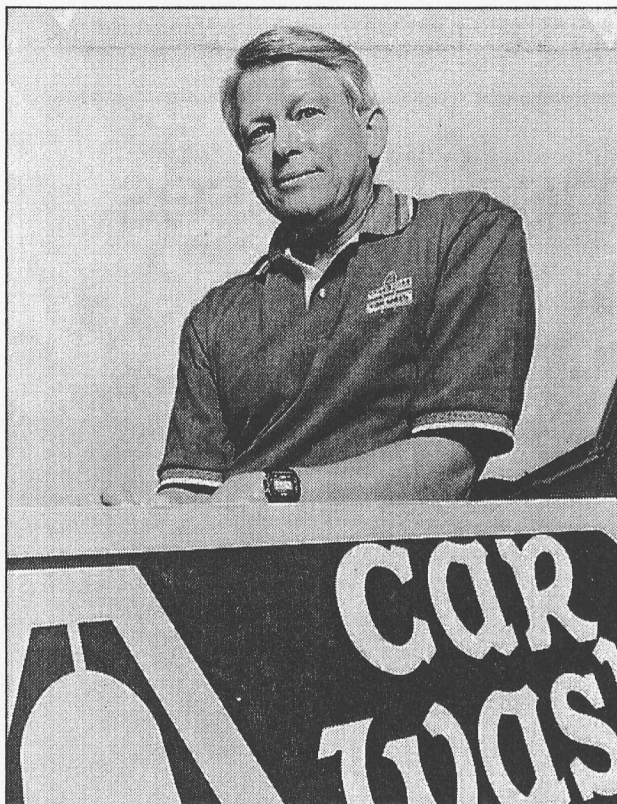


SATURDAY OCTOBER 19, 2002



## GUARDIANS OF THE ENVIRONMENT • 2002



BRIAN GOMSAK - SPECIAL TO THE OBSERVER

### **Chuck Howard** | CHARLOTTE

#### BUSINESSMAN AND INNOVATOR

Chuck Howard is an outdoorsman who runs Autobell Car Wash, with 32 sites in 16 N.C. cities, a successful business keeping cars clean, inside and outside. And as a practical businessman, Howard determined early on that to keep the region's waters clean and to tidy up his own company's bottom line, recycling and reuse of water were obvious strategies. All the company's facilities recycle, treat and reuse water - in fact, using less water than someone washing a car at home in a driveway. His company also sells and services the car wash technology to other companies in an industry that has moved steadily toward more recovery and reuse of water.

"We are in the water management business and always have been - even before the droughts were getting the attention they are today," he says. "We're not water wasters, and most professional car washes are not, because it's a cost of doing business."