



My Stark Story

I am Ken Brott from Lake Township, and this is my Stark Story!

My brother, a friend and I got involved in the carwash business while we were in college. In 1984, we started a business making computer systems for carwashes for efficiency. Our company experienced growth over the years, but it exploded when we fell upon the idea of selling monthly passes to carwash customers. We developed a sticker to place on the vehicle that communicates to the carwash equipment which verifies that the customer is a paid-up member of the monthly pass. The result is that the consumers love it for the ease of washing whenever they want and the carwash owners love it because they receive revenue regardless of the weather. It has changed the carwash industry completely.

I believe this same entrepreneurial spirit is in our young people! That is why a group of us have started the Lake Schools' "Stark Tank". It gives Lake students a chance to pitch a business idea and get help to make it a reality!

I am Ken Brott and that is how I am Strengthening Stark!

If you want to learn more about the Strengthening Stark effort email info@strengthstark.com

A Need for Change....A Need for Strength.

Strengthening Stark began as an Economic Plan and has transformed into an active movement through community partners, organizations and stakeholders to transform Stark County into a growing, younger and more prosperous community. Email info@strengthstark.com to see how you can join the movement to:

- Strengthen our Talent Supply Chain
- Retain & Grow Existing Businesses
- Grow Targeted Industries
- Catalyze Entrepreneurship
- Improve Connective Infrastructure

