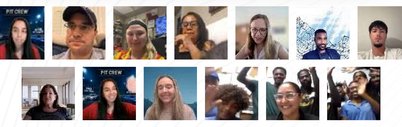
SUMMIT WASH HOLDINGS

August Newsletter

THE POWER OF DATA: Stories in Strength

ElevateHER



Recently we had a company-wide ElevateHER call that brought together women & men from across Summit to share stories, exchange insights, and inspire each other through real-life examples of leadership, growth, and impact.

THE CONVERSATION WAS BOTH PERSONAL AND PRACTICAL, BLENDING HEARTFELT EXPERIENCES WITH ACTIONABLE LESSONS.

Resilience in Action

Marcia Zeller

The session was led by Marcia Zeller, Enterprise Data Manager, who shared her journey from clerical data entry to mastering advanced tools like Power BI and SQL. Marcia's story was a powerful reminder that resilience, curiosity, and intentional choices can transform challenges into opportunities.

She spoke candidly about her path—balancing life as a single parent while steadily building a career in data and operations—and underscored that no matter our role, each of us has the power to make a meaningful impact at Summit.

Together with Reed Taylor, Vice President of Mergers & Acquisitions, Marcia walked us through Summit's rapid growth—

NOW OVER 90 STORES AND 300,000 MEMBERS, WITH THE AMBITIOUS GOAL OF REACHING 130+ LOCATIONS.

A key part of this expansion has been the standardization of POS systems across regions, a complex effort requiring deep collaboration. Special recognition was given to team members like

Tatiana Guerra, Marketing Integrations Manager - Marketing and Stephen Hudson, Manager of Operational Systems – IT

for their patience and expertise in making this transition successful.

Already, this shift is helping Summit make smarter, data-driven decisions, whether it's improving member retention or assessing the success of marketing campaigns.

The conversation also explored how data can empower team members at every level. Marcia, along with Lisa Guzman, General Manager of Orlando 3, and Nikki Griffin, Southeast Regional Manager, highlighted the importance of combining structured reporting with notes from the field, feedback, and firsthand observations.

They shared examples such as measuring the impact of free wash campaigns, showing how accessible, well-used data can spark new ideas and continuous improvement. Marcia reminded everyone that resources in Power BI and Excel are available, and she is ready to support anyone interested in building their skills in these tools.

A particularly memorable part of the call came from the open reflections shared by Chris Toler, Lisa Guzman, Nikki Griffin, Jeny Albear, Angelica Mejia and Alexis Viera. These personal stories brought out the very heart of Summit's culture—openness, growth, and lifting each other up.

Many attendees also expressed gratitude for having access to the right tools and safe spaces to share ideas, reinforcing ElevateHER's mission to create an environment where women can step into leadership with confidence.

ElevateHER Female Spotlight:

Lei Soto

This month, ElevateHER is proud to shine the spotlight on Lei Soto, whose authenticity, adaptability, and dedication have made a lasting impact across multiple sites within Summit. Lei's story is told best through the words of the leaders who nominated her:

From Carl Mahotiere:

"For her diligent work ethic and unwavering dedication to her team, she has exemplified exceptional teamwork, always willing to lend a helping hand. Her professional growth within the company is a testament to her eagerness to continually learn and enhance her skill set. It is my firmly held belief that she will continue to improve and become an increasingly indispensable asset to the company."

From Michael Johnson:

"Lei Soto has always went above and beyond to connect with our customers, personalizing and making it her own, with any task given to her she achieves that goal. She has worked at multiple sites within our organization helping assist where she could always doing what's best for our team with an inspiring and can do attitude. This is why I am nominating Lei Soto!"

From Matt (Current GM):

"She has been a true driver of consistency and has been keeping up with all of our staff changes and directives from above to help keep our CSAs and team in line to drive successful results. I feel Lei should be highlighted this month and am proud of her because Lei leads with heart and purpose—lifting her teammates, inspiring growth, asking the difficult questions and showing by example that greatness is not just about talent, but about helping others rise with you!"

STAY CONNECTED:

- ElevateHER@summitwashholdings.com
- Women's BLINK ElevateHER group chat
- LinkedIn: Summit Wash Holdings

SUMMIT WASH HOLDINGS