

LEADERSHIP

WORTH FOLLOWING

Justin hails from the metropolis of Haslett, Michigan where his interest in trades and the great outdoors took hold. Him and his wife currently live in Cheyenne, WY where they remain guests in a home of which their daughters clearly run. His education and experience in trades, business and leadership led him to discover a purpose that seems



unwavering: *to serve others in helping them discover their value.* As the current Chief Operations Officer, his purpose comes to life daily at Breeze Thru Car Wash as he serves the lives of 150+ employees by empowering them to be successful to prepare them for the future. As a compliment to his day-to-day, Justin created the program Leadership Worth Following where he identifies a greater value in the car wash industry by seeking out influential actions that result in positive outcomes.

From the moment Justin entered the car wash industry, he believed it was underappreciated. It didn't take very long for him to see that this industry was a gift at preparing people for the future. It provides trades education, management experience, customer engagement, software integration, leadership opportunities, construction, site development, and endless problem solving to name a few! His program, Leadership Worth Following, helps to connect the dots on how to take your car wash business and create a high-retention, contributing force to be reckoned with.