SUMMIT WASH HOLDINGS

July Newsletter

THE POWER OF DATA:

Turning Insights to Impact

ElevateHER

This month's ElevateHER call, "The Power of Data: Turning Insight into Impact," focused on how data—when used with clarity, consistency, and purpose—can shape business strategy and open doors for everyone across the organization.

LED BY MARCIA ZELLER, ENTERPRISE DATA MANAGER, THE SESSION EXPLORED HOW UNDERSTANDING DATA HELPS US LEAD, GROW, AND CHALLENGE OUTDATED SYSTEMS.

Connection Across Departments: Why Intros Matter

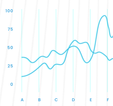
Marcia Zeller

Marcia opened the call by asking each woman to introduce herself and share her role. This moment wasn't just a formality—it was intentional. From customer service to marketing, talent acquisition to analytics, we heard from women representing every level of the company.

The goal was to emphasize that value is created everywhere—from entry-level roles to enterprise strategy—and that when we truly know who's around us, collaboration thrives.

Marcia reminded us that every voice matters, and growth happens from the ground up when we lead with awareness and empathy.

Seeing the Truth Through Data



Data doesn't just tell a story—it helps us ask the right questions. During this month's call, we explored how structured, objective information can reveal patterns, drive better decisions, and shine a light on the areas that matter most.

Sometimes, it's easy to rely on assumptions or gut feelings—but data gives us the clarity to back up what we see, feel, and experience in the workplace. Whether it's understanding how promotions are trending, how roles evolve over time, or how different teams are growing, data helps us spot opportunities and create meaningful change.

As Marcia shared, the goal is simple: when we lead with clarity, curiosity, and truth, we make space for everyone to thrive.

How Our Data Model Works at Summit

At Summit, every transaction—from point of sale to operational metrics—rolls up into our larger data model. This system ensures that every site and every team is treated equally, helping leadership understand what's working and where we can improve without relying on subjective input.

Marcia shared how this model helps us scale efficiently without additional headcount. For example, a successful onboarding experience at one site—driven by strong local training—can now be measured and replicated across the company.

When our data is clean and centralized, we're able to move quickly, make informed decisions, and highlight the value of every team member.

Transformational Leadership in Action

The session also explored how leadership style intersects with data literacy. Research shows that leaders who are self-aware, collaborative, and systems-minded tend to drive better business results—and women often lead in exactly this way. Companies with more female leaders consistently report higher profitability. That's not just correlation—it's impact.

Marcia emphasized that transformational leadership is rooted in empathy, strategy, and the courage to ask tough questions. And with the right data, those questions turn into powerful action.

Real Talk: Growth, Confidence & Learning Together

The group shared a clear interest in learning more. Whether diving into Power BI or simply wanting to understand more about how Summit's reports are built, participants expressed enthusiasm for future workshops.

Marcia encouraged anyone interested in 1:1 coaching or group sessions to reach out—learning how to read and use data is a skill that benefits us all, no matter your role.

ElevateHER Female Spotlight:

Mildred "Millie" Rodriguez

This month, we're proud to feature Mildred "Millie" Rodriguez—a remarkable example of heart, commitment, and community spirit.

Millie serves as a Cashier at our Voorhees Township location, where she's known not only for her warm, family-oriented presence but also for her unwavering support of her team. Always ready to lend a hand, Millie leads by example—creating a welcoming environment where inclusion and teamwork flourish.

The New Jersey Regional Team shared that Millie consistently goes above and beyond to ensure everyone feels seen and supported.

At a recent hiring event, Millie arrived early, stepped right into conducting interviews, and offered support wherever needed—helping set the tone with calm, care, and connection. As a fluent Spanish speaker, she played a vital role in communicating with Spanish-speaking applicants, conducting bilingual interviews, and helping streamline the event for all involved.

In a field where women are still breaking new ground, Millie stands out as a powerful reminder that leadership in the car wash industry comes in many forms. Her ability to connect across languages, uplift her team, and lead with empathy reflects the very spirit of ElevateHER.

Millie reminds us that leadership isn't about a title—it's about showing up with compassion, building bridges across teams and cultures, and helping others feel truly valued.

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Millie is an incredibly outgoing and caring person—always ready to help, even when it's not needed (LOL!). She has a real passion for training others and is eager to grow within the company. Creative and always thinking outside the box, Millie brings fresh ideas to the table. She loves to cook for her family, thrives in a clean, organized work environment, and genuinely enjoys what she does

-Darius

STAY CONNECTED:

📧 For nominations, questions, or to share your story, email us at ElevateHER@summitwashholdings.com.

💬 Join the conversation in the Women's BLINK ElevateHER group chat.

📲 Follow us on LinkedIn: Summit Wash Holdings

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