or even go on a walk around the neighborhood with my little brother.

5 ... Do you have or had a favorite pet? I have had a few German Shepherds, and they are all my favorites!

6 ... What do you like about the Car Washing? One thing I like about the Car Washing Biz is getting a smile from a customer. Plus, we are able to keep their second biggest investment looking good and clean.

7 ... Anything else you enjoy or want to share? I enjoy going on hikes and hitting the gym. I love working on cars and I strive to be a Mechanical Engineer in the near future!

SMILE CORNER

Summer Funnies

- What did the pig say on a hot summer day? I'm bacon.
- How can you tell that the ocean is friendly? It waves.
- Why do fish swim in salt water? Because pepper water would make them sneeze.
- Where do sheep go on vacation? Baa-hamas.
- What do you call a snowman in July? A puddle.

"Summer" Inspiration

"Summer's the same. We're the ones who are changing." The Summer I Turned Pretty"
Jenny Han

"Summer means happy times and good sunshine."
Brian Wilson

"I wanna soak up the sun."
Sheryl Crow

"It's like a beach blanket and a bottle of wine, it feels something like summertime."
Jon Bon Jovi

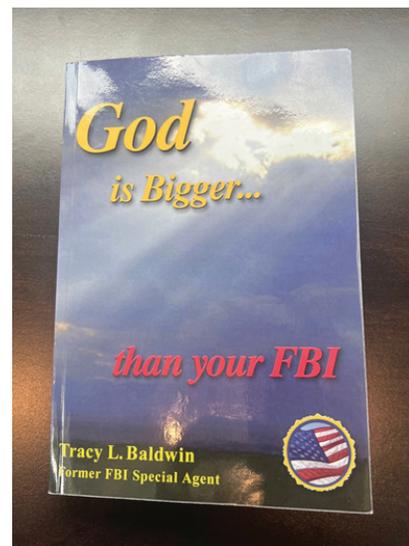
Weenies and Hot Dogs

By: Bill Gough and Tracy Swayne

Recently, I had an interesting phone conversation with one of our customers, former FBI Special Agent Tracy Swayne. After we hung up, I purchased her book about her experiences as an FBI Special Agent.

I read the 200 pager in four sessions over 3-4 days. I wrote two pages of **life lesson** notes inside the book covers.

The two paragraphs below on Weenies & Hot Dogs are from Tracy's book "God is Bigger Than Your FBI. I hope you enjoy them as much as I did."



"Go to www.TracyBaldwin.com to check out Tracy's book. She's a great storyteller.

There are two types of frankfurters in the world – Weenies and Hot Dogs. *Weenies are people that whine and complain all the time. The cup is never half full or half empty – they gripe that they never got a cup. Nothing ever goes their way and don't dare ask how they are because they'll take 15 minutes to describe, in detail, their measly existence ... and why you should feel sorry for them. They're too miserable to entertain a positive thought. They also don't like anything but a Weenie and will try desperately to bring down Hot Dogs.*

Hot Dogs are go-getters. They are people reaching for new heights. They bring wisdom to life and are sought after for advice. They always have a smile on their face and don't seem to have a care in the world. They talk with energy and their eyes are bright and inviting. They are productive and always think of the next way to improve a project, help someone, or improve their own life. Hot Dogs have great friends and great relationships. If you hear murmuring and negativity ... it's most likely a Weenie griping about a Hot Dog.

Bill's Note: National Hot Dog Day is 3rd Wednesday in July. I'll likely not remember National HDD in the future ... but ... I will always know the difference between a Weenie and a Hot Dog.

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



FREE 30-Day Upgrade to BEST Wash & GRAPHENE

Bill Gough

Basic, Good, and Better unlimited wash members will be able to test our new Best wash soon. We appreciate your patience as we thought we'd be ready sooner as communicated last month.

What's special about GRAPHENE?

Several months ago Bubbles co-owner Gonzo Lagunas began testing Graphene that does especially well in hot & humid climates. It delivers the Longest, Strongest, and Deepest shine to your car.

Here are several more "scientific features" of GRAPHENE which delivers the longer, stronger, and deeper shine to your cars.

- 1. Self-Cleaning ...** water droplets easily roll over and remove soils, preventing buildup to clean easier on future washing
- 2. Anti-Static ...** allow dirt and soils to repel from your car surface
- 3. Flexible ...** enables to formula to conform with vehicle surface, providing complete coverage for ultimate shine
- 4. Durability:** Graphene's longer-lasting protective layer on your vehicle, meaning you can go longer between washes or endure more rain, longer periods parking outside
- 5. Heat Resistance:** It effectively resists heat, preventing damage from prolonged exposure to the sun.
- 6. Richness and Luster:** At the molecular level, Graphene fills in divots or micro-abrasions in the clear coat layer, allowing for stronger light reflection in the clear coat. So, Graphene effectively acts like a magnifying glass on the surface of the vehicle, enhancing the appearance of the color and shine.

How the FREE 30-Day Upgrade For Basic, Good, & Better Members Works ...

- Promotion period to opt in is from 6/15 to 7/15
- Members in good standing are contacted 6/15 via text & email
- Members may upgrade their plans FREE for 30 days to the BEST plan by opting in (click link) in text message on 6/15
- **Members may opt out at any time easily from a button on the link provided in initial text**
- Members who opt in and *then* choose to opt-out still get their free 30 days of the upgrade to the BEST plan

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
3. Scan QR Code on left or online www.BubblesExpressCarWash.com/manage