



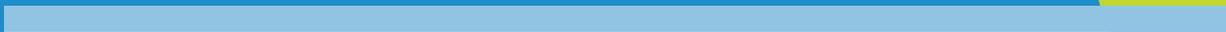
MAKING A



splash

A QUARTERLY NEWSLETTER

QUARTER 4 | 2021



TEAM MEMBER SPOTLIGHT



JASON HENDRIX

Jason was born in Eldorado, Ar but raised in Little Rock, Ar. He joined Splash on April 30th, 2021 and is currently a MIT (Manager-In-Training) at the Conway Store. Jason's best Splash memory was recently when his Management Team presented him with an award from the Christmas party. His favorite movie is the Polar Express, saying that it speaks a lot to his faith & that believing isn't always seeing. His favorite food is Hamburger Helper. For fun, Jason writes poetry, and loves playing basketball. Some things you might not know about Jason is that he used to be in choir & can play the piano. Also, he loves jazz, country & old school R&B music. We're so glad to have Jason on our team! He serves our Conway oil change customers with excellence & a smile!



WESTYN BUCHANAN

Westyn (CONGO) has a willingness to go above and beyond to serve our customers and team members. He is the definition of doing whatever it takes. He's always looking for opportunities to go the extra mile to create a pleasant experience for our customers and a better culture for our team members.



CHRIS JAMES

Chris, our IT Specialist, is a perfect example of what it means to be hungry, humble, and people-smart. He walks in humility and works with diligence. Chris is proactive in always asking or finding where he can have the opportunity to make sure all of our locations are taken care of.

DIFFERENCE MAKERS



**BENNETT LIKENS
(JFK)**

Bennett shows a passion for both the professional & personal side of everyone he encounters at Splash. Because of this, customers feel warm, welcomed, and cared for. His coworkers feel valued and heard. He looks for opportunities to serve others by first knowing about all aspects of someone's life.



**TYLER ROTH
(ROGERS)**

Tyler exemplifies the pure and true meaning of the culture at Splash and the Rogers location. His wheels are always turning to fulfill his knack for overachieving, delivering results and consistently checking in on others.



**JUSTIN VIA
(RUSSELLVILLE)**

Justin has a passion to lead & serve others. He also has the ability to support and motivate his coworkers. He's well-respected for his diligence & work-ethic. He never fails to have an uplifting personality & a constant, infectious smile.



**HENRY
JONES**

Henry is a Hope, Arkansas native. He moved to Little Rock to attend and graduate from the University of Arkansas at Little Rock, where he received a Bachelor of Arts in Finance. Henry has been married to his lovely wife, Kendrea, for 12 years and together, they have 2 wonderful kids, Henry Jr. "Trey" (11) and Finley (7). Henry currently fills the role of "Accounting Wizard", handling most accounting responsibilities & providing extensive knowledge in accounts receivable. Before Splash Henry spent 3 years as an accounting assistant at Stephens Inc.

NEW FACES OF SPLASH



CHRISTIAN LOCKARD

Christian grew up in Conway, AR and graduated from Conway High School before attending Ouachita Baptist University, where he graduated in 2019 with a Bachelor of Arts degree in Graphic Design, with a minor in Mass Communications. He recently moved back to Arkansas from Texas where he was the Church Online & Social Media Graphic Designer at Lakepointe Church in Rockwall, TX. There, he helped plan and execute any creative initiatives in design, photo, and video for all church events, for church online, and for any social media marketing. He joined the Splash family in November of 2021.



CHARISSA RODRIGUEZ

After living in the Pacific Northwest and Hawaii, Charisa Rodriguez moved to Arkansas where she graduated Magna Cum Laude with her Marketing degree from Central Baptist College in 2014. Specializing in applying marketing strategy to fast-growing companies, Charisa has experience in graphic design, project management, event planning, social media, and advertising during her past roles as Communication Director and Head of Marketing. She has a husband (Avery), a French bulldog (Momo), and a passionate love for coffee.

NEW SPLASH LOCATIONS



**CABOT WASH
AND LUBE**



**CHENAL WASH
AND LUBE**



**MAUMELLE WASH
AND LUBE**

INTERNATIONAL CARWASH CONVENTION



JUSTIN YOUNG

In November of this year, our very own Director of Marketing was asked to be on a panel at the International Carwash Convention in Las Vegas, Nevada. While on this panel, the group discussed the ins & outs of company branding. Justin had this to say, "Branding isn't really marketing. People often get that confused. Branding is simply the gut feeling people experience when they see your logo or hear your company's name. Really, it's your culture. So, if you want strong branding, start with the very thing that builds culture: great people."



The International Carwash Convention hosts numerous vendors and Carwash companies from around the United States & the World. Here, they put on the best displays, demonstrations, and talks to showcase the new initiatives and technology that will soon be put into place in the carwash world.

SHINING REVIEWS

BRETT B. (ROGERS LOCATION)

"My experience at Splash in Rogers: I pull up and explain my situation: "I'm getting married on Sunday and my SUV is going to be our getaway car. I couldn't find a place to detail my car today, Friday, or Saturday. Everyone was booked." I proceeded to ask if there was any way I could persuade them to pay extra attention to the interior and exterior. My car gets super dirty since I'm a construction worker. They said, " congratulations! We can absolutely do that! In fact just pay for the basic carwash, and the interior detail is on us." Sure enough they spent an extra 5-7 minutes detailing the interior of my car after it made it through the interior detail conveyor belt, and just like they said, it was FREE! I was so grateful! It was SUPERIOR customer service and absolutely one of the most hospitable things anyone has ever done. I absolutely will return!"

RICKY T. (CONGO LOCATION)

"First rate professional detail shop, best automated carwash anywhere. Friendly professional staff always ready to help. this is the only place that cleans my cars or changes the oil! Top notch!"

JANA D. (CONWAY LOCATION)

"Friendly, honest and knowledgeable staff. very fast and efficient work. Highly recommend!"

MEG G. (CHENAL LUBE LOCATION)

"They have the best, friendliest team & do great work in a short amount of time. Love that I can sit in my car while they do my oil change! Aaron, Remone & Joanna were so great! Love Splash!!"

5-STAR TRACKER



ROGERS:	34
JFK:	33
RUSSELVILLE:	26
CONGO:	25
GEYER SPRINGS:	23
CONWAY:	17
MORRILTON:	6
BASELINE:	6
GREENBRIER:	5
LANDERS:	5
CHENAL:	5

A LETTER FROM PAUL



To all of our Splash family, I'd like to wish you the happiest of holidays! It's been exciting and gratifying to navigate the last couple of years alongside you. Splash wouldn't be where we are without YOU! When I first started on this car wash journey in 1980's, I never could have imagined what we would accomplish 30+ years later. And we're not done yet! The best is still yet to come. As we slow-down to reflect and celebrate the birth of Jesus, I hope you have a restful and joyful holiday season with your loved ones. Merry Christmas and a Happy New Year!

MORE SMILING FACES OF

splash



Teague B. (ROG) graduates from the Emerging Leader Program



Congo Lube Team holding their "Best Oil Change" in Saline County plaque!



Congo boys loved the Pumpkin Spice scent launch!



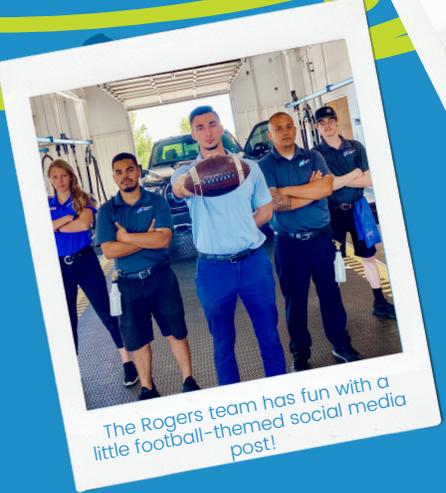
Bradrick, Reece, Keegan, Seth, Shea, & Aaron (Location Managers)



McKenzie (CWY) rocking a Christmas sweater!



Reagan G. (ROG) graduates from the Emerging Leader Program



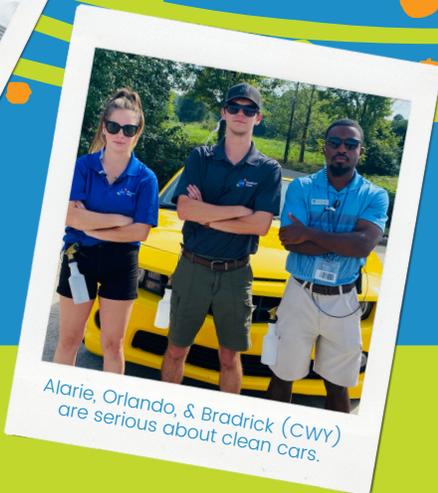
The Rogers team has fun with a little football-themed social media post!



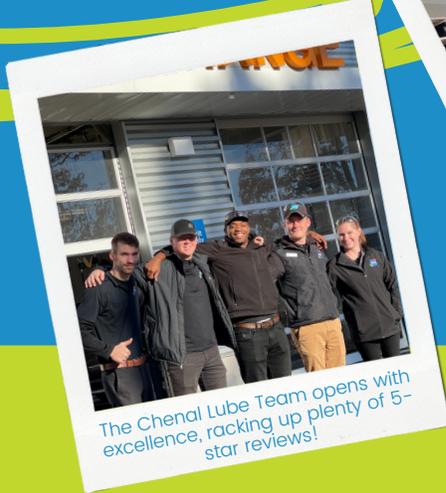
Gavin & Remone stop to smile after knocking out a 10-minute oil change!



New West Little Rock location tour with the Emerging Leaders



Alarie, Orlando, & Bradrick (CWY) are serious about clean cars.



The Chenal Lube Team opens with excellence, racking up plenty of 5-star reviews!



Aaron B. (WLR) celebrates his 5 year anniversary at Splash!



Merry Christmas

AND A HAPPY
NEW YEAR!

splash