SUMMIT WASH HOLDINGS

April Newsletter

ElevateHER

Join the Movement. Empower Yourself. ElevateHER.

Coaching & Mentorship

We took a brief pause in March, and now we're excited to be back and reconnect with all of you.

The past two months have been filled with incredible energy—from community events to inspiring conversations around mentorship and leadership. ElevateHER continues to grow in both momentum and impact, and we're thrilled to share all the ways our team has been showing up, supporting one another, and building something powerful together.

LET'S CATCH UP ON EVERYTHING THAT'S BEEN HAPPENING—AND LOOK AHEAD TO WHAT'S NEXT.

March Recap: Pink Walk at Altamonte Springs

In March, ElevateHER proudly showed up and stood out at the Pink Walk in Altamonte Springs, an event supporting breast cancer awareness and empowerment. With over 2,000 participants in attendance, our Summit team made a bold impact, with 16 enthusiastic team members showing up in full force.

Our ElevateHER booth was buzzing all day long, drawing a steady line of excited attendees. We handed out custom giveaways like lanyards, whistles, slap-arm bracelets, temporary ElevateHER and Shark tattoos, and pop sockets—all of which were completely gone by the end of the event!

The crowd favorite? Our Spin-to-Win prize wheel, where guests won fun prizes like a Street Fighter card or even a month of free car washes. The excitement was contagious—people brought over friends and family just for a chance to spin!

Best of all, we got to connect with many of our own car wash team members, who were thrilled to see ElevateHER representing outside of work. The energy, community spirit, and visibility we created were nothing short of electric. Events like this remind us how important it is to stay engaged, serve our communities, and lead with heart.

Coaching & Mentorship: A Career Game-Changer

April brought our second ElevateHER call, centered around a vital theme: coaching and mentorship. Throughout the discussion, one thing was clear: mentorship and coaching are some of the most transformative tools in a person's career. While they serve different purposes, both play critical roles in helping people reach their full potential.

Mentorship

Mentorship is built on trust and shared experience. A mentor is someone who offers perspective, support, and insight based on the road they've already traveled. They help you navigate difficult decisions, consider new directions, and believe in your ability to take the next step—even when you aren't sure yourself.

Coaching

Coaching, on the other hand, is about sharpening skills and taking action. A coach helps you push beyond your comfort zone by asking the right questions, holding you accountable, and helping you build tools that you can use again and again. Coaches don't tell you what to do—they empower you to figure it out, reflect, and grow stronger from the experience.

The women on the call shared personal moments where these roles made a difference: being guided through a challenging event, receiving feedback that led to a breakthrough, or feeling seen by someone who believed in them. And importantly, the message was this—**you don't need a title to mentor or coach. Whether you're a peer, a supervisor, or someone who simply cares, showing up with consistency and intention can change someone's path.**

These relationships benefit everyone—not just women. Mentorship and coaching create stronger teams, better communication, and more inclusive workplaces.

So whether you're looking to find a mentor or become one, now is the time. Ask questions. Offer guidance. Be the person who helps someone else rise.

ElevateHER Female Spotlight:

Taylor Young - Mechanical Technician I

By Lisa Guzman

Even though she hasn't been here long, Taylor has already made a huge difference. From the very start, she's brought more than just her skills—she's brought heart, dedication, and an energy that lifts up everyone around her.

Whether it's fixing the back room, installing something new, or simply picking up a towel from the lot, she always jumps in with enthusiasm and a smile. Her willingness to help at any of the washes, no matter the task, shows just how much she truly cares.

Calling All Midwest Team Members:

Join Us at the Cinco de Mayo Festival

📍 Plaza de la Raza, Omaha, NE
🗓️ May 10–11, 2025
🕙 11:00 AM – 5:00 PM

If you're part of our Midwest region, we'd love for you to stop by and represent Summit at this vibrant community event near our Russell Speeders Omaha car wash locations.

This family-friendly festival is open to all team members—both men and women—to celebrate culture, connection, and community pride. Stop by the Summit Wash Holdings + ElevateHER booth where we'll be handing out free car wash cards and meeting potential talent from the area.

THIS MOVEMENT IS FOR ALL OF US

While ElevateHER was created to uplift women, its values—mentorship, coaching, leadership—are for everyone. No matter your title, background, or region, there's always room to grow and someone who could use your support.

Let's continue showing up for each other—and let's keep building the future of Summit together.

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Want to connect with us?
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