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The Detail Dialogue February 2018



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Presidents' Letter

By Justin Labato, CD-SV, RT

I am excited to be writing my first letter as the 2018 President of the IDA. It is truly an honor and a privilege to be leading such a dynamic organization, and I don't take it lightly. Having sat in the annual face-to-face meeting of the IDA Board of Directors that took place at last month's Mobile Tech Expo, I can tell you that this is shaping up to be another year of big growth for both the Association and the industry as a whole. Many thanks to the new and returning members of the IDA Board of Directors, as well as the Chairs of the various IDA Committees who signed on this year to help lead that growth.

Nowhere is the IDA's growth more evident than at MTE, the first big event of the year for our industry. This year, IDA had a larger presence than ever before. ([Read More...](#))



*- Justin Labato, CD-SV, RT
2018 IDA President*



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**The views and opinions expressed in the accompanying articles are those of the author(s) and do not necessarily reflect the official policy or position of the IDA.*

Article Submission

We need your help! *The Detail Dialogue* is looking for content submissions for this newsletter.

[Click here to view our submission guidelines.](#)

[Email Your Articles Today!](#)



Thank you to our Sponsors!

Diamond

2018 IDA Awards Winners

Thank you to everyone who made a nomination and/or voted in the 2018 IDA Awards. Congratulations to the winners, announced at Mobile Tech Expo in January:

Leadership Award:

Michael Dickson, CD-SV, RT
Professional Detailing Products
Canton, OH

Outstanding Service Award:

Renny Doyle, CD-SV, RT
Attention to Details
Big Bear Lake, CA

Detail Shop of the Year Award:

TLC Auto Detail
Dave Miller
Dulles, VA

Mobile Detailer of the Year Award:

OnSite Details
Greg Linacre, CD
Beaufort, SC

Detailer of the Year Award:

Vincent Macri, CD-SV
A1 Mobile Detailing
Trumbull, CT

Detail Supplier of the Year Award:

Solution Finish
Chris West
Huntington Beach, CA

For more information about the awards categories, eligibility, and past winners, please visit the [IDA Awards Page](#).



Share Your Love Your Detailer Day Success Stories



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Platinum:

Thank you to everyone who helped make our first annual Love Your Detailer Day a huge success! A special shoutout to Joe DiFiore, CD-SV, and the whole Membership Committee for bringing this very special day to fruition. And, of course, thank you to all those who shared their detailing accomplishments with the world via social media and word-of-mouth! Your participation helped bring the IDA and the industry as a whole to the attention of a wider audience, and raise awareness for the standards, expertise, and professionalism of IDA members and certified detailers.

Now, we want to hear from you! If you participated in the Love Your Detailer Day activities and had a particularly successful outcome, please [contact us](#) to share your story! Whether you gained new clients, encouraged fellow detailers to join the IDA, or just felt a little extra love on February 15, we want to know how Love Your Detailer Day affected you and your business. If you're interested, [please submit your response](#) to the following questions no later than **Monday, March 5 at 5 p.m. CST:**

- Why/how did you participate in Love Your Detailer Day?
- What was the outcome of your participation?
- Do you plan to participate next year? If yes, how?
- Do you have any suggestions on how/why other members should get involved?

And save the date for the 2nd annual Love Your Detailer Day - February 15, 2019!



Member & Industry News

[Melbourne Detailer Elected President of the International Detailing Association](#)

Justin "JL" Labato, CD-SV, RT, founder of Melbourne's JL's Showroom Detailing, was elected by the Board of Directors as 2018 President of the International Detailing Association (IDA). He accepted the position at the IDA's Annual Meeting during the Mobile Tech Expo 2018 in Orlando, Florida. ([Read more](#))

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[Mobile Tech Expo 2018 Sets Records](#)

The 17th annual Mobile Tech Expo celebrated the mobile automotive appearance, enhancement, and recon industry January 26- 28 with standing room only educational sessions and a sold-out trade show floor. Over 3,000 attendees met with paintless dent repair, detail equipment, wax & polish, chemicals, wheel and glass repair companies to name a few. ([Read more](#))



Renew Your Membership By 2/28!

Get your seat at the table! Today, February 28 is the last day to [renew your membership](#) for 2018* to remain part of the premier association for detailing professionals. IDA membership grants you access to [exclusive benefits](#) that will help you stand out from the crowd in a growing field. Take advantage of the numerous opportunities to network with your peers, mentors, and vendors and continuously improve your business in an ever-changing industry. If you do not renew by February 28, your member benefits will be suspended and you will lose access to all the IDA members-only resources.

NEW this year! The IDA is now offering an auto-renewal system for members who want to save time and hassle. This means there's no need for you to receive, check, and pay your annual dues invoice; your payment will be automatically completed each renewal period. Auto-renewal is an optional feature, so be sure to select it at the top of your renewal form if you are interested!

*Only applicable to members on a calendar-year renewal schedule.



New Members & Certified Detailers January 2018

Please welcome our new members!



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- Joseph Christoff
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- Lia Galluzzo
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DJ Patterson, CD-SV
Jason Rose, CD-SV, RT
Rob Schrueder, CD-SV, RT
Sheryle Hazard, CAE - Executive
Director

Upcoming Events

[CD in a Day - Phase I at Simoniz:](#)
Friday, March 16, 2018

[Detail Fest:](#) Saturday, March 17 -
Sunday, March 18, 2018.

[CD in a Day - Phase II at](#)
[Autogeek:](#) Monday, May 7, 2018.

[See all event details on our calendar!](#)

Looking to start an IDA Chapter?

Are you interested in establishing an international Chapter of the IDA in your country or region? [Click here to learn how to form an IDA Chapter and the benefits of doing so!](#)

Contact the IDA:

International Detailing Association
2345 Rice Street, Suite 220

- Baldomero Vargas
- Sean Wesenberg

Congratulations to our newest Certified Detailers!

- Wolney Andrade, CD - Andrade's At Your Service Mobile Detailing, LLC
- Travis Barnaby, CD - Syracuse Auto Spa
- Guilherme Barros, CD - GSB Car Detail
- Jason Dodd, CD - OCDetails
- Joseph Donaldson, CD - JD's Detailing
- Caridad M. Escudero Lobe, CD-SV - Catala's Auto Detailing
- Alejandro Flores, CD - Andrade's At Your Service Mobile Detailing, LLC
- Brendon Ford, CD - ATL Automotive Services
- James Anthony Hannah, CD - KleenWorks
- Travis Heath, CD
- John Kumar, CD - CTK Detailerz
- Samuel Laguerre, CD-SV - Daily Duty Auto Detailing, LLC
- Franco Lombardo, CD - Cba Extreme Detail
- Scott Mantz, CD - Mantz Automotive Distributors
- Seth Mantz, CD - Mantz Automotive Distributors
- Stephen Mantz, CD - Mantz Automotive Distributors
- Katherine Mayo, CD - UM Distributors, Inc.
- Hector Mendez, CD-SV - Onsite Detail
- Victor Mendez, CD-SV - 1 Shine Auto Spa
- Chris Rousch, CD - Rousch Auto Detail
- John Rudell, CD - Millennium Wash & Detail Center
- Troy Saunders, CD-SV - Touch Up Auto Detailing, LLC
- Jason Yard, CD - Malco Products, Inc.

For more information on any of our new members or for a full listing of our membership, please visit the-ida.com.



Volunteer with the IDA

Make a difference for your business, your profession, and your professional organization. Committees are the 'working arm' of the association and provide direct recommendations for IDA policy and programs. Make yourself a key player vested in the future of the IDA

Saint Paul, MN 55113
Online: www.the-ida.com
Email: info@the-ida.com
Phone: 651-925-5526
Fax: 651-317-8048

Have a question or want to be removed from the newsletter mailing list? [Contact us here!](#)

by volunteering to serve on one of the IDA Committees. Visit the [IDA website](#) to sign up.

The IDA Certification Committee governs the IDA Certification Program, sets guidelines for certification exam materials and processes, and develops and oversees implementation of new certification phases.

Chair: Kyle Clark, CD-SV

Board Liaison: Tom Palancia, CD-SV, RT

The IDA Marketing & Communications Committee oversees all IDA communications from the e-newsletter and e-blasts, to the website and social media sites. This Committee also develops and administers IDA's sponsorship and advertising programs.

Chair: Vincent Macri, CD-SV

Co-Chair: Kenya Williams, CD

Board Liaison: Rob Schrueder, CD-SV, RT

The IDA Membership Committee spearheads IDA membership marketing campaigns globally, and promotes development of IDA Chapters in other countries.

Chair: Joe DiFiore, CD-SV

Co-Chair: Michael Stoops

Board Liaison: Jason Rose, CD-SV, RT

The IDA Tradeshow & Education Committee facilitates IDA participation at various industry-related tradeshows. The Committee also coordinates IDA University at tradeshows and training facilities, as well as the development of webinars and other educational offerings.

Chair: Prentice St. Clair, CD-SV, RT

Board Liaison: Mike Phillips, CD-SV, RT



My First Time at Mobile Tech Expo

By Chris Blaisdell, CD, Onsite Detail

Before attending Mobile Tech Expo 2018, I really was not sure what to expect. I had only heard good things about it and was pretty excited to get there and see it for myself.

DAY 1: Education Day

I arrived early and got my badge. I was really looking forward to the IDA seminars. There were also multiple classes on business in general and digital marketing. The only thing I was a little disappointed about was that I could not be in two (or three) places at once to hear and be a part of each class in the detailing category! I was really impressed with the spread of knowledge and experiences that were shared. There were topics ranging from proper business setup (legally speaking) to being more efficient in your detailing operation(s) to ceramic coatings, etc.

If MTE was just Education Day, it would be well worth the trip. ([Continue reading](#))



Meet & Greet Events

It's almost springtime, so we know you are excited to begin hosting IDA Meet & Greets again! Before you schedule your next gathering, please take a moment to review the IDA's [policy](#) on hosting these events, to ensure that everyone has a great time:

1. Both the host and the facility - if the location is a detailing business - must be members in good standing of the IDA.
2. The host must use a portion of the event to talk about IDA membership, webinars, certifications, or other IDA offerings.
3. Any demonstrations or presentations at the event are to be brand-neutral (no product promotion or brand bashing).
4. RSVPs for an event are to be collected by the host or facility.
5. The event must be free to attend. If food or beverages are available for purchase only, this cost must be disclosed in the event advertisements.
6. IDA requests that you document your event with photos/videos to share on social media. Please use

appropriate hashtags such as #IDAdetailers and #IDAmeeetandgreet.

For guidelines on the promotion of your IDA Meet & Greet Event, please see the [IDA Communications Policy on Member/Event Promotion](#).



Business Links

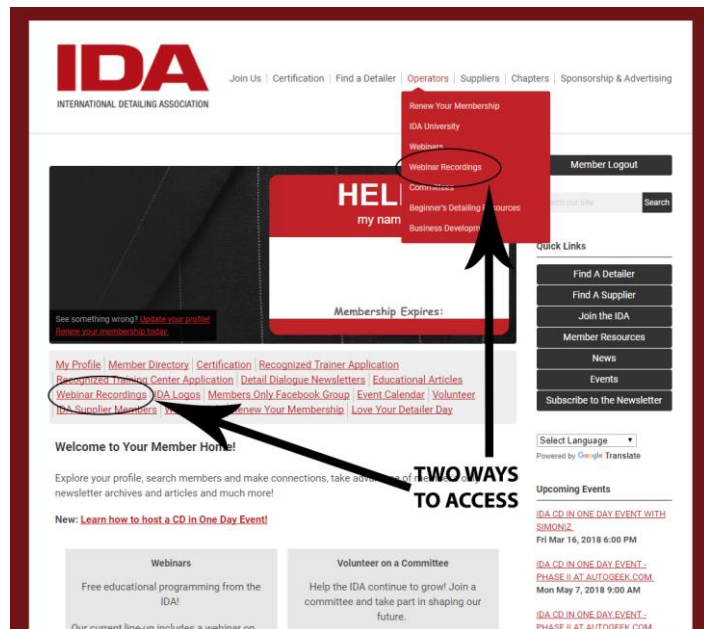
- [5 Questions Every Salesperson Should Be Asking Their Prospective Customers](#)
- [How to Use Technology to Transform Yourself into a Master Networker](#)
- [Hi My Name Is...Why Name Tags and Other Little Details at Events Matter](#)



Website Tips and Tricks

If you are ever looking for resources on the [IDA website](#) the first step is always to visit your Member Resources page. In most cases, you should be directed there immediately upon logging in. If you are not, you can access it at any time after login from the black bar at the top right of the website. The link changes based on your member type so Operator members would select "Operator Home" to access all their online member benefits.

This month we're highlighting *Webinar Recordings*! We know how busy our members are. Sometimes you see a webinar scheduled that would be great to watch, but you just cannot make the time to attend. Don't worry! The IDA records every webinar and archives them on the website for our members to view at their leisure. Archived webinars can be found in two places: on your Member Resources page or under the "Operators" tab. You can also [click here](#)! Remember: webinar recordings are free for members, but you must log-in to watch.



ATTN: Certified Detailers! Did you know these recordings can also be used for credit towards your re-certification?

Happy viewing!

Share what you are up to with [@idadetailers](https://twitter.com/idadetailers) on Twitter or on [Facebook](https://www.facebook.com/idadetailers)!