



Bubble-Up "Good News" Letter™

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

November 2023 Vol. 1 No. 4

Locally Owned

Is an Attitude of Gratitude a Myth?

By: Bill Gough

Today, my "thinking" tells me to be grateful for adversity.

Sound crazy? Especially in the month of Thanksgiving.



Look ... We've all heard to have an "Attitude of Gratitude", right? I have believed, acted, or tried to be grateful from my earliest memories. My parents instilled it into me. It got hammered into me in my early years of alcohol recovery 13+ years ago.

Let me explain what I've learned and why I'm grateful for adversity.

Here's the thing about Adversity ...

- Adversity is here
- Adversity is coming
- Adversity just left ... BUT ... it'll be back

The good news is ... adversity challenges us to grow. To step out of our comfort zones to solve problems we may have never faced.

Adversity builds resilience and mental strength. We can learn to find the silver lining in difficult spots plus cope with change. Resilience serves us forever.

Adversity reveals our true self or character. We learn our strengths, weaknesses, and how we respond to pressure. This leads to personal growth and a better understanding of who we are which can be shown or taught to those we lead and love.

Different types of Adversity.

- Emotional – dealing with rejection
- Mental – learning disabilities or memory loss
- Physical – disability, illness, or injury
- Social – relationships and friends
- Financial – job loss, money issues
- Spiritual – confusion

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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

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

Our Customers Say It Best

"I was bragging on Bubbles to my friend. She goes to a different car wash and I told her that you guys were the CHICK-FIL-A of car washes, so she's going to start coming here now."

Christi Spencer

"I don't know why anyone else goes anywhere else you guys have the best wash around"

Wayne Lumpkin

"You guys have the best wash around I will not go anywhere else!"

Ellen Emelot

"You guys did such an amazing job scrubbing the tree sap off our car it truly looks amazing thank you!"

Nancy Jones

"There are so many car washes in the area and the wife and I really like yours the best! You guys do an amazing job."

Al Phillips

"Hi dimples. Chandler, it's people like you that keep me & your customers coming back. You deserve great things. Plus, I'm a math weirdo."

Bubbles has great prices.

Mindy Williams

Seen Around Bubbles

"Chandler is the Best. So professional. So friendly with a world class smile every time!"

- Nancy McMillians



Nancy McMillians & Bubbles GM Chandler Rodgers



Brandon Daniel with Bubbles Partner, Bill Gough

"Bill ... We live in Triana and drive by 3 washes similar to Bubbles to wash our 3 family cars here a few times each month. I've tried several car washes in Madison and Huntsville. You guys are on top in my opinion. The vacuums have great suction and the two different heads stood out. I keep finding more things like your people are so different from most businesses. They sincerely care of doing a great job."

- Brandon Daniel

"Bill, We love Bubbles Express!! I have been a member for quite awhile now and the customer service is exceptional!! We drive by several car washes to come to Bubbles. Keep up the good work! Also, thank you for the sponsorship support of JCHS Soccer."

- Diane Jarmolowicz



James Clemens High School Super-Soccer Mom Diane Jarmolowicz & Bubbles GM Chandler Rodgers giving the two thumbs up on Diane's shiny silver SUV.



Bubbles Express Partner/Co-Owner Jared Parr & GM Kris Glover presents Bob Jones High School's AF JROTC Major Melissa Lacey with a check for \$5,407.00 for their outstanding job of AF JROTC's Back-to-School Fundraiser.

"Jared, Gonzo, Bill, & Tyler, thank you & the entire Bubbles Team with the terrific fundraiser in September. It more than doubled last Spring's first FR with your team. Your sincere efforts and tools to pre-sell car washes work well. Our Cadets really stepped up and competed well."

- Major Melissa Lacey

SMILE CORNER

Thanksgiving Jokes

1. What did Dad say when he was asked to say grace? "Grace."
2. Why did Mom's turkey seasoning taste a little off last year? She ran out of thyme.
3. What's the official dance of Thanksgiving called? The turkey trot.
4. What's one thing that you'll have in common with a teddy bear on Thanksgiving? You'll both be filled with stuffing.
5. What was the turkey suspected of? Fowl play.

"Gratitude" Inspiration

"If you concentrate on what you don't have, you will never, ever have enough."

Oprah Winfrey

"As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them."

John F. Kennedy

"This is a wonderful day. I have never seen this one before."

Maya Angelou

"When I started counting my blessings, my whole life turned around."

Willie Nelson

Employee Spotlight Cassidy Border



Bubbles team member Cassidy Border helps Wash Club VIP Tammie Simmons add another family car to her membership

1. Where were you born and grew up?

I was born in Florence, AL. Early on, I lived in Decatur before my family moved to Huntsville. I'm an only child and a lefty.

2. What schools did you attend & activities you enjoyed?

In high school, I played volleyball at Columbia and traveled with Rocket City Volleyball Club. I graduated from New Century Technology HS in 2019. My favorite subject was history. I moved to Florence to attend the UNA. I started in nursing discovered the car wash industry. I changed my major to Business Management. In 2022 I relocated back to Madison, AL and transferred to UAH.

3. Favorite foods and hobbies?

I love Mexican food and barbecue. Nothing beats a home cooked meal. I love staying active and being outdoors. When I'm not at work or class, I love spending time with my family or friends, hiking, swimming, reading, or playing volleyball. I'm also a huge Roll Tide fan!

4. What do you like about car wash biz?

My favorite part is meeting people and building a relationship with our guests. I love it is multi-faceted with different aspects of managing a business.

5. Favorite Pets?

I have two kitties that I absolutely adore- Pancake and Waffles. My childhood pet, Sophie, a sassy Boston terrier, lives with my parents. She's 15 years old, and very spunky.

I began with Jared and Gonzo at Mister Car Wash in 2019.

They saw my potential; and began working me into management. I'm so grateful to be working with Jared and Gonzo again. To see their dreams and hard work payoff is incredibly inspiring. Never did I expect to be working at the car wash for 4 years, but I can't imagine myself working anywhere else. I love being a part of the Bubbles Team!

WASH PACKAGES

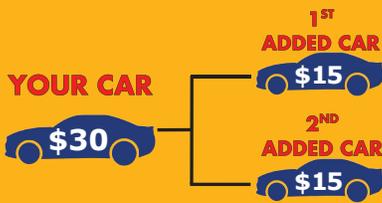
BEST \$25 SINGLE \$35 UNLIMITED
 CERAMIC PLUS EVERYTHING ELSE

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



Is an Attitude of Gratitude a Myth? cont...

In 2001 Allstate Insurance changed my employee agent status to an independent contractor. No more employee benefits, pension, profit sharing, and reimbursing my office expenses including staff.

Thousands of agents retired or sold back to company for less than an ideal price. It was the best thing that happened in our lives. But the early news of this change led to stress and uncertainty.

Look ... As a leader in your home, at work or organization you are a part of, you encounter a unique set of challenges that demand your mental strength, resilience, and ability to change. To succeed, we must learn how to navigate adversity and thrive facing new challenges.

So, is Attitude of Gratitude a Myth?

Hell to the no. If you are not practicing gratitude in your life, you are facing an uphill battle and the footing is not in your favor.

On behalf of our entire team, we are extremely grateful to serve you ... **our customer** ... the most valuable and important asset in our business.

HOLIDAY SPECIAL BUY ONE E-GIFT CARD GET ONE FREE!

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- Buy 2 = Get 2 FREE
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With Your Phone
 Scan the QR Code to
Buy Now!

Buy here @ <https://bubblesexpresscarwash.com/holiday-gift-cards>
 or visit us in our office 1633 Hughes Road Madison, AL 35258

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