

ABOUT THE AUTHOR

Lance Winslow is the founder and President of WashGuy.com and the Orderawash.com network, which is nearly completed, and was formerly President and Founder of Car Wash Guys International, Inc. He has operated three other mobile washing businesses. From 1979 until 1984, Lance operated an aircraft washing service at three different airports under the names Speedy Waxers and Aero Speed Waxing. These companies were sold to finance Aero-Auto Wash in 1985. From 1981 to 1985 he also sold aircraft under the name Speedy Aircraft Finders, became a private pilot at age seventeen and started the world's first aircraft multi-listing service. During this time, Lance was also the Western Regional Advertising Representative for a major general aviation newspaper. He then operated Aero-Auto Wash until April 1990 and in June of 1989 Lance Winslow founded The Car Wash Guys. He later decided to capitalize on his concept and franchise. He created Car Wash Guys, International for this purpose. It was later determined, after 3 years of franchising, that the market potential of the washing industry was clearly underestimated. Lance estimates the industry potential at several hundred billion dollars. To tap into some of this potential, and in honor of the new millennium, Lance created WashGuy.com.



Lance Winslow and his team, over the past decade, has washed for the following firms: AT&T, GTE, Pacific Telephone, The Gas Company, Federal Express, County of Ventura, Cities of Ventura, Fillmore, Oxnard, Pt. Hueneme, Simi Valley and Camarillo, U.S. Postal Service, California Highway Patrol, Cal Trans, Chevron, Union 76, Texaco, Conoco, Exxon, General Motors, Northrop, Hewlett Packard, Everest & Jennings, State Farm, Nabisco, Orowheat, Frito Lay, Gallo Wine, Coca Cola, Emery Express, G.I. Trucking, Viking Freight, Willig Freight, CWX, Ryder Transportation, Penske Leasing, Mother's Cookies, Coor's, Budget, Avis, Hertz, Dollar and Enterprise Rent-A-Cars, Montana Power, Macon Power, Waste Management, The Green Team, Frieghtliner, Peterbilt, Isuzu, Select Truck, IDEA Lease, BFI, Schumberger, Hyatt, Wendy's, McDonalds, 7-11, Budweiser, Arby's, Back Yard Burgers, Blockbuster, B of A, Bennigans, J.B. Hunt, Swift, Fed Ex Ground, RPS, MBE, Blackeye'd Peas, Chili's, Corporate Jet, Millionaire, Fudruckers, Good Times Burgers, Home Depot, K-Mart, KFC, Lowes, Marriott, McDonalds, Midas, Pepsi, Pizza Hut, Pizzeria Uno, Public Storage, Quizno's, Speedy Auto Glass, Subway, Taco Bell, Wal-mart, Taco Cabana, and Perkins.

His team has also washed for the U.S. Air Force, FBI, California Air National Guard, small charter outfits, FBO's and flying clubs. They have experience washing trains, boats, heavy equipment, concrete and graffiti removal. This year alone his team has acquired corporate

employee washing orders at Oracle, 3-Com, Countrywide Funding, Cisco Systems, Blue Cross, Litton, Teredyne, Intel, Card Service International, AMD, Imation, Amgen, Wells Fargo, and State Farm. Fleet washing contracts signed so far in 1998 include SFO Airporter, United Airlines, Smart Shuttle, City of Brisbane, City of Calabasas, Las Virgenes School District, Laidlaw, Durham Transportation, Department of Water and Power (Los Angeles), Metrotrans, Oak Park School District, etc. (of course, this is just a partial list).

Lance was a Junior Olympic AAU track and field champion starting at age ten which culminated into a track scholarship to college. During his youth, Lance posted four consecutive years of no defeats. He continues running to this day. In high school Lance was class president, four-year varsity letterman and voted Most Likely To Succeed. He was President of his high school's Future Business Leaders of America club and Chess club. In the past five years, Lance personally has assisted non-profit groups in raising over \$500,000 in funds for their organizations. In 1995 he rode his bicycle from Oregon to Mexico in six days in a pledge drive for the Special Olympics. He was Deputy Grand Marshall and Honorary Sheriff for the county's largest parade. Lance has been active in the Optimist Club International and Kiwanis Clubs. He understands local politics having run in two consecutive elections for a city council seat. Lance was appointed to the county's Council on Economic Vitality. He also served on the California Association of Governments. He founded the Neighborhood Mobile Watch Patrol which involves small businesses, chambers of commerce, police departments and cities. The entire program is privately funded. He also introduced a program where local businesses could sell their wares on the Internet, providing jobs, additional revenue for civic groups and increased sales volumes for many local merchants.



During the aftermath of the Northridge, California earthquake Lance reconstructed a water purification plant for Unilab, a medical clinical laboratory-testing corporation. His innovation in marketing has propelled The Car Wash Guys to celebrity status in many cities. Known for this enthusiasm, exuberance and motivation, Lance Winslow is a sought after speaker for MBA programs at top colleges and universities. However, he says, "My first and foremost responsibility is to The Car Wash Guys team."

Following exhaustive research and comprehensive comparisons of franchise case law, legislative updates and hundred's of other franchisor documents, Lance wrote his own Uniform Franchise Offering Circular (UFOC), Franchisee Agreement with all exhibits. The ninety plus page legal document was approved by the California Department of Corporations in three working days. A feat never done before in California. Lance became a franchisor at age thirty-two.

Lance was previously elected to The Board of Directors of the American Association of Franchises and Dealers



(AAFD). He also served on the Fair Franchising Standards Committee. This committee advises the Federal Trade Commission (FTC) and various Senate sub-committees on law changes necessary to protect franchisees. Car Wash Guys International, Inc. was also a member of the International Franchise Association, but left due to a difference in beliefs regarding the Internet and modern day franchising. Lance also consults with Susan Kezios, President of the (AFA) American Franchise Association and Founder of Women In Franchising. Lance's dedication to the franchising industry has also attracted other franchise leaders, such as Lou Gurnick, Lance's mentor and sole franchise consultant. Lou helped found Midas Muffler, was a consultant to Ray Kroc and assisted Tom Monahan in taking Dominos Pizza to Europe. Lou has over 50 years experience in franchising.

Lance has also co-authored the book "Franchising 101" published by Dearborn. This book is co-sponsored and distributed by the Association of Small Business Development Centers (ASBDC). Over one million copies were sold and distributed to individuals attending government run seminars and who are interested in starting a business or buying a franchise. Lance Winslow also authored a book "How To Run A Successful Car Wash Fundraiser" which is geared towards helping non-profit groups raise money. It will be on the shelves of most large retail bookstores soon, as well as an abridged version available on The Car Wash Guys web site. We are also negotiating with Iuniverse.com to make this book available to the world.

Lance led Car Wash Guys International through the rigorous screening of the United States Small Business Administration (SBA) to become an approved franchisor eligible for franchisee funding. A task that fewer than eight percent (less than 250) of all franchisors have accomplished.

Lance was 100% owner of Car Wash Guys International, Inc. up until the day it was closed. He doesn't have to answer to stockholders, partners or venture capitalists; only to his team members, that's you, the franchisee.

Lance has added modules to WashGuy.com. These modules include: House Wash Guys, Aircraft Wash Guys, Awning Wash Guys, Graffiti Control Guys, Deck Wash Guys, boat Wash Guys, Tractor Wash Guys, Window Wash Guys, Mini-blind Wash Guys, and Concrete Wash Guys.

Lance and his team are conducting test markets of the following additions to the team: mobile oil change trucks, mobile bed-liners and other coatings, fixed site car washes, 8-bay detailing super centers, truck detailing shops, pontoon boat washing units, and chemical snow removal units. He is engineering an electric powered hydro-cushioned car wash truck. Lance and his team are working on two books:

"The Power of Presence - Brand Name Marketing Warfare"

"Perseverance x10¹⁰ - One Man's Vision, an Entire Team's Destiny"