ElevateHER

ElevateHER to Achieve Her Dreams

Midwest (MW) ElevateHER Tour:

A Thank You to Our Leaders

A special thank you to Jay Iraheta, Lysette Guzman, and Nikki Griffin for representing ElevateHER during their visit to Omaha!

Our team had the incredible opportunity to visit car wash sites, meet the women working there in person, and have powerful conversations about growth, leadership, and empowerment within the industry.

A heartfelt thank you to the Omaha 7 team for their support, hospitality, and dedication in welcoming our ElevateHER representatives. Their insights and collaboration have helped further our mission of empowering women in the car wash industry.

> What an incredible experience Nikki and I had visiting Nebraska to explore the washes and connect with some truly amazing people! It was so inspiring to see how powerful and driven the women there are, making waves in this industry with their strength, passion, and leadership. It was equally exciting to visit the different washes, see how they operate, and have meaningful conversations with everyone there. From the GM, RM, and to the Regional President, everyone welcomed us with open arms and took the time to hear us out.
> Meeting so many incredible individuals who share the same passion as us, working together to elevate her and celebrate the amazing women and men making a difference every day. Thank you to everyone who made this trip unforgettable—you've left us inspired and ready to keep spreading the word!
>
> *From Lysette Guzman*

Car Wash Locations Visited

- Omaha 2
- Omaha 5
- Omaha 7
- Omaha 8
- Omaha 9
- Quick drive-by of Omaha 6, where we met the Assistant Manager/MIT.

This trip was more than just a visit—it was a chance to listen, learn, and collaborate on how we can continue fostering an inclusive and supportive workplace. The insight and experiences shared by the Midwest team have inspired new initiatives, and we are excited to incorporate their feedback into our future plans.

Stay tuned for more updates on how we will use these insights to enhance ElevateHER's mission!

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Recognition Spotlight

Meet Jeny Albear

From General Manager to Talent Acquisition

Jeny's Journey of Growth and Leadership

We are thrilled to spotlight Jeny Albear, a founding member of ElevateHER and a testament to resilience and ambition. Jeny has been in the car wash industry for five years, beginning as a legacy member of Car Wash Palace and later serving as the General Manager of Waters at Palm Springs. Her leadership and dedication set her apart, and now, she embarks on a new chapter within the Talent Acquisition Department of Summit Wash Holdings.

Jeny has always been passionate about mentorship and recognition for women within the company. Inspired by Maya Angelou's powerful words,

"Each time a woman stands up for herself, without knowing it possibly, without claiming it, she stands up for all women."

She has worked tirelessly to create pathways for female leaders in the industry.

Her transition to talent acquisition was anything but ordinary. For 7.5 months, Jeny participated in the Emerging Recruiter Program, dedicating her days off to mastering recruitment while continuing to lead her team as a GM. This commitment to growth highlights her drive to evolve, elevate others, and make a lasting impact within the company.

Jeny's new role will allow her to continue supporting and advocating for talented individuals across Summit Wash Holdings. Her journey is proof that with

Determination, mentorship, and a strong support system, anything is possible.

A Message from Stephanie Mak, Corporate Talent Acquisition Manager

"Jeny's journey represents everything ElevateHER stands for—determination, growth, and breaking barriers. She has not only excelled in operations but has actively contributed to recruiting and empowering future female leaders. I've had the pleasure of watching her transformation from a hands-on general manager to an invaluable member of our recruitment team. Jeny is an example of what's possible when we uplift and support one another. I am beyond excited to see her continue making an impact in her new role. Congratulations, Jeny!"

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Join our Internal ElevateHER Group Chat
Email: AViera@summitwashholdings.com for our ElevateHER Enrollment form

Want to connect with us?
Email ElevateHER@summitwashholdings.com

We hope to take the valuable feedback and continuously advocate on bringing change to the women in a car wash.