



# Bubble-Up "Good News" Letter™

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

October 2023 Vol. 1 No. 4

## Four Cars Stuck in Bubbles Car Wash Tunnel

By: Bill Gough



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

It's a Car Wash Owner's BIGGEST FEAR.

I witnessed it for the first-time on Saturday Sept. 30, at 11:47am. We were slammed.



Four cars washing in tunnel. 5 cars lined up to enter the tunnel. Another 10-12 cars lined up at kiosk.

Here's what happened ... My partner, Gonzo Lagunas & I were near the kiosk as GM Chandlor Rodgers was guiding cars onto the conveyor, ran out WIDED-EYED YELLING ... **"GONZO END OF TUNNEL ... NOW!!"**

Gonzo sprinted across parking lot. I ran into the tunnel entrance with Chan to learn how/why the conveyor stopped.

We met Gonzo at the damaged area. He looked at us, and calmly said ... "Chan, get these cars out. Come right back. We'll be back up and running cars in 10-15 minutes".

Chandlor went into action. He confidently looked at team member Will Walters & me giving us specific instructions.

### My tasks were ...

1. Explain situation to 5 cars in line to enter tunnel.
2. Get them out of line so cars in tunnel could be backed out.
3. Explain situation to 12 cars in line at kiosk, and issue FREE Car Washes to nonmembers.

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# Our Customers Say It Best

"Bubbles Car Wash does a fantastic job. I will definitely be recommending you guys to everyone I know on the arsenal."

**Keith Cosby**

"Y'all are the best around in Madison County! Y'all just do it right! You're Amazing!"  
**Danny Wolde**

"I'm back today with my second car because you guys do such a wonderful job!"

**Ed from Madison, AL**

"You guys do an excellent job & we love your service. You guys truly do an amazing job. Customer Service is great & we really enjoy every part of the car wash!"  
**Matthew Crandon**

"My husband tried to go to a car wash closer to our home. I told him how amazing you guys are and the great job you guys do. I'll drive by car washes to clean up here at Bubbles!"

**CeCe King**

"You guys do an amazing job & the customer service is the reason I come over here!"  
**Lee Higgs**

## Seen Around Bubbles

"Of all the car washes in Madison & Huntsville Bubbles Express Car Wash stands at the top. I refer all my friends to Bubbles!"  
**- Mike Miller,  
Proud Alabama A&M Alumni**



Bubbles Co-Owners Bill Gough & Jared Parr with Mike Miller



Bubbles VIP Wash Club Member, Theo Hambrick and Bill Gough

"Bill, I love coming to Bubbles every week to clean my car. You guys are awesome, friendly & always have everything in good working condition."  
**- Theo Hambrick**

"Bill, you guys are by far the best car wash in town with all the "goodies" to detail clean my car. I drive past 4-5 car washes from my home near the arsenal to come here every week!"

**- Tabitha Cote**



Tabitha Cote with Bubbles Partner, Bill Gough



Doug Smith - Madison, AL

"Bill, in my opinion, all these car washes are about the same when it comes to equipment. The big difference to me is the PEOPLE working at the Car Wash ... and ... you guys at Bubbles have the best people by far!! I have 3 cars that I keep clean on your family plan membership, and drive past 3 car washes to come here every week. Congratulations, and Keep it up!!"

**- Doug Smith**

# SMILE CORNER

## Howl-arious Halloween Jokes

- What do you call 2 witches sharing an apartment? Broommates.
- How do vampires get around on Halloween? On blood vessels.
- What's a zombie's favorite cereal? Rice Creepies.
- Who did the scary ghost invite to his party? Any old friend he could dig up!
- Why didn't the skeleton go to prom? He had no body to go with.
- What can you catch from a vampire in winter? Frostbite.

## "Fear Based" Inspiration

"The brave man is not he who does not feel afraid, but he who conquers that fear."

**Nelson Mandela**

"Fear is the path to the Dark Side. Fear leads to anger, anger leads to hate, hate leads to suffering."

**Yoda**

"Have no fear of perfection – you'll never reach it."

**Salvador Dali**

"We should all start to live before we get to old. Fear is stupid. So are regrets."

**Marilyn Monroe**

## Don't read this unless ... you're looking for something to do from home

By: Bill Gough

Here's the deal ... for last 2+ decades, I have had two trusted organized people as my personal assistant doing admin work.

Recently, my assistant for the last 7 years, Amanda McFall, has had multiple tragic personal events. It requires her full attention to care for her bedridden Dad. Several of you have communicated with Amanda, via email mostly, these past 17 months since my partners and I acquired Bubbles.

Amanda has worked with me for 13 years. She was one of the most valuable team members we had at our Allstate Insurance Agency and BGI Systems. She's like a family member. Our customers and her team members adore her. She could use some good thoughts and prayers.

In the meantime, ... I've hired a new part time virtual assistant and a new vendor. But I need more help.

### Specifically, I'm looking for someone who is ...

- On time – if someone's routinely late, it doesn't make them a bad person, but it will NOT work for me.
- Organized – can find things in a timely manner
- Basic computer skills Order materials online (Excel, Word, Email, Google Docs, Google Sheets, E-Filing, etc.)
- Manage Email & Text Platforms - sending, reporting, & EZ to learn training videos.
- Basic writing to answer customer email
- Good phone voice - you & I will be on phone/zoom, plus some customer calls later.
- Visit Bubbles one hour 1 day/week to inventory marketing materials (newsletters, brochures, air fresheners, etc.)

Look ... this is a not major career move. Money will not likely be this person's major motivator.

Could it expand into more? You bet. I'll be here a minimum of 7 years and we're expanding. You'll learn more about it soon.

I'd prefer an adult. A college student could likely work too.

Interested? Please follow directions below.

Please email me directly at [Bill@BubblesExpressCarWash.com](mailto:Bill@BubblesExpressCarWash.com) with a short story (less than 1 page) of why you'd be a fit, and a resume. Please do not call office or visit Bubbles to inquire about opportunity. Thank you.

## WASH PACKAGES

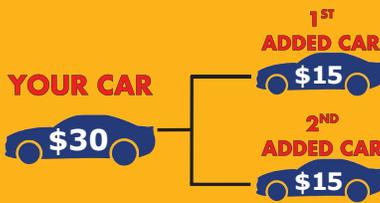
**BEST** \$25 SINGLE \$35 UNLIMITED  
● CERAMIC ● PLUS EVERYTHING ELSE

**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



## Four Cars Stuck in Bubbles Car Wash Tunnel cont...

At 11:59 am we opened the tunnel. Only down 12 minutes due to an incident beyond our control.

This is the value of experienced LOCAL owner operators like Gonzo and Jared Parr bring to you. They are onsite at Bubbles 6 days/week making sure your experience is friendly, professional, and organized.

You can't get this from the typical express tunnel car wash owned by a faceless corporation located hundreds of miles away.

Bill's Note: my wife Vanessa found this recipe online & made it recently ... IT'S DELICIOUS. Next time, she's gonna add some feta cheese ... one of our FAVES.

### Pasta with 15-minute cherry tomato burst

Ingredients...

- 1 lb. pasta
- Kosher salt
- ½ cup olive oil
- 2 large garlic cloves, finely chopped
- 3 pints cherry tomatoes
- ½ tsp. freshly ground pepper
- Pinch of sugar
- 1 cup coarsely chopped fresh basil
- Freshly grated Parmesan (for serving)



Directions ...

1. Cook pasta in a large pot of boiling salted water, stirring occasionally, until al dente, drain pasta and transfer to a large bowl.
2. Meanwhile, heat oil in a 12" skillet or wide heavy saucepan over medium-high. Add garlic, then tomatoes, pepper, sugar, and tsp. of salt. Cook, stirring occasionally, until tomatoes burst and release their juices to form a sauce,

#### 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](mailto:admin@BubblesExpressCarWash.com)
3. Scan QR Code on left or online at [www.BubblesExpressCarWash.com/manage](http://www.BubblesExpressCarWash.com/manage)