



# MAKING A SPLASH

A QUARTERLY NEWSLETTER

QUARTER 3 | 2021

## TEAM MEMBER SPOTLIGHT

GET TO KNOW...

**WILLIAM VASQUEZ**

WALL OF FRIENDS PODCAST

### THE STORY BEHIND THE SMILE

He was born in Tegucigalpa, Honduras & is the youngest of 3 siblings. He moved to America when he was 4 and a few years later he moved to Arkansas. He joined Splash in August of 2020 as a SWAT Team Member & is now a SWAT Lead & Key Holder. His favorite cereal is Cinnamon Toast Crunch and his favorite movie is Fast and Furious (All of them). For fun, he loves playing soccer & the drums, hammocking, getting to know his friends on my podcast, & editing the podcast! He is left handed, bilingual, & can touch his nose with his tongue. On his bucket list, he wants to go backpacking through all of Europe and Asia (especially go to Bali and Thailand.)

WE BELIEVE THAT HEALTHY WORK FLOWS OUT OF A HEALTHY PERSONAL LIFE. CHECK OUT WILLIAM'S PODCAST, "WALL OF FRIENDS PODCAST" AND FOLLOW HIS PAGE @WALLOFFRIENDSPODCAST.



## CORE VALUE SPOTLIGHT

### LOOKING FOR OPPORTUNITIES TO SERVE OTHERS



#### NICK PANSELL | JFK LOCATION

Nick looks for ways that he can be of service to others at all times. Anytime there is a need at the store, he is the first to raise his hand to be willing to help. He constantly looks for ways to help his teammates and our customers out on a daily basis. Nick is a prime example of a Team Member who has fully committed to living our core values out!

# SPLASH DIFFERENCE MAKERS

## A ROUND OF APPLAUSE FOR:



**Gavin Davis (CONGO)**

Gavin has come in with a passion to work hard and serve our guests with excellence. His natural leadership abilities are admirable and we're excited to see what the future holds!



**Ericka Daniels (JFK)**

Ericka is a ray of sunshine in the lobby. Whether its offering a refreshment or having a genuine conversation, she is a joy to be around. Thank you for serving our guests well!



**Ellen McEntire (ROG)**

Ellie loves to work hard and lives in the fast lane, literally! She qualified for the Junior Olympics in track and has carried over those qualities to the environment provided at Splash.

## A NOTE TO OUR SPLASH-LOVING CUSTOMERS.....



*Over the course of our history, we've had the opportunity to serve thousands of people in the communities we operate in. As we grow, we're working hard to maintain the level of customer service you've come to know through the years. Thanks for loving Splash, telling your friends, and sharing a small piece of your life with us! It's an honor to serve you each and everyday. Our smiling faces are a reflection of our genuine appreciation for you all!*



# THE SPLASH TOON SQUAD

*Our Team Members on the left. Disney toons on the right.*



Aaron B. (Congo)



Haans (Frozen)



Shea D. (Congo)



Clayton (Tarzan)



Summer H. (Russ.)



Moana (Moana)



Donnie F. (Service)



Captain (Tangled)



Sarah W. (Acctng.)



Edna (Incredibles)



Reece C. (JFK)



Aladdin (Aladdin)



Paul S. (CEO)



Prof. Porter (Tarzan)



Danie S. (Culture)



Eric (Little Mermaid)



Natalie S. (HR)



Rapunzel (Tangled)



Jeff T. (Projects)



Flynn Rider (Tangled)

# A FAMILY AFFAIR!



**Natalie Tschepikow**  
VP of Administration

Paul & Lisa's daughter, married to Ben with two kiddos, lives in NWA.



**Paul Stagg**  
President/CEO

Married to Lisa, Dad of Matt, Natalie, & Savannah. Started the business in 1982.



**Matt Stagg**  
Chief Financial Officer

Married to Jessica with three kiddos, son of Paul & Lisa, brother to Natalie & Savannah.



**Savannah & Lisa Stagg**

"The Glue"

Savannah is the middle daughter of Paul & Lisa. She manages a Little Rock Boutique in the Heights. Lisa owns a successful interior design company called LJ Interiors.



**Jeff Turk**  
Director of Projects

Jessica's (Matt's Wife) brother, married to Erica, brother of Whitney (Jessica's sister & Garrett's wife), & Garrett's brother-in-law.



**Garrett Hartman**  
Operations

Married to Whitney (Jessica & Jeff's sister), Jeff's brother-in-law, & has 3 kiddos.



## THE STAGG FAMILY

# THE HISTORY BOOKS

## MILESTONES & SPLASH FAMILY TIMELINE

### 1982

As a part-time business, Paul and his partner started Air Check Systems, Inc., building coin operated, self-serve air machines out of their garage. They began putting them in convenience stores. That business would grow to cover Arkansas and some surrounding states.

### 1990

Paul buys two old, run-down self-serve carwashes on Broadway & Washington Streets in North Little Rock and remodels them.

### 1995

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### 2004

Recognizing a trend in other areas of the country, Paul's company creates a franchise known as Boomerang Carwash and builds its first location in Oklahoma City. This company would go on to build more than 20 express washes over the next 10 years.

### 2009

Paul sells Boomerang to an investor group and decides to focus on his 4 stores in Central Arkansas. Natalie, Paul's daughter, joins the company as the Director of HR & Administration.

### 2014

Matt, Paul's Son, joins the team as the CFO. The company acquires 5 more locations in Conway, Greenbrier, Clinton, and Morrilton.

### 2016

Splash began planning, researching, and developing a concept for a "dream" carwash model. Additionally, Splash began selling Unlimited Wash Passes.

### 2017

Gearing up for growth, Splash wanted to ensure that their team was ready by adding Jeff Turk (Director of Special Projects) to the team. Also, Splash purchased an existing oil change facility on Landers Road in Benton.



### 2018

After much dreaming, planning, and traveling to Amsterdam & Western Germany, Splash opened their first "dream carwash" in Rogers, AR. Months later, they opened a very similar store model in Benton, AR. With both of these new locations, Splash became the first carwash in Arkansas with conveyor belt technology in the carwash & express detail tunnels.

### 2019

With more growth on the horizon, Splash added Griffin Kuhn (Director of Operations) and promoted Justin Young (Director of Marketing). Splash focused heavily on building out their marketing efforts and investing in our people and company culture. The Leadership Team visited Europe to see some of the best carwash operations in the world.

### 2020-2021

The Splash Leadership & Store Management Teams focus on becoming operationally sound and investing in leadership development. The Emerging Leader Program was created and 20+ future Splash Leaders paved the way in our inaugural class. Additionally, Danie Swanepoel re-joins the Splash Family as the Director of People & Culture. More key members are added to our Home Office Support Staff, including Chris James (IT), Mackenzie Crocker (Marketing), Blaire Perry (HR & Operations), Henry Jones (Accounting), and Sarah Wilkerson (Accounting). Splash is poised for growth and gearing up for more stores at the end of 2021!

## EXCITED FOR THE FUTURE!

# NEW FACES

## GET TO KNOW OUR HR PRO! MEET BLAIRE!



Blaire has 4 kids and their family loves serving in the community of Bauxite through her husband's Head Coaching role at the High School. In her words, "Those football guys are at our house all the time"! Playing softball at the U of A was one of her favorite times in life. She got both her undergrad and Masters in teaching from there. Her experience there and the people she did life with shaped so much of who she is now. She enjoys doing anything she can with her family (i.e. sports, fishing, watching movies), listening to podcasts, serving at her church, spending time with friends, and anything related to health and fitness. She recently left her role as a full-time teacher to join the Splash family and continue her passion for helping shape and develop the next generation.



### **GARRETT HARTMAN**

#### **Operations Specialist | Home Office**

Garrett graduated from Bentonville High School before going to the Ouachita Baptist University for his Bachelor degree. After graduating, he worked as a Walmart Store Manager, before coming to Splash Carwash for 4 years as the Director of Operations. Garrett has spent the last two years working at Westrock Coffee. He has recently rejoined the Splash team! Garrett and his wife Whitney have three kids- Reese (5) Hays Leigh (3) and Knox (11 months).



### **HENRY JONES**

#### **Accounting Specialist | Home Office**

Henry is an accounting professional who has an extensive background in accounts receivable. He most recently worked for 3 years as an Accounting Assistant at Stephens Inc. Prior to joining Stephens Inc., He graduated from University of Arkansas at Little Rock with a BA in Finance. He also has managerial, quality control, and product design experience. He has been married for 12 years, has 2 children.



### **RONNIE VALDEZ**

#### **Leader in Training | Rogers Location**

Ronnie is that one in all personalities that can really brighten up a work environment no matter how hot or busy it gets. That is of great value when managing people and keeping happy customers. He's been an incredible addition to our team and we look forward to getting to know his family more through the years!



### **SETH WEDDLE**

#### **Location Manager | Congo Location**

Seth has been spent the first few years of his career as a coach. He began his journey as a graduate assistant at the University of Arkansas and went on to help coach at the University of Miami. A local Little Rock native, Seth is is well-connected in the area. He and his wife just had their first child. We're excited for what's to come, Seth!



### **KEEGAN KEMP**

#### **Location Manager | Congo Location**

Keegan began his career as a teacher. He loved being able to see the development of the kids in his classroom and has a heart for training and developing people. He recently joined the Splash family. He is married and lives in Little Rock. We're proud to have him on our team as we grow over the next year!



# EVEN MORE SMILING FACES OF

