SUMMIT
WASH HOLDINGS

November Newsletter

EMPOWERING WOMEN. ELEVATING EVERY VOICE.

Strengthening our Summit community—personally and professionally.

ElevateHER

A Note From the ElevateHer Team

November's ElevateHer session reminded us why these gatherings matter so deeply. Whether you were able to join live or are catching up through this newsletter, this month centered on authenticity, connection, financial confidence, and the power of learning from each other.

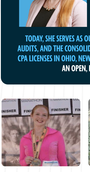
PHOTO TAKEN THIS YEAR WHEN THE FINANCE TEAM WENT TO ASIA

Our featured speaker, Alicia Nelson, shared her story in a way that felt warm, relatable, and refreshingly human. Her message beautifully echoed our company values—support, growth, accountability, and belonging—while giving us practical tools to strengthen our personal and professional lives.

BEFORE WE DIVE IN, MARK YOUR CALENDAR

our next ElevateHer call is December 17th. And stay tuned—we have some exciting upcoming news about employee celebrations that will roll out soon.

🌟 Spotlight of the Month 🌟



Daylin Cruz

Words Shared by GM Lisa Guzman

Even though she hasn't been with the company long, her impact has been nothing short of powerful. From coming in early to pick up extra hours to staying late whenever the team needs her, she shows up with heart, hustle, and a mindset to grow.

What makes her stand out even more is her willingness to learn everything !!!! Not just being the best CSA she can be, but jumping into other positions, asking questions, absorbing knowledge, and pushing herself to be better every day. Her drive to excel and guide new incoming CSAs, helping them feel confident and supported, shows just how impactful she truly is.

A Conversation with Alicia Nelson: More Than Numbers

Alicia began by inviting us into her journey—a path shaped by courage, curiosity, and the influences of the women in her life. Starting in one major and switching to accounting midway through college, Alicia eventually built a career rooted in precision, integrity, and a genuine love for making sure things "balance," both on paper and in life.

TODAY, SHE SERVES AS OUR CONTROLLER, OVERSEEING FINANCIAL REPORTING, AUDITS, AND THE CONSOLIDATION OF INFORMATION ACROSS ALL LOCATIONS, WITH CPA LICENSES IN OHIO, NEW YORK, AND FLORIDA. SHE BRINGS BOTH EXPERTISE AND AN OPEN, DOWN-TO-EARTH SPIRIT TO HER WORK.

But what resonated most was the woman behind the role. Alicia shared her love for Broadway, the running goals she once chased (and may again!), and her beautifully personal story about her Christmas wedding—planned in honor of her mom. She also told us about an unexpected knee injury just days before the ceremony, a moment that tested her strength and reminded her just how essential preparation—and support—can be.

It was a story that connected back to all of us: life happens, things shift unexpectedly, and the best thing we can do is equip ourselves with tools, community, and a mindset of resilience.

GROWING IN CONFIDENCE: FINANCIAL WELLNESS FOR REAL LIFE

Alicia's session went far beyond numbers. She offered approachable, empowering ways to understand our own financial habits—reminding us that financial wellness is not just about spreadsheets or budgets; it's about freedom, clarity, and the confidence to make decisions that support our future.

She Encouraged Us To:

BUILD AN EMERGENCY FUND
Not out of fear, but out of strength.

BUDGET
For joy as much as responsibility.

USE THE SNOWBALL METHOD
To pay down debts and celebrate each step forward.

GIVE OURSELVES GRACE
While still staying intentional.

Her approach felt encouraging, compassionate, and actionable—true to the ElevateHer mission of helping women grow personally and professionally.

UNDERSTANDING THE BUSINESS: FINANCE IN EVERYDAY DECISIONS

Alicia also helped connect individual decisions to our larger organizational health. She walked through how each site's budget reflects our values of accountability, ownership, and smart stewardship. From managing labor hours responsibly to planning ahead on supplies, she emphasized that each choice we make contributes to either strengthening or straining profitability.

HER MESSAGE WAS SIMPLE AND EMPOWERING

EVERY ROLE, EVERY DEPARTMENT, AND EVERY DECISION HAS FINANCIAL IMPACT. AND WHEN WE STAY ALIGNED, INFORMED, AND PROACTIVE, WE CREATE A STRONGER, MORE SUSTAINABLE SUMMIT FOR EVERYONE.

WHAT THE TEAM HAD TO SAY

The Reflections From Participants Echoed the Warmth of the Conversation:

"I enjoyed hearing your story—those reminders were exactly what I needed."

"The financial tips were a game changer. I'm starting today."

"It's so meaningful to really get to know the people we work with."

Moments like these capture the heart of ElevateHer—connection, growth, and the courage to share our stories.

Serving Our Communities, One Heart at a Time ❤️

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This past week, the ElevateHer Founding Members joined together for a meaningful community event in partnership with One Heart for Women and Children—a day that reminded us what true service looks and feels like.

TOGETHER, WE HELPED DISTRIBUTE

30,000 POUNDS OF FOOD TO 580 FAMILIES IN NEED

ENSURING ACCESS TO FRESH INGREDIENTS, PANTRY STAPLES, AND THE COMFORT OF KNOWING THEIR COMMUNITY STANDS BESIDE THEM.

OUR COMMITMENT TO PEOPLE GOES FAR BEYOND OUR WASH TUNNELS.

Community impact is part of our identity, our mission, and our values. It's who we are.

We are excited to share that our next women-led community give-back is already in the works—and we will be inviting all women across Summit to join us. Keep an eye on our Blink chat for official details, or feel free to email the ElevateHer team with questions.

Together, we clean cars—but more importantly, we uplift communities.

#SUMMITWASHHOLDINGS #COMMUNITYIMPACT #ONEHEART #GIVEBACK #PEOPLEFIRST

STAY CONNECTED:

ElevateHER@summitwashholdings.com

Women's BLINK ElevateHER group chat

LinkedIn: Summit Wash Holdings

Together We Elevate. Together We Grow.

ElevateHer exists to create community, elevate women's voices, and support professional and personal growth across Summit Wash Holdings. We believe in creating spaces where women feel seen, heard, encouraged, and equipped.

We are here for you. Always.
With appreciation and unity,
ElevateHer Founding Members

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