



## Southwest Car Wash Association

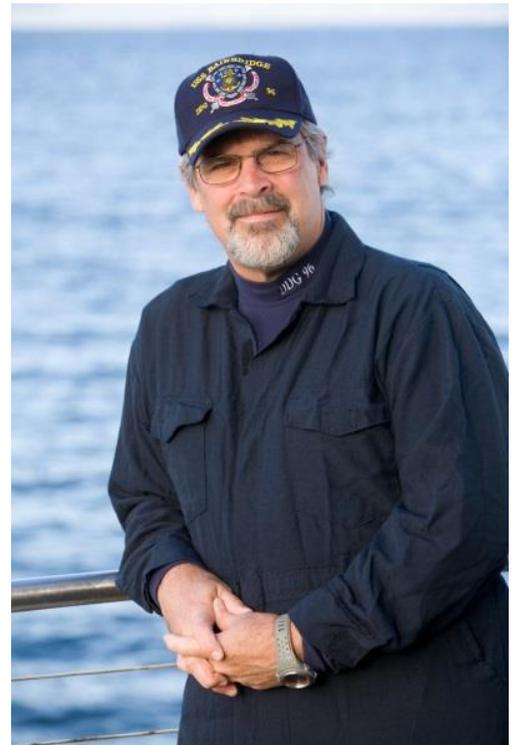
### FOR IMMEDIATE RELEASE

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## SCWA Announces 2016 Convention Keynote — Captain Richards Phillips

For five days in April 2009, the world was glued to their TV screens as Captain Richard Phillips became the center of an extraordinary international drama when he was captured by Somali pirates who hijacked his ship, the first hijacking of a U.S. ship in more than 200 years. To protect his crew, Captain Phillips made a conscious decision to put himself directly in harm's way, knowing full well that he might pay the ultimate price for his decision. Amid the standoff, he offered himself as a hostage.

The U.S. Navy responded to the scene, and negotiations were ongoing between the pirates and the captain of the USS Bainbridge. On Friday April 10th, Captain Phillips jumped out of the lifeboat and managed to swim a few yards toward the nearby destroyer, but the pirates went in after him and managed to haul him back in. The standoff dragged on until April 12th, when Navy SEAL snipers saw one of the pirates aim his AK-47 machine gun at Capt. Richard Phillips' back and concluded he was in "imminent danger," saving Phillips life. This historic event was recounted in the recent movie starring Tom Hanks — titled ***Captain Phillips***.



As he has done on many national broadcasts including NBC; CBS; ABC; CNN and FOX — Captain Phillips will describe his compelling story as a floating CEO in charge of the day to day operations and will draw on the lessons from this dramatic event to help us all have a better perspective on how to make our businesses more successful.

**Registration Now Open for the 2016 SCWA Convention**

**[SCWA 2016 Convention & Car Wash EXPO Registration](#)**