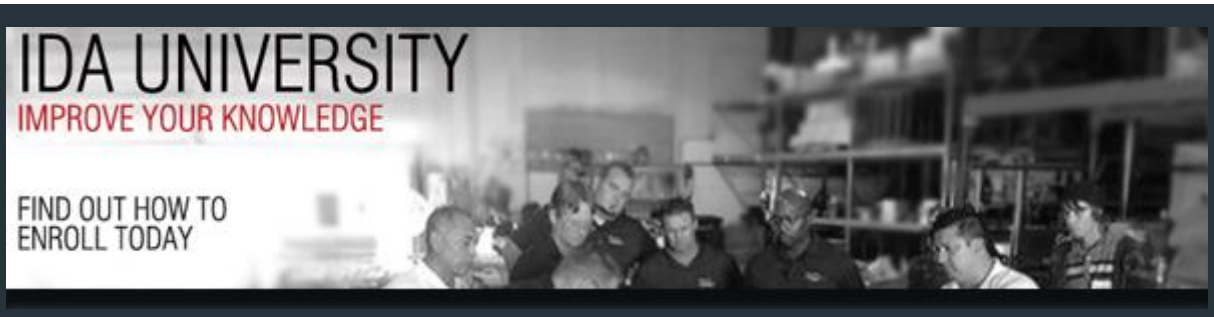


The Detail Dialogue

January 2018

IDA
INTERNATIONAL DETAILING ASSOCIATION

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Presidents' Letter

By Mike Dickson, CD-SV, RT and Justin Labato, CD-SV, RT

As of MTE Expo 2018, enthusiasm for our industry couldn't be higher. I was privileged to serve as President during 2017, when the IDA really began to harvest the fruits of our efforts from the previous 10 years. The passion and energy of detailers and detailing suppliers has a strong forward momentum now that cannot be stopped. Hungry for the sharing of ideas and innovation, detailers around the globe now understand that the IDA is their organization, which supports their growth and prosperity.
I urge all IDA members to see where they can get involved. When you're at MTE, take time to learn something about the IDA from past or present Board members, who contribute their time and effort to make our industry better for all of us.

I want to personally thank everyone on the IDA Board and the IDA committees for their hard work and support this past year. I truly enjoyed my tenure in 2017, and I feel lucky and grateful to be colleagues with such a talented and focused group. Keep up the great work, everybody! And now over to you, Justin...



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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 Platinum Sponsors!

- Mike Dickson, CD-SV, RT
Immediate Past President

Thank you, Mike! As a professional detailer of 10 years and having many titles within the detailing industry, I am very honored to take on the President position of the IDA. With the dedication that all previous presidents and members have helped build with the IDA, I plan to promote that same vision. This will be a great opportunity to really help take our industry in a direction to receive more recognition as a trade of value like other automotive trades. We are at a time in this industry that we need to take advantage of, to help legitimize our craft and to eliminate the everyday uphill battle of consumers not seeing or understanding the value in our services.

I look forward to working with the industry and for the industry to help push the IDA to become a standard in our craft. Let's make 2018 a great year for the IDA and all of its members as we push this industry to the next level!



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



IDA Board of Directors

We'd like to thank the outgoing Board Members for their dedicated time and service, as well as welcome the new members who have committed to serve the IDA!

Outgoing Board Members:

- Andrew Cahill, CD-SV, RT
- Keith Duplessie, CD-SV, RT



Incoming Board Members:

- Bob Eichelberg
- Seth Goss, CD-SV
- Bob Myers, CD-SV

Look for new Board Member spotlights in the coming months!



2018 IDA Awards Finalists

Thank you to everyone who made a nomination and/or voted in the 2018 IDA Awards. The votes are in, and the results have been tallied. We had a couple of very tight races this year! As a reminder, here are the three finalists in each category:

Detail Shop of the Year Award
Detail Boss
Jim's Auto Installations and Detail Center
TLC Auto Detail

Detailer of the Year Award
Vincent Macri, CD-SV
Doug Parfitt, CD
Joe Torbati

Mobile Detailer of the Year Award
Absolute Shine Auto Spa
OnSite Details
Xtreme Detailing

Detail Supplier of the Year Award
Buff & Shine Mfg.
Optimum Polymer Technologies
Solution Finish

Be sure to attend the IDA Annual Business Meeting and Awards Presentation at Mobile Tech Expo on January 27 to find out who won!

For more information about the awards categories, eligibility, and past winners, please visit the IDA Awards Page.





Mobile Tech Expo 2018 Preview

Join us at the 17th annual Mobile Tech Expo (and 10th annual IDA at MTE), January 26-28, 2018! Click here for our full schedule.

Education Day Sessions - Friday, January 26, 2018

Expo attendees who are interested in attending seminars must register for Education Day on the Mobile Tech website.

8:00 - 8:50 AM
Labor/Employee Management - Do's and Don'ts of Employing Staff
Keith Duplessie, CD-SV, RT; P&S Sales

9:00 - 9:50 AM
Marketing Success Stories from the Front Lines
Prentice St. Clair, CD-SV, RT; Detail in Progress, Inc.
Brian Brown, CD-SV; Exclusive Detail and Tint

10:00 - 10:50 AM
Learn from Our Mistakes!
Vincent Macri, CD-SV; A1 Mobile Detailing

11:00 - 11:50 AM
Polishing Technology Primer: Old and New Technology Reviewed & New Trends
Mike Phillips, CD-SV, RT; Autogeek & Marine 31

1:00 - 1:50 PM
Making Money with Marine Detailing
Vincent Macri, CD-SV; A1 Mobile Detailing
Parker Richards; VIP Transportation

2:00 - 2:50 PM
Coating Revisited: What are the Latest Trends?
Thomas Palancia, CD-SV, RT; Simoniz USA Inc.
Renny Doyle, CD-SV, RT; Detailing Success
Eric Joseph; Gtechniq US

3:00 - 3:50 PM
Identifying and Creating Additional Revenue Opportunities for Your



[Advertise with the IDA]

IDA Board of Directors

Justin Labato, CD-SV, RT - President
Jonathan Munsell, CD - Vice President, Operators
Mike Phillips, CD-SV, RT - Vice President, Suppliers
Dan Baker, CD - Treasurer
Mike Dickson, CD-SV, RT - Immediate Past President
Bob Eichelberg
Seth Goss, CD-SV
Mark Johnson, CD

Business
Seth Glauberman; Malco Products, Inc.

4:00 - 4:50 PM
Creating a Training Manual - An Employer's Map to Successful Employees
Rob Schruefer, CD-SV, RT; On The Spot Mobile Detailing

What else can you expect at this year's show?

Annual Business Meeting, Awards Presentation, and Reception
Come to our IDA Annual Business Meeting and Reception on Saturday, January 27, 5:00 - 7:00pm! We will update you on the state of the industry and the IDA, announce the IDA Awards winners, and give you the opportunity to visit one-on-one with other IDA members at a reception following the meeting. Open to all detailers. Do not miss this event - you never know, you may win an award!

IDA Booth
Be sure to stop by the IDA Booth #1305! Enjoy refreshments while talking with detailers and industry experts, and learn about IDA programming at MTE. Stop by the booth product displays to see the latest technology and products in the detailing industry. Not an IDA member? Sign up at the booth (there's a free gift involved)! You can also buy CD patches (you must be a Certified Detailer), pick up your member ribbons, and score free Love Your Detailer Day stickers. Open Saturday, 10:00am - 5:00pm and Sunday, 10:00am - 4:00pm.

CD and SV Testing
The International Detailing Association is hosting intensive one-day Certification Seminars. Phase I certification evaluates and affirms an experienced detailer's technical knowledge and proficiency. Successful completion of the ten written exams will grant the detailer the title of IDA Certified Detailer (CD). Phase II consists of hands-on assessments that, upon successful completion, award the detailer a title of IDA Certified Detailer, Skills Validated (CD-SV). CD exams will be held on Saturday, January 27 and SV testing will be offered on Sunday, January 28. ***Space is limited!*** **Register now!**

Live Webinar ***NEW this year!***
Join us for this brand new event, Saturday, January 27, 2:00 - 4:00pm. This two-hour webinar will feature a rotation of speakers and various topics, including: Branding, Customer Retention/CRM, Social Media-Online Marketing, Profit Centers, Expanding Your

Bob Myers, CD-SV
Tom Palancia, CD-SV, RT
DJ Patterson, CD-SV
Jason Rose, CD-SV, RT
Rob Schruefer, CD-SV, RT
Sheryle Hazard, CAE - Executive Director

Upcoming Events

IDA at MTE: Friday, Jan. 26 - Sunday, Jan. 28, 2018.

Love Your Detailer Day: Thursday, Feb. 15, 2018.

Southwest Car Wash Association Annual Convention & Expo: Sunday, Feb. 25 - Tuesday, Feb. 27, 2018.

See all event details on our calendar!

Contact the IDA:

International Detailing Association
2345 Rice Street, Suite 220
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!

Business/Growth, Efficiency, Safety/Compliance, and Lighting. **Register now!**

Share your MTE experience
While at the show, make sure to tag the International Detailing Association on Facebook and Twitter in your social media posts, photos, and Live videos, and use the hashtags #IDAatMTE and #WhatMTEmeanstome. If you are willing to write an article or provide a quote about your time at MTE, please contact Erin Reyes, IDA Communications Specialist, for more info.

Thank you to our 2018 Mobile Tech Expo Sponsors!



Love Your Detailer Day 2018

This year, the love doesn't have to end on Valentine's Day! On **February 15th**, our first ever "Love Your Detailer Day," we want you to continue to spread the love ... and spread the word! Show your pride for a thriving industry, a growing professional association, and share your accomplishments with the world. Together, we can bring professional detailing to the attention of a wider audience and raise awareness for the standards, expertise, and professionalism of IDA members and certified detailers. Get ready to show some love! **Click here to find out how you can participate!**





Member & Industry News

IDA Board Member Jason Rose Appears on Auto Detailing Podcast to Hype Up IDA at MTE

IDA Board Member Jason Rose, CD-SV, RT, recently made an appearance on The Auto Detailing Podcast, hosted by IDA member Jimbo Balaam, to discuss the IDA's participation at the 17th annual Mobile Tech Expo. He also covered the benefits of getting involved with the IDA, earning your IDA certification, and the value of investing in MTE. **Listen now!**

Detail Plus Car Appearance Systems Changes Ownership

Detail Plus Car Appearance Systems was acquired by Keith Duplessie from R.L. "Bud" Abraham on September 1, 2017. Detail Plus was founded in 1981 by Abraham, whose vision, stewardship, passion for, and involvement in the car wash and detailing industry helped him build the company into a world-leading supplier of detail equipment and accessories. Duplessie worked at the company for a number of years managing sales and technical services until 2012. **(Read more)**

Proposed New York "Call-in-Pay" Law Threatens Carwashes

The New York State Department of Labor is considering a proposal that is designed to provide employees a fairer wage by making employers pay employees an extra two hours of pay if they're called in to work a shift with less than 14 days' notice. Click here to find out why that may be a big concern for those in the carwash or auto detailing industry.



Membership Renewal

Get your seat at the table! Renew your membership for 2018 by February 28, 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 December 2017

Please welcome our new members!

- Patrick Barkel, CD
- Ivan Barnyak
- David Clifton
- Ricky Douglas
- Brendon Ford
- Brian Fox
- Alberto Gomez
- Mark Hartwig
- Jacob Jones
- David Le
- Janna Li
- Stephen Mantz
- Seth Mantz
- Dayne Noah
- Sheila Pineda
- Rod Puzey, CD
- Chris Rousch
- Jonathan Tillery
- Andrew Zink

Congratulations to our newest Certified Detailers!

- Patrick Barkel, CD - Optimum Car Care B.V.

- Craig Brigham, CD - The Detailing Detectives Ltd
- Michael Drees, CD - Classic Car Detail Specialists
- Joshua Felder, CD - Detail Addicts LLC
- Denis Korablev, CD - Opti-Coat LLC.
- Jeremy Loque, CD - Firehouse Detail Maui LLC
- Dylan Peters, CD - JL's Showroom Detailing, Inc
- Konstantin Petrosyan, CD - I-SHINE Auto Spa LLC
- Rod Puzey, CD - Zenware
- Steven Richardson, CD - Shiney's Detail
- Torpong Sathapanarat, CD - The matter trading
- Jason Stanley, CD - Mach 1 Detailing

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 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.

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.

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

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.



MTE: An Invaluable Investment for IDA and Its Members

The International Detailing Association gears up for its 10th annual appearance at MTE

A lot can change in 10 years - technology, fashion, pop culture. One thing that has not changed over the last decade? The International Detailing Association's (IDA) devotion to Mobile Tech Expo (MTE). This year will mark the IDA's 10th appearance at Mobile Tech, to be held in Orlando, FL, January 26-28.

The IDA made its debut at MTE in 2009, when the Board held its first meeting at the show. Since then, the IDA's participation at MTE has grown exponentially.

"At first, we were just trying to hold three to four education sessions at the show, and trying to bring detailers in," explained Keith Duplessie, CD-SV, RT, a member of the IDA Board and the Founder's Club. "But when the IDA started putting more education programs together, that's when more detailers began to attend, and we have grown every year since."

It comes as no surprise that the IDA/MTE partnership has endured this long. Called the "mecca of all things detailing" by IDA President Mike Dickson, CD-SV, RT, Mobile Tech has easily become the must-attend event for detailers and IDA members around the world. This development can, in part, be attributed to the efforts of the IDA making MTE its "keystone event" each year, according to Duplessie. **(Continue reading in the 2018 Winter issue of *Auto Detailing News*.)**



Business Links

- Why Leaders Should Make a Habit of Teaching
- 5 Early Steps to Get Ready for Tax Time
- 9 Prevailing Email Marketing Trends

- What the Big Facebook News Feed Changes Mean for Brands



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 the ***Change Profile Picture*** link on your profile page! You are an IDA member and you are proud of your dedication - so are we! We share basic member data in our directories on the public site for potential clients to find you. But are you sure you are making the best first impression in the directory? Start by adding a photo today!

Click on the ***Change Profile Picture*** link found under on your user profile. You can find this page by clicking on My Profile, and then look underneath the "My Status" box for a link to upload a photo.

Share what you are up to with @idadetailers on Twitter or on Facebook!