



THE APPLIANCE WIRE

January, 2010

FROM THE PRESIDENT

Greetings:

Just a few years ago, we were worried about Y2K and the turn of the century. Will the computers freeze up? Will the lights come on? Will businesses be open? All very good questions leading into the year 2000.

Today, a decade later, we have a list of new questions. When will the recession end? What will be the "new" normal? How will people react to their new normal? Will un-employment ease? What

will be the new wall street? Will Americans change their spending habits, or will we continue to live on credit? (Many new questions and maybe many years before we actually live the "New" normal.)

I know one thing is clear - change is always been with us, change is the only constant; however, today the landscape is changing daily and we need to be more flexible than ever before. What worked just a few years ago, may not work today. To survive these trying times one

needs to change quickly and continue to re-evaluate each day to optimize their business to its highest potential.

Welcome to the new and ever changing world. I hope this year we see more stability and some growth for 2010. Have a great year and continued success.

Tom

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Tip of the Day

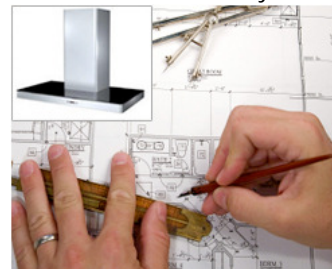
Carpenters live by the adage, measure twice, cut once. The same advice can apply to ordering appliances and equipment for a kitchen remodel.

Problem - positioning the island hood over the island counter & cooking equipment.

Concern of the homeowners - they do not want to hit their heads while cooking on the island.

Solution - with the kitchen remodel completed except for a few items on the punch list, the new hood is in place and works well. And the homeowners don't have to

worry about banging their heads on the hood when they cook.



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Coming attractions for next year's educational classes @ ADU

Class: Comparing Different Types of Cooking Modes found in ovens, ranges, pro-ranges, microwaves, & steam ovens.

The typical questions asked when reviewing ovens are:

"Do I need convection mode in these high-end ovens or any ovens?" Or "I have my current oven and it has the convection button & I've never used it, do I really need it?"

The GE Advantium oven cooks with lights, is that true?

My neighbor has the master chef oven control, do you know which oven has that cooking method?

Which oven control panel has the feature to change color to match your décor?

Can a microwave oven cook meats that look good to eat?

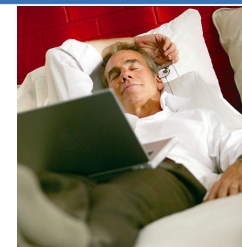
There are too many choices to choose from, can you make it simple for me to buy?

Answers coming in 2010...details to follow.



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FACEBOOK OR TWITTER

The phenomenon of social networking is still in its infancy and it remains to be seen exactly which network might become the 800-pound gorilla in the space.

There are now so many social networks vying for users that even the most elite have trouble keeping up with the ever-shifting landscape.

Facebook & Twitter are emerging as potential contenders to dominate.

Facebook

Facebook appeals to people looking to reconnect with old friends and family members or find new friends online. Facebook is a social networking portal. Facebook appeals to social animals and can be very addicting to people who have an insatiable appetite to stay connected with friends and make new acquaintances. Facebook addicts prefer the social portal model versus having to log into AIM, Yahoo Messenger, Gmail, Hotmail, Flickr, YouTube, MySpace, etc.. The explosive growth that Facebook continues to experience has caused the company to invest \$200 million in data upgrades last year to keep up with the demand.

Twitter

Twitter on the other hand, encourages you to grab ideas in byte-size chunks and use your updates as jumping off points to other places or just let others know what you're up to at any given moment. Twitter has quickly built brand awareness and a loyal following, especially among the technically adept; bloggers, online marketers, evangelists, basically anyone with something to promote seem to find Twitter extremely valuable.

When asked why they love twitter, users say "I can ask a question and get an instantaneous response." Twitter addicts claim it's like the old fashion water cooler, where people can gather to shoot the breeze on whatever topic is on their minds.



So Which social network is the best?

While many will immediately point to either Twitter or Facebook as being superior, the truth is that each has its advantages and disadvantages and will tend to appeal more to different types of people and for different reasons. To debate the differences is far too involved to get into at this point. I would rather let the future make that determination. In other words, let's wait and see.

What is the future of social networking?

In the end, both Twitter and Facebook are simply communication tools; both will continue to evolve and morph as users find new ways to extract value and either network may or may not become a long term winner in the rapidly evolving social networking space. Ultimately, the fact remains to be seen whether either application has a profitable, saleable, and sustainable business model or whether the exit strategy is simply to be acquired. Unless they can find a way to turn all those eyeballs into profits, social networks will lose relevance.

Will Twitter or Facebook become the next Google or will they just fade away? What do you think?

Social Networking

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