MAKING A SPLASH

A QUARTERLY NEWSLETTER

QUARTER 2 | 2021

GIVE THEM THE SPOTLIGHT!
BRADRICK BROWN

- Born in Fayetteville, AR
- Middle child of 6 siblings
- Joined the Splash Fam in Feb. 2020
- Started at the Rogers location & is now a Manager at the JFK location
- Favorite cereal: PB Captain Crunch
- Favorite movie: Saving Private Ryan
- Hobbies: biking & leather work
- Getting married June 4th to Trinity!

Bradrick is a perfect example of a leader in our company that lives out our core values each day. Whether it's a little singing while working or the humility he shows as he leads, he is a Splash Leader to the core!

CORE VALUE SPOTLIGHT

SMILE & HAVE FUN

TIM KELLAM
(CONGO RD. LOCATION)

Although Tim is not the Tool Man Taylor, he is very equipped with all the tools needed to handle any job given to him at Splash. Tim has quickly learned every position in the store and strives for excellence in them all. You can always find him with a smile on his face. He joyfully serves his teammates and our guests. Thank you for your commitment to our core values, Tim!

SPLASH DIFFERENCE MAKERS

A ROUND OF APPLAUSE FOR:

Danie Swanepoel (HR)
Danie, our Director of People & Culture was born in South Africa and recently graduated with a Master's degree from Dallas Theological Seminary. We're thankful to have him!

Joseph Hernandez (ROG)
Joseph takes a lot of pride in the way he impacts the team around him and the customer experience he provides. The most enjoyed aspect of his job is the satisfaction of a happy customer.

Skyler Lancaster (JFK)
Skyler not only embodies our core values daily but is an integral part in providing pleasant customer experiences. He is known to rise to a challenge! We are grateful he's on our team!

BREAKING NEW GROUND IN PINK HARD HATS!

We recently had our groundbreaking ceremony for our new location in Cabot, AR. Our three Home Office ladies, Sarah Wilkerson, Haley Shelton, and Mackenzie Crocker, sported pink hard hats as we celebrated! This new facility will have an express carwash tunnel, free vacuums, and an oil change facility. We aim to open towards the end of this year and look forward to serving our new neighbors in Cabot!

GET TO KNOW OUR HR & COMPLIANCE PRO!
M E E T N A T A L I E !

Natalie "Stagg" Tschepikow has been around the carwash all of our life. Her father, Paul Stagg, is our CEO & Owner. Natalie graduated from the University of Arkansas in 2009 with a degree in Marketing. She has been working for Splash since she graduated. Now, she lives in Northwest Arkansas and splits her time between being a mom & her responsibilities at Splash. She has been married to her husband, Ben, for 10 years and they have two boys, ages five and three. She loves being able to enjoy the outdoors (trails, creeks, parks) with her boys. Other things she enjoys include spending time with family, cooking, trying new recipes and all things health and wellness! She also loves to shop and loves a good bargain!

HERE TO SERVE!

MEET OUR FACILITIES & SERVICE TEAM!

Our Facilities & Service Team is led by Nathan Swofford and is responsible for wash quality, upkeep of facilities and repairs to our equipment at all of our locations. They work long hours and do an incredible job maintaining an attitude of service. Recently, they were able to do a job that is known to take most teams up to two weeks in only 28 hours as they removed & reinstalled a new conveyor chain system at our JFK location. We're thankful for each of them!

NATHAN SWOFFORD

BEN HURST

ISAAC SMITH

DONNIE FERGUSON

TOJUAN RATLIFF

CHRIS JAMES

DANIEL SWOFFORD

WESTYN BUCHANAN

THANKS, GUYS!

Nathan Swofford & Jeff Turk celebrating Nate's 5 year anniversary with lunch a new pair of boots!

LEADERSHIP SPECIAL

EMERGING LEADER PROGRAM

We have a talented group of Emerging Leaders in our inaugural year of the program! Each month, we meet as a group to discuss various development topics and even take time to creatively come up with solutions for Splash. In addition, we read a book every month and layer-in hands-on operational training in their stores!

GUESS THAT LEADER!

Let's see if you can guess which of the scrambled baby pictures matches the top row of a few of our General Manager pictures!

CODIE HARMON ROGERS

SHEA DECKER BENTON

REECE COATES CONWAY

AARON BORDERS BENTON

A LETTER TO OUR GRADS!

TO ALL OF OUR 2021 GRADUATES,

You did it! Here marks the beginning of the next part of your journey! What's next? You will ask yourself that question many times over the years. Your ambition, drive, and heart for others will serve you well in years to come. We have no doubt, that whatever you do, you will find much success. Savour these years, as they will go by quickly. Enjoy them. Pay attention to the things that truly matter - they are often the easiest things to lose sight of as you chase "success". Hold the important things close. No matter where you are, be kind. We are hopeful that your time at Splash has prepared you well for your futures, wherever they take you! Thanks for being a part of our Splash family.

Sincerely,

The Splash Leadership Team

CONGRATS TO ALL OF OUR 2021 GRADS!

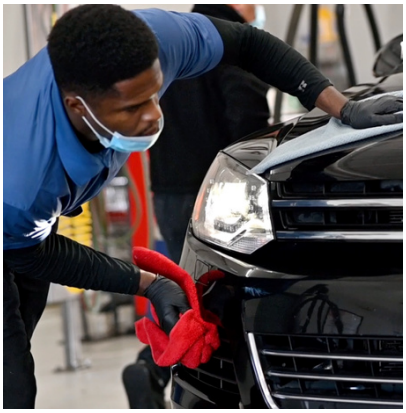
MISS ARKANSAS CONTESTANT!

This month, our very own, Reagan Grubbs, will compete in the Miss Arkansas competition. Splash is honored to sponsor her and we're extremely thankful to have her on our team. Don't let the glam fool you, Reagan is one of the hardest working people around and isn't afraid to get her hands dirty. She serves as the Customer Service Leader at our Rogers location. We're proud of you, Reagan!

(EVEN MORE) SMILING FACES OF SPLASH!

Mackenzie (Marketing) posing for a "Smellin' the Melon" campaign photo!

Brianna & Kobe (Congo) kick off Cinco de Mayo with sombreros!



Nathan J. (Congo) is one of the greatest at delivering a quick, thorough ISC!

Edwin & Eric (ROG) cheesing mid oil change!

Tyler R. (ROG) is a new Service Guru and is loving the customer interaction!

Ashlen (RUSS) was given a $2 bill for her exceptional customer service!

Rigo (ROG) opening the door & smiling as he shows a customer to their vehicle.

A couple walking from coast to coast stopped in our Conway location for us to clean their cart!

Teague (ROG) is known for having a good time as he works hard with the SWAT Team!

Thank you for being a part of the Splash Family!