

WASH VOLUME INDEX

We have taken the pulse of five East Coast operators to see where their volumes are compared to last year.

We had a high of 9.9 and a low of -8 percent. Again, the Boston market is suffering more than the other regions. We will track this every quarter with our sharing operators!

Thanks to Dennis O'Shaughnessy, Sr. in upstate New York; Doug Rieck on the Jersey shore; Dave DuGoff in the Mid-Atlantic; Ron Bousquet in Boston and Kevin Detrick in the Poconos. ■

Grace For Vets Sees Banner Day!

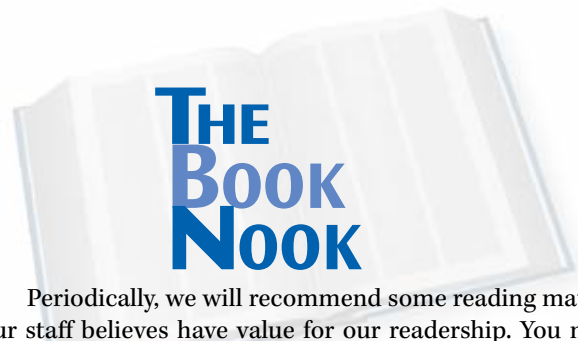


This Hoffman Car Wash in Queensbury, NY, was one of 1315 locations that participated in the 2010 Grace For Vets program, November 11, according to program manager Bob Ruhe. In total, 552 companies in all 50 states honored our servicemen and women by giving away 91,107 washes, at early reports.

Our spring issue will contain a more accurate accounting of the 2010 event. ■

Do you have an opinion or view you want to share with our readers?

Send your thoughts to:
Editor, *Northeast Carwasher*
2214 Budd Terrace, Niskayuna, NY 12309
OR mediasolutions@nycap.rr.com



Periodically, we will recommend some reading material our staff believes have value for our readership. You might want to check out the following recommendations!

The Tipping Point: How Little Things Can Make a Big Difference by Malcolm Gladwell.

Competing for the Future by Gary Hamel and C.K. Prahalad.

The Experience Economy: Work is Theatre and Every Business a Stage by B. Joseph Pine and James H. Gilmore.

If you have read anything notable, please share it with us at mediasolutions@nycap.rr.com! ■

Site on the Mind



Xtreme Clean Auto Spa and Oil Change of South Plainfield, NJ, has a well-organized and eye-catching site. Xtremecleanautospa.com grabs the customer's attention with a bright color scheme and rotating pictures at the top of the screen. It has a user-friendly format, using a large, easy-to-read typeface, and an easy-to-use site map. The prices and services offered are clearly listed.

The photos section of the site gives customers a chance to see the wash and services provided in action. The slide show of photos is well organized and starts up as soon as the user goes to the photo page. The site is easy to navigate and features directions to the wash provided by MapQuest. Xtreme Clean also provides printable coupons to visitors of the site as incentives. **Check it out yourself at xtremecleanautospa.com**

