SUMMIT WASH HOLDINGS

December Newsletter

ElevateHER

Join the Movement. Empower Yourself.

As we reflect on 2024, we're amazed by the strength, resilience, and courage of the incredible women in ElevateHER. This year was about breaking barriers, lifting one another up, and building a supportive community where every voice is heard and valued.

"We are stronger together. Let's rise, inspire, and elevate each other."

2024 Highlights: Our Collective Wins

Community Engagement

Orlando Magic ERG Night: We stepped onto the court—not just in the arena but in the workplace. Courageous conversations and connections defined these unforgettable evenings.

Regional Awareness Tour: Touring the Southeast region, we met incredible women at Waters car wash locations, listened to their stories, and shared the ElevateHER mission.

Women in Car Wash Conference: Leaders from ElevateHER participated in workshops on balancing leadership and management, equipping us with tools to inspire innovation and foster growth.

Spotlighting Extraordinary Women

This year, we celebrated the remarkable achievements of women who continue to show us what's possible when we uplift and support one another:

Marvelin Martinez: Promoted to CSA Lead, Marvelin's determination and exceptional leadership have been a source of inspiration for her entire team.

Jeny Albear & Lysette Guzman: As ambassadors for ElevateHER at pivotal events, Jeny and Lysette showcased the transformative power of mentorship and empowerment.

Kathy Kahl: A passionate advocate for women, Kathy's mentorship and unwavering dedication ensure that every woman in our organization feels valued and supported.
Nikki Griffin: Breaking barriers in the car wash industry, Nikki became our first-ever female Regional Manager, paving the way for future leaders.

Amanda Deaton: With her historic promotion to General Manager in the Midwest region, Amanda set a new standard for leadership and excellence.
Eleinne Pereyra: Known for her positivity and commitment, Eleinne gives her all every day, inspiring her team with her dedication and drive to achieve greatness.

Celebrating the Women of ElevateHER: 2024 Yearbook Edition

A picture is worth a thousand words, but your stories are priceless. Here, we honor the women who have made 2024 extraordinary.

"She believed she could, so she did—now we do it together."

To those who shared their photos and quotes, thank you for inspiring us with your journey. And to all the remarkable women of ElevateHER who contributed behind the scenes, your impact does not go unnoticed.

Want to be featured in next year's yearbook?
Share your story with us
at ElevateHER@summitwashholdings.com.

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