

# The RetailObserver

January, 2010

YOUR RESOURCE GUIDE TO THE INDUSTRY

Vol. 21, Issue 1



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## A New Year – A New Decade

It's the middle of winter and yet I can feel the excitement of the New Year bringing a sense of hope and new realities to many of us at a time when we need it most. It's as if spring is approaching sooner than usual, as we feel the momentum of the next chapter of life opening as we clearly focus on the future without looking back. Chris Thiede mentions in his Brand Building article in *New Year's Resolutions for 2010*, "It's a time for optimism and possibilities and for looking forward." He stresses that we need to "Quit bad habits, get organized and enjoy life." We've hopefully learned many lessons from the downturn and have made the necessary adjustments to be in good position for the rebound.

Our writers continue to stress the importance of maintaining a visual presence in the marketplace and the necessity of incorporating outstanding customer service to set your business apart from the competition. "If you hire the right people, train them, and treat them well, you will reap great rewards in the form of customer loyalty and increased profits," says John Tschohl in *Don't Hire Employees Who Don't Like People*. Where does your company rate in its customer service department and how is your bottom line being affected?

When Elly Valas says *Just Do It*, she gets down to the "how" of getting it done – "for business owners to re-set their business plans, marketing campaigns and financial goals," she suggests you "Prioritize, be specific, write it down, share your plan and develop strategies for each goal." I bet you've already got yours done!

So, kicking off the New Year with our debut column *Showroom Spotlight* is **FIXTURES – Visions for Living**, a new showroom in San Diego. This monthly feature will highlight a showroom that has something special to differentiate it from the competition, giving you an idea of what others around the country are doing to keep up with the changing times, attracting new customers and gain interest in their products in a fun, beautiful or unique way. If your showroom would like to be considered for this piece, please contact me.

So, as we begin anew, I'd like to thank all of you for your continued support of the magazine as well as wish you the success that is yours and the ability to grow and thrive in the year ahead.

Happy New Year!



Eliana Barriga  
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The  
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CELEBRATING OUR 21<sup>ST</sup> YEAR

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## 2010—Here's to a Fresh Start!

Yes it's true, 2010 is upon us. As this New Year starts to unfold, we hear about the optimism and movement of the industry—that it will all get better. We have also seen a lot of unsettling factors over the past decade, such as:

- Housing booms and pricing going sky-high, mortgages that fire-balled to numbers that put most of us within the top 10% wealthiest in the world, then dropped us as though the cable on an elevator snapped.
- Costs for production, housing and transportation were seated in a roller coaster which spun, turned, looped and dropped so fast they kept our heads spinning.
- And then there was Bernie Madoff... As Robin Williams said, "Wasn't the name warning enough?"
- Detroit came out with some great new cars and the whole world seems to have become taken with the idea of alternate fuel vehicles. But then Detroit was in such bad shape, they let the Canadians buy the Silverdome for a mere \$583,000. If I would have known they would sell it that cheap, I would have bought it myself and invited 80,000 of my closest friends over for a party.
- Political games of chess included many crowning firsts. Goldman, JPMorgan, BofA, Citigroup and Wells Fargo—what have we learned from them? It was a decade of deceit at the top with lies at the bottom and many scandals let out of the bag. I, for one, am glad it's over and am looking forward to the upcoming decade.

### OK, LET'S TALK FUTURE

In 2009 Congress appropriated \$300 million nationwide to support state rebate programs for residential ENERGY STAR appliance products. The first goal of this program is to provide another way to stimulate the economy in an industry that has seen a 15% drop in sales, according to the Association of Home Appliance Manufacturers. President Obama has also set in motion a plan that could net your customers up to \$12,000 in rebates on a spend of \$24,000 in upgrades of energy-efficient appliances and insulation, part of a broader plan to stimulate the economy. That's a nice sized E-Star appliance package that will help our industry out similar to that of the Auto industry. The proposal is part of the President's larger spending plan, which also includes money for small businesses, renewable energy manufacturing, and infrastructure.

Electric plug in cars, CFL lighting, solar and wind power and water on the moon are all things that this new decade brings. Along with the World Wide Web, 3D TV, Blu-Ray, LED and OLED and new phones bring the world into your pocket, perhaps we can create a world community that strives to work together/work it out. This is just the start of a better New Year, New Decade and New Life.



Happy Retailing,

Moe Lastfogel

## The RetailObserver

JANUARY 2010

VOLUME 21, NUMBER 1

CELEBRATING OUR 21<sup>ST</sup> YEAR

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## Showroom Spotlight

# Fixtures

VISIONS FOR LIVING

**F**ixtures–Vision for Living, based in San Diego, is the newest destination for home builders, designers and remodelers looking to acquire the most luxurious and unique kitchen and bath products available. The innovative store is revolutionizing the way home design stores operate by putting the focus back on the customer experience and not on the price tag.

Fixtures–Visions for Living was pioneered by President Phil Roxworthy who drew upon his more than 20 years of industry expertise to build an environment where customers could explore what is possible in home and outdoor design. Phil has pursued his dream to build a store that focuses on enhancing a customer’s total lifestyle rather than just selling a product in a box.

Fixtures is a destination unlike any other in Southern California, or possibly

in the nation, by bridging the gap between the customers’ needs and the available solutions with its “design-to-dine” service style. The company’s dedicated sales team is comprised of industry veterans with extensive product knowledge who assist their clients with the selection and purchase of products, helping them with every step of the remodeling or building process. With certified and trained installation and repair teams in-house, the company is fully committed to providing customers with a total solution.

From the practical to the exotic, from the industry standard to the extraordinary, Fixtures’ one-of-a-kind 20,000 square foot luxury showroom features an eclectic mix of unique products in an environment that inspires the imagination. Fixtures showcases outdoor entertainment items as well on its outdoor | *continued on page 10* |



2,000 square foot deck made from reclaimed barn wood. This unique venue also boasts a lounge, a specialty store full of the best cooking and spa items available in the region, as well as a complete design resource library. Simply put, Fixtures offers a shopping environment unlike any other.

The showroom highlights more than 50 luxury bathroom and kitchen vignettes and 14 outdoor kitchen displays designed by top local designers and chefs. Through its fresh approach to kitchen, bath and outdoor products and its ability to enhance its customers' lives by showing them what is possible, Fixtures is reinventing the industry and setting the standards for all competitors.

Fixtures is located at 9340 Dowdy Dr., Suite B, San Diego, CA, 92126 (858) 966-3600 [www.Fixturesliving.com](http://www.Fixturesliving.com) **RO**





PHIL ROXWORTHY – PRESIDENT, FIXTURES

“  
Simply put, Fixtures  
offers a shopping  
environment  
unlike any other.  
”





## U-LINE INTRODUCES TWO NEW ADA UNDERCOUNTER MODELS



U-Line Corporation, the leading innovator of premium built-in, undercounter ice makers, Combo<sup>®</sup> ice maker/refrigerators, Wine Captain<sup>®</sup> wine preservation appliances, refrigerators, refrigerated drawers and refrigerator/freezers, is introducing two new ADA compliant models: a 24-inch refrigerator and a 15-inch ice maker, to be available to the public February 2010.

The ADA24R, a 24-inch ADA undercounter refrigerator, meets the ADA height compliancy with storage capacity to hold more than seven cases of 12 oz. beverages. The solid door model is ENERGY STAR<sup>®</sup> rated, and also meets Consortium for Energy Efficiency (CEE) Tier 3 rating, which is at least 30 percent more efficient than the federal standard and the most efficient CEE rating available. Glass door units are equipped with LowE tempered glass, protecting against potentially harmful UV rays, and are also ENERGY STAR rated and have received a CEE Tier 1 rating. The ADA24R features technologies that chill beverages faster and, on average, keep them cold within one degree of the set temperature. Inside the unit there are four removable, full-depth, heavy duty wire shelves and a push button digital control.

The model is available in black and stainless steel with the option of a solid or glass door. The ADA24R is 32 inches high and comes standard with a lock.

U-Line is also introducing a 15-inch ADA undercounter ice maker. The 32-inch high ADA15IM uses less than three gallons of water to produce and store up to 25 pounds of crescent ice, and requires less electricity than a 75-watt light bulb. The model does not require a drain, making installation convenient and inexpensive. The ADA15IM is available in black and stainless steel.

For over four decades, U-line has been synonymous with innovation, quality and selection of premium undercounter appliances. Providing versatility for multiple applications, including light commercial, outdoor and marine use, U-Line's complete product collection includes built-in, undercounter ice makers, Combo ice maker/refrigerators, Wine Captain wine preservation appliances, refrigerators, refrigerated drawers and refrigerator/freezers. U-Line is headquartered in Milwaukee, WI, and has an office in Laguna Beach, CA. For more information on U-Line and its products, visit [www.u-line.com](http://www.u-line.com).



## BIG GREEN EGG COOKS UP SUPPORT FOR RETAILERS

DR. BBQ BECOMES ANOTHER BARBECUE TOOL!



The Big Green Egg<sup>®</sup> is the best known of the kamado cookers, and some even say they sell themselves to consumers. But the folks at BGE know that promotional support for retailers is important to help make the consumer sale go "over easy."

The company is always looking for innovative, effective new tools to help retailers. Their latest offering is support in the form of barbecue expert and self-proclaimed EGGhead, Ray Lampe, a.k.a. Dr. BBQ. "We have entered

into a relationship with Ray because of his reputation as an award winning barbecuer, and his passion for the EGG says Ed Fisher, founder of Big Green Egg. “We’re offering him as a resource to help our retailers increase their bottom line.”

Lampe began his barbecue career as a competition cooker before becoming a professional. He has won numerous awards over the past ten years, including winning at the prestigious American Royal Invitational and Jack Daniel’s World Championship, as well as many state championships and other cook-offs. Lampe’s grill of choice when competing has been a large EGG, but now he usually cooks on the larger XL EGG, which was introduced more recently. He is the author of *Dr. BBQ’s Big-Time Barbecue Cookbook*, *Dr. BBQ’s All Year Long Barbecue Cookbook* and *Dr. BBQ’s Big Time Barbecue Road Trip*.

Retailers who carry the EGG are encouraged to take advantage of Lampe’s extensive travel schedule, posted at [www.drbbq.com](http://www.drbbq.com), under Where’s Dr. BBQ? He can be scheduled to participate in a variety of in-store events, which are sure to increase store traffic. And, because Lampe is already in the area, expenses for retailers are minimal.

Lampe considers consumer education to be one of his specialties. He’s known for happily sharing cooking secrets, even with fellow competitors on the barbecue circuit. He teaches a number of barbecue classes around the country, and is an online “ask the expert” for *Fierce Foods Magazine*. He also writes a monthly column in the magazine.

Lampe offers the same knowledge on premise. He conducts staff training classes for barbecuing on an EGG, as well as “how to” consumer classes. Inviting the local media to participate in one of his classes is a way to generate publicity about the store before the event, which helps increase attendance. Usually a follow-up story or a photo about the class becomes part of the local news.

Lampe has completed three barbecue cookbooks and anticipates more will follow. Retailers can capitalize on the popularity of his books by holding a book signing at the store during a cooking demo. In conjunction with the book signing, offering a chance to win a Big Green Egg with every book purchased is a way to boost awareness level in the community. Again, notifying the local media about the event will encourage press coverage.

For retailers looking to increase EGG sales and profits, the time is now to get crackin’. To find out more about this

program, retailers should contact Lou West at 1-770-938-9394 Ext. 103. For more information about the Big Green Egg, visit [www.biggreenegg.com](http://www.biggreenegg.com).



## WHIRLPOOL® BRAND HANGS SMELLY CLOTHES OUT TO DRY

WASH, DRY AND SAVE WITH THE NEWEST FROM THE LAUNDRY LEADER

Have you ever left your laundry in the washing machine by accident, only to find it smelly and wrinkled when you finally remembered to put it in the dryer? Whirlpool brand has heard consumers’ call, and in response, is arming consumers with the best defense—a washer with the ability to keep clothes smelling fresh for up to 10 hours after the cycle ends with the industry-changing FanFresh™ option. | *continued on page 14* |



The Whirlpool® Duet® steam washer's FanFresh™ option intermittently tumbles clothes in the wash drum for up to 10 hours after the cycle ends. Meanwhile, a quiet fan draws out moisture through a vent to help keep clothes smelling fresh and prevents wrinkles from setting in. According to a 2007 online survey conducted by Whirlpool brand, 72 percent of respondents said it is important that their clothes never smell sour when left in the washer, yet only 47 percent are satisfied that their current washer completes this task.\*

“Whirlpool brand is focused on offering consumers the flexibility to live their lives rather than plan around their laundry,” said Brandon Buckingham, senior brand manager, Whirlpool laundry. “The FanFresh option provides consumers with the opportunity to load their washer, run errands and go to the movies, and not worry about getting back in time to switch the wash.”

While the FanFresh option solves one of consumers' biggest laundry problems today, the new Duet steam washer garners one of the most efficient energy ratings available from the Consortium for Energy Efficiency (CEE)—Tier III—meaning the machine features advanced water and energy savings for the consumer. In addition, the new Duet dryer is the first in the front-load category to offer an Eco cycle that uses 40 percent less energy than a conventional dryer's normal cycle when paired with a Duet washer.\*\*

According to Whirlpool Corporation research conducted by Harris Interactive in 2008, nearly three quarters (72 percent) of adults actively look for the ENERGY STAR® label when making purchasing decisions. With advanced water and energy savings for the consumer, the Whirlpool Duet steam washer is ENERGY STAR qualified and can save consumers more than \$1,000 in lifetime water and energy costs when compared to a pre-2004 conventional washer, based on a 10-year life cycle. Couple this with the money saved in the dryer, and the savings of the Duet washer practically pays for the cost of the dryer. In fact, the new Duet pair is the industry's most efficient laundry care system available based on time and energy usage.

The Whirlpool Duet steam washer has a capacity of 4.5 cu. ft., giving consumers the ability to wash up to 18 pairs of jeans in a single load. The Delay Wash setting can be used to set the washer to begin up to 18 hours later, perfect for timing during off-peak hours when utility rates may be lower or when unloading the washer is more convenient.

In addition, the Whirlpool Duet steam washer comes with the industry-first NightQuiet™ option, which further reduces operational sound and is great for those whose laundry rooms are close to living areas or bedrooms.

The Whirlpool Duet steam wash system adds the power of steam to select wash cycles to steam out tough stains, virtually eliminating the need to pretreat, and removes up to 95 percent of tested allergens, including dust mites and pet dander. The Whirlpool Duet steam wash system received the highest rating for water efficiency, cleaning and capacity from a leading consumer magazine.

And steam is not just for the washer. The Duet steam | *continued on page 16* |

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dryer utilizes the power of steam to eliminate 99.9 percent of common household bacteria, ideal for those items that should not be washed such as backpacks, stuffed animals and pillows. And for those who want to avoid ironing and cut down on dry cleaning costs, the dryer offers a Quick Refresh steam cycle that tumbles small loads and uses steam technology to break down odors and smooth out wrinkles. In just 15 minutes, clothes are ready-to-wear.

The Whirlpool Duet steam washer (WFW9750W) will be available in White, Cranberry and Lunar Silver with an MSRP starting at \$1,599, and the Whirlpool Duet steam dryer (electric WED9750W or gas WGD9750W) will be available in the same colors with an MSRP starting at \$1,599 later this fall.

*\*Whirlpool 2007 Fabric Care Consumer Needs Quantitative Study, 2007 \*\* Electric dryer only*

## HAIER RANKS #1 IN GLOBAL MAJOR APPLIANCES BRANDS MARKET SHARE

HAIER REACHES THE TOP SPOT IN MAJOR APPLIANCES BRANDS BY MARKET SHARE FOR THE FIRST TIME - 2009 EUROMONITOR INTERNATIONAL RESEARCH

# Haier

The Haier Group today announced that world leading business intelligence firm Euromonitor International has ranked Haier first in its Global Major Appliances Brands 2009 ranking by brand shares (by global brand name), with a retail volume market share of 5.1%, up 0.8 of a point from 2008.

Euromonitor International's rankings also place Haier's refrigeration appliances and Haier's home laundry appliances first by global brand name, with 10.4% and 8.4% retail volume market share respectively, up 3.7 points and 1.5 points from 2008.

Haier's strategy to continue providing innovative and quality products and services that bring value to its consumers around the world in times of global economic difficulties contributed to this success. Haier's main competitors' market shares in major home appliances, refrigeration appliances and home laundry appliances have generally declined, while Haier's market share increased in all categories.

"Haier strives to provide products and services that always meet its customers' needs. The rankings show that customers around the world appreciate our efforts, and increasingly chose Haier over other brands. The Haier brand is on the path of becoming a true global brand, recognized for its innovation, quality and value," said Ms. Zhang Tieyan, director of Haier Global Branding Operation and Haier spokesperson.

Euromonitor International, founded in the UK in 1972, is the world's leading independent provider of business intelligence on industries, countries and consumers.

The Global Major Appliances Brands 2009 rankings are calculated from trade sources and national statistics.

*| continued on page 18 |*

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# Freestanding freedom

Liebherr offers design flexibility with its freestanding product line in 24", 30", 36", 48" and 60" widths. With cabinet-depth dimensions and stainless steel sides, the refrigerator can go anywhere in the kitchen. Alone, or as part of a side-by-side configuration, experience the look of a built-in, without the price of building in.

The smart thinking and innovation that has always been Liebherr's anthem translates perfectly into new design features such as fingerprint and scratch resistant SmartSteel finish, LED lighting, and a new smooth-touch MagicEye control panel. And Liebherr's proven dual refrigeration system provides superior and consistent cooling in the most energy efficient manner possible.



#### ABOUT HAIER GROUP CO. LTD

Founded in Qingdao, Shandong province, China, in 1984 under the leadership of Zhang Ruimin, its current Chairman and CEO, Haier is the No. 1 home appliances brand in the world and China. Haier products are distributed in more than 160 countries and regions in North America, Europe, the Middle East, Asia and Africa. Global revenues amounted to RMB 119 billion (USD 17.4 billion) in 2008, representing a year-on-year growth of eight percent. Revenues from the Group's overseas sales amounted to RMB 31.4 billion (USD 4.5 billion), representing an increase of 9.8 percent year-on-year. Haier employs more than 60,000 people, including 10,000 outside China.

## LG ELECTRONICS, UL ENVIRONMENT VALIDATE ENERGY AND WATER SAVINGS CLAIMS

LG FIRST TO COMPLETE ENVIRONMENTAL CLAIMS VALIDATION PROGRAM WITH UL ENVIRONMENT FOR HOME APPLIANCES AND CONSUMER ELECTRONICS



LG Electronics USA, Inc. and UL Environment, Inc. today announced that LG Electronics is the first consumer electronics and appliance manufacturer to have products assessed via the UL Environment Environmental Claims Validation™ program.

This groundbreaking new program is designed to provide companies with a new source for independent, third-party green claims validation. In January 2009, Underwriters Laboratories, a world leader in product safety testing services, launched UL Environment, a wholly-owned subsidiary aimed at providing guidance and clarity of environmental claims to both the consumer and manufacturer.

UL Environment has validated claims for LG's award-winning SteamWasher™ WM3001HWA and popular 47LH90 LCD TV by performing a variety of laboratory tests. UL Environment purchased LG products from U.S. retailers prior to testing. The SteamWasher was evaluated based on energy and water savings, while the LCD TV was tested for overall energy consumption - both in on mode power and standby modes.

Testing results found that the LG SteamWasher uses a minimum of 50 percent less water and energy than Energy Star® requirements effective July 1, 2009 and exceeds 2011 requirements for energy consumption by at least 35 percent and water consumption by at least 40 percent. The LG LCD TV uses a minimum of 70 percent less energy than required by Energy Star 3.0 requirements in standby mode, while using a minimum of 40 percent less energy in the on-mode than Energy Star 3.0 requirements.

“Using this comprehensive UL Environment third-party testing program to validate environmental claims such as energy and water efficiency will instill further confidence in our products’ performance | *continued on page 20* |



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Starting with three years parts and labor, Speed Queen backs its commercial quality equipment for the home with the industry's most comprehensive warranty.

Partnered with full-service distributors, we bring our expertise to dealers looking for a profitable opportunity to sell a differentiated line of laundry equipment.

For dealer inquiries, call 1.800.552.5475 or visit us at [www.speedqueen.com/retail](http://www.speedqueen.com/retail)



and will help maintain consumers' confidence in voluntary programs such as Energy Star," said Teddy Hwang, president of LG Electronics USA.

LG intends to expand its participation in the UL Environment program to cover other product lines, from refrigerator-freezers and dish washers to plasma HDTVs and Blu-ray Disc players.

Steve Wenc, president of UL Environment added, "By applying solid science and more than a century of testing expertise, UL Environment's validation program brings a new level of confidence to consumers to make informed purchase decisions when shopping for energy efficient products. We commend LG's leading role as the first appliance and consumer electronics manufacturer to participate in this program."

UL Environment applies a rigorous, independent process to the testing of environmental claims and allows manufacturers that successfully pass the tests to apply the UL Environment service logo on product packaging and marketing materials. This not only protects consumers, institutions and businesses, it also reinforces the credibility of companies that produce products with substantiated environmental claims. Validation also helps companies differentiate themselves in the increasingly crowded "green" product space.

"LG's focus on environmental issues has resulted in a global environmental vision," Hwang said, "Across our broad product portfolio; we have incorporated eco-design strategies to reduce the environmental impact of a product's development, production, and circulation, along with reduced use of hazardous materials and enhanced efficiency of resources and recyclability."

#### ABOUT LG ELECTRONICS USA

LG Electronics USA, Inc., based in Englewood Cliffs, NJ, is the North American subsidiary of LG Electronics, Inc., a \$45 billion global force and technology leader in consumer electronics, home appliances and mobile communications. In the United States, LG Electronics sells a range of stylish and innovative home entertainment products, mobile phones, home appliances and business solutions, all under LG's "Life's Good" marketing theme. For more information, please visit [www.LGusa.com](http://www.LGusa.com).

#### ABOUT UL ENVIRONMENT, INC.

UL Environment (ULE) is helping support the growth

and development of sustainable products and services in the global marketplace through standards development and independent third-party assessment and certification. ULE is a wholly owned subsidiary of Underwriters Laboratories, a global leader in conformity assessment that has been testing products and writing standards for more than a century. ULE currently offers Environmental Claims Validation™ (ECV), a service testing and validating manufacturers' self-declared environmental claims and Sustainable Products Certification™ (SPC), a service testing and certifying products to accepted industry standards for environmental sustainability. ULE is developing additional environmental standards, training and advisory services to support organizations in the sustainable products and services industry. For more information please visit [www.ulenvironment.com](http://www.ulenvironment.com).

## VENT-A-HOOD ANNOUNCES FIVE-YEAR WARRANTY ON RANGE HOODS

LONGEST WARRANTY PROGRAM OF ANY RANGE HOOD MANUFACTURER IN AMERICA OFFERS CONSUMER PROTECTION AND PIECE OF MIND FOR SUPERIOR APPLIANCE INVESTMENT



Vent-A-Hood, the company that created the modern residential range hood, has announced the best warranty program of any range hood manufacturer in America. Effective January 1, all Vent-A-Hood products that feature the company's signature Magic Lung® blower will come with an unprecedented five-year warranty.

"It's the best warranty in the industry for the best range hood in the industry," said Skip Woodall, CEO of Vent-A-Hood. The five-year range hood warranty will be enforced by the entire Vent-A-Hood distributor network and covers all materials and workmanship of Vent-A-Hood products to be free of defects. "Customers want 'piece of mind' with their appliances, and we are backing up our performance and reputation with a solid guarantee that nobody else offers," Woodall added.

The five-year warranty program will be promoted in trade advertising and will be marketed with special display tags distributed to appliance dealers that sell Vent-A-Hood products across the U.S. and Canada. The warranty excludes light bulbs, faulty installation or freight damage. | *continued on page 22* |

# Introducing BlueStar's New Wall Ovens

All Gas. High Performance. French Doors.  
Convection. 190 Colors. WOW.



Shown above: BlueStar's 30" Single Gas Wall Oven in Ruby Red, Cobalt Blue, Traffic Yellow and Moss Green.  
Visit [bluestarcooking.com](http://bluestarcooking.com) to view all 190 available colors.

## Incomparable Performance Meets Beautiful Design

With features such as 25,000 BTU burners, 15,000 BTU ceramic broilers, and dependent French doors, BlueStar's new wall ovens are built for people who love to cook. And with 190 available colors, they can match any kitchen décor. Available in 24", 30", and 36" width sizes and as single units or double stacked. Visit us at [www.bluestarcooking.com](http://www.bluestarcooking.com).



## 2010 INTERNATIONAL CES RENEWS COMMITMENT TO BE WORLD'S LARGEST ENVIRONMENTALLY-FRIENDLY TRADESHOW

PARTNERS WITH EARTHERA TO OFFSET EMISSIONS FROM SHOW FACILITIES; DONATES ELECTRIC VEHICLES TO LAS VEGAS POLICE



The Consumer Electronics Association (CEA)<sup>®</sup> today announced major plans to reduce the carbon footprint of the 2010 International CES<sup>®</sup> through a partnership with EarthEra and the implementation of sustainable and energy efficient solutions. “Every citizen must take personal responsibility for the environment, and the International CES must ensure we are doing more good than harm when it comes to the environment in general and carbon emissions specifically,” said Gary Shapiro, president and CEO, CEA. “We estimate that CES saves attendees about a billion miles because they don’t have to travel around the world for meetings. And to magnify our positive impact, we have creatively partnered to produce the world’s largest environmentally sustainable trade event.”

CEA is reducing its carbon footprint by partnering with EarthEra, the official Clean Energy Partner for the 2010 CES. EarthEra will issue green e-certified renewable energy certificates from their wind energy sources to offset electricity and carbon emissions affiliated with the International CES, including all show facilities and hotel rooms.

CEA has also donated \$50,000 to the Las Vegas Metropolitan Police Department, Convention Center Area Command, to purchase T-3 Motion electric vehicles and accessories. Electric police vehicles will reduce use of fossil fuel powered vehicles and help the environment, the police and the local community. “The Las Vegas Metropolitan Police Department is excited to partner with CEA in deploying ‘green’ environmentally-friendly vehicles as part of our tourist corridor policing plan,” said Capt. Charles Hank, Las Vegas Metropolitan Police Department, Convention Center Area Command. “We feel the addition of the electric vehicles funded by CEA will assist us in helping us strive to achieve our Vision – ‘To be the safest community in America’ as well as the ‘Safest Tourist destination in the World.’”

CES vendors and facilities are also adopting environmentally sustainable practices. The Las Vegas Convention Center (LVCC), which participates in the Environmental Protection Agency’s (EPA) WasteWise Program, will recycle exhibit hall and meeting room materials during all phases of show activity; The Venetian, which houses high-performance audio exhibits at this year’s show, received silver-certification by the U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED); Aramark, uses biodegradable utensils and napkins and purchases organic or locally sourced products; and GES runs 95 percent of all show contracting equipment on clean, natural gas and will install recycled carpet in CES areas such as registration, TechZones and CE Spotlights.

## WORLD MARKET CENTER LAS VEGAS AND SURFACES FORM PARTNERSHIP



World Market Center Las Vegas and SURFACES announce they are forming a strategic partnership in order to provide a more compelling event for their respective audiences. These leading industry events are joining forces to provide their attendees a “best of both worlds” opportunity to see everything they could imagine in floor covering and home furnishings during the first week in February in Las Vegas.

SURFACES 2010, being held February 1-4 at the Sands Expo and Convention Center, is where fashion, innovation and business all come together as the flooring industry prepares for what consumers want in the coming year. Every floor covering product is featured on the show floor - carpet, rugs, laminates, hardwood, tile, stone, marble, specialty flooring and much, much more.

“Synergies between the shows will be a great service to exhibitors and attendees alike,” said Philip McKay, Senior Vice President at World Market Center. “We are excited to further offer a great market experience for these audiences. This new joint platform will offer the largest and most compelling combination of home furnishings and floor coverings in one co-located event in the US.” “We’re extremely excited about this strategic partnership and the numerous opportunities it brings,” | *continued on page 26* |

# UPGRADE TO NEW TECHNOLOGY



**BODY GLOVE**  
FILTRATION SYSTEMS  
FILTERED. CLEANER. BETTER.

**50% MORE FLOW**  
**50% LONGER LIFE**  
**100% GREEN**


THE WORLD'S FIRST  
RECYCLABLE FILTER CARTRIDGE.

- **WATER FILTRATION.** Think all water filters are the same?...*Think again.* Water, Inc. has redefined water filtration by joining the innovative experience of 3M with the environmentally-conscientious Body Glove International to bring you the most advanced and **eco-friendly** water filter available today.
- The Body Glove System represents the annual savings of over 9,000 plastic bottles! Enjoy the convenience and taste of refreshing filtered water on-demand knowing that you are contributing to a **cleaner, greener environment.**
- All of this translates into a green and responsible alternative to plastic water bottles, which continue to overload landfills and pollute oceans.

**TRISTAGE**  
FILTRATION

**MICRO-FILTER**  
TECHNOLOGY





Don't let your customers  
get hung out to dry on  
their next washer/dryer!

**Miele**

Anything else is a compromise





Savings tips for buying green include dryers with intelligent moisture sensors to save clothes from scorching.

It's a fact – the newest, efficient washers use 43% less energy and water. According to Energy Star®, replacing a 10-year old washer with a qualified new one could save over \$135 each year on utility bills. That's like getting High Efficiency (HE) detergent free, year-round. But which energy efficient brand really saves more?

**Will it save their clothes?**

“At a minimum, your customers should expect their new washer to save water and energy,” states Debbie Schaeffer, Owner & President of Mrs. G TV & Appliances in Lawrenceville, NJ. “Help them look for a high

Modified Energy Factor (MEF) and a low Water Factor (WF). And if they really want to be green, they should consider a Miele with its patented Honeycomb Drum™. Independent studies prove Miele’s unique drum design extends the life of their clothes by a factor of 4. It takes almost 1/3 of a pound of chemicals to grow enough cotton for just ONE T-shirt. When they buy less clothes, they are significantly reducing their footprint on the planet,” continues Schaeffer. “And, it doesn’t take a math genius to figure out that if their clothes last longer – they’re saving a lot more money too.”

**Are they buying one washer or two?**

“Doing more for the environment and a customer’s budget includes buying quality products that last. Many homeowners don’t realize that by spending less on a washer/dryer that only last (on average) 12 years, they are making a decision that will cost them more later on,” states Schaeffer. “Miele products are German engineered to a self-imposed 20-year life design and made from quality materials. In fact, over 90% of the washer is recyclable. And, independent research confirms that Miele washers and dryers outlast others by nearly 50%. Coupled with a 90-day money back satisfaction guarantee, they have nothing to lose, but lots to save by owning a Miele washer and dryer.”

**Quick Links:**



[miele.com](http://miele.com)



[energystar.gov](http://energystar.gov)



Miele’s patented Honeycomb Drum™ is proven to help clothes last 4x longer, saving more.

**Savvy tips for buying green.**

Paul McCormack, Miele’s Communications Manager offers these green buying tips you can share with customers:

1. Adjust water level to load size. “Look for washers that adjust the water level to the size of the load being washed. Miele Honeycomb™ fabric care systems automatically detect the load size so they don’t use more water than needed.”
2. Dryers with intelligent moisture sensors. “Purchase a dryer with a good moisture sensor that will shut off when the clothes are done. This not only saves energy, it helps preserve clothing by not over-drying.”
3. Buy only the size machine you needed. “When they buy the ‘right’ size machine, they not only save energy – they save money. Bigger is not always better. Miele offers many different configurations that may help save space in the laundry area including under-the-counter, stacked and side-by-side options.”
4. Look for rebates. “Check energystar.gov for rebates. Many states are now offering rebates for washers with an MEF of 2.2 or higher. All Miele washers exceed this standard. As a matter-of-fact, the Miele Super Large Capacity models (W4800/4840) are 90% better than the Federal Standard.”

states Dana Teague, Director, SURFACES. “We view Las Vegas Market as a complementary event to ours. We feel by joining forces we are providing our attendees the opportunity to experience two shows in one week saving on expenses, which is essential right now.” Highlights of the joint platform include acceptance of each show’s registration credentials, transportation vouchers and discounts on education.

For more information about SURFACES, visit [www.Surfaces.com](http://www.Surfaces.com). The official sponsor of SURFACES is the World Floor Covering Association (WFCA), the floor covering industry’s largest advocacy organization representing floor covering retailers, contractors and allied service providers throughout North America. For more information about the WFCA, visit [www.wfca-pro.org](http://www.wfca-pro.org).

The Winter 2010 Las Vegas Market is scheduled for February 1-5, 2010 at World Market Center Las Vegas. [www.LasVegasMarket.com](http://www.LasVegasMarket.com).

## RECOGNIZING RESILIENCE: 2010 FEBRUARY LAS VEGAS MARKET SHEDS LIGHT ON NEW ECONOMY

PROGRAMMING IS ORIGINAL, INSPIRING AND, MOST IMPORTANTLY, APPLICABLE TO RETAILERS AND DESIGNERS



Themes like strength, power and optimism will reign supreme at Winter Las Vegas Market at World Market Center Las Vegas. Those in attendance have succeeded in a historically competitive economy, and Las Vegas Market will celebrate that while addressing how retailers can not only survive, but thrive in 2010. “Today it is not business as usual or business as we knew it,” said Robert Maricich, President and CEO of World Market Center Las Vegas. “In addition to a strong display of new products, Las Vegas’ February

Market will be a meaningful exchange of the latest trends, research, business strategies and inspiration to benefit all facets of the trade – retailers, designers and suppliers. The content will be highly relevant to those who are ‘playing to win’ and looking for new competitive advantages in today’s marketplace.”

This is the tenth Las Vegas Market to be hosted at World Market Center Las Vegas and each new Market aims to be forward-looking and responsive to the changing needs of attendees. The line-up of programs this February is original, inspiring and, most importantly, relevant.

As in the past, the global Winter Las Vegas Market will be bolstered by international representation, and this event will have a focus on the influence of Latin America and abroad.

### SOME OF FEBRUARY LAS VEGAS MARKET’S VALUABLE PROGRAM HIGHLIGHTS INCLUDE THE FOLLOWING:

- *First Look:* Las Vegas Market. Back by popular demand, HGTV’s Monica Pedersen along with industry trend expert Julie Smith fast-track attendees on the opening day on the newest products and trends they will see during February Market week.
- *Bedding Bowl*, will feature special receptions and seminars dedicated to the mattress category, including an update on the bedding industry’s green initiative organized by the Specialty Sleep Association that is open to all market attendees, bedding suppliers and retailers.
- Trend and merchandising expert Jennifer Castoldi of Trendease International will share *Creative Retail Experiences from Around the World* to inspire retailers on innovative shopping environments.
- *Alfresco* at Design + Living. Alfresco puts the finest outdoor living on display. The newest destination at Las Vegas Market brings the outdoors in with breathtaking realism and offers events that will be equally refreshing.
- New for the February Market, World Market Center Las Vegas is partnering with the Western Home Furnishings Association (WHFA) to produce a dynamic “Academy Series” which is being married to the popular “Business Survival” series and will take place Monday, Tuesday and Wednesday during Las Vegas Market at 4:30 p.m. followed by a reception.

Specifically geared to and planned for the needs of retailers, the academy series is the best of the best for retail intelligence. **RO**



The AGA Legacy Suite  
featuring the 44" range,  
48" hood, dishwasher  
and refrigerator in Brick

## Get the Kitchen of Your Dreams With the AGA Legacy Suite

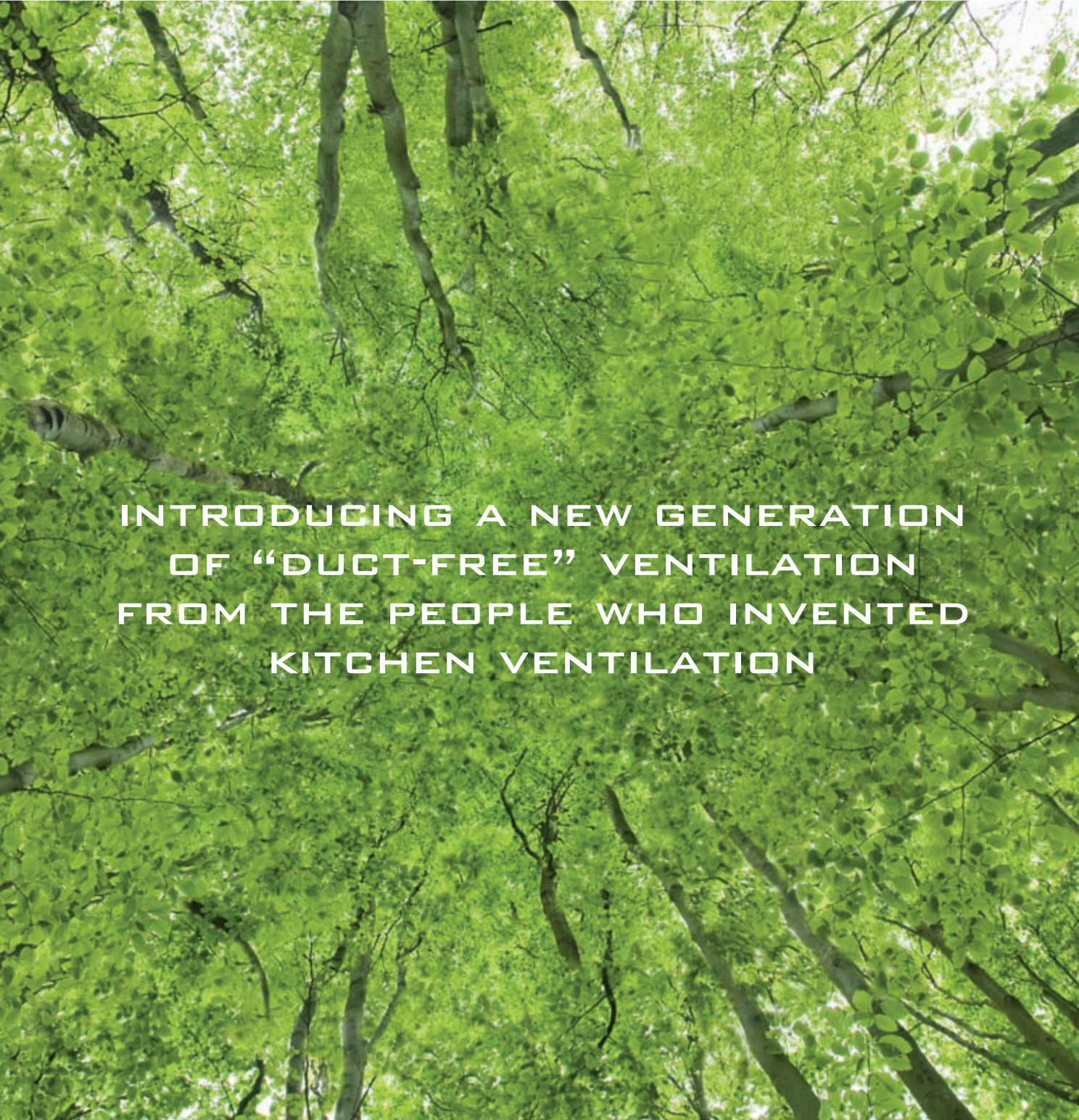
Feast your eyes on the AGA Legacy suite. This is the kitchen that dreams are made of. Our professional style range, available in a wide variety of colors, is complimented by an elegant hood, refrigerator and dishwasher. Each piece with its unique styling will bring excitement and passion to your cooking, kitchen and home.



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This is not conventional "ductless" technology that returns "contaminated" air to the room. The Vent-A-Hood 4-Phase Air Recovery System removes grease, odor, and smoke, returning "reclaimed" air to the room. Ask your Vent-A-Hood distributor for our new brochure to learn more about this patent-pending duct free technology. Visit [ventahood.com](http://ventahood.com) or call 1-800-331-2492 today.

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*Vent-A-Hood*

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## PANASONIC TO DELIVER FULL LINEUP OF HD EQUIPMENT TO VANCOUVER 2010 OLYMPIC WINTER GAMES

INITIATIVE IS PANASONIC'S LARGEST-EVER EQUIPMENT SUPPLY FOR THE WINTER OLYMPIC GAMES



Panasonic Corporation, the Official Worldwide Olympic Partner in the Audio and Visual Equipment category for the Vancouver 2010 Olympic Winter Games, announced it is providing a full lineup of High-Definition (HD) equipment to support the broadcast of the Olympic Games, delivering the largest supply of AV equipment for any Winter Games in the

company's history. Through cooperation with the International Olympic Committee (IOC), the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC), and Olympic Broadcasting Services Vancouver (OBSV), Panasonic will supply its HD video equipment to the competition venues and broadcasting locations making the Vancouver Games the first Olympic Winter Games to be broadcast completely in HD format.

Following Beijing 2008, all international video signals for the 2010 Winter Games will be produced and distributed in HD format from the International Broadcasting Center (IBC) to rights-holding broadcasters around the world. In addition, the HD video signals will also be used for the first time for display on the LED Large Screen Display Systems in the competition venues and BC Place Stadium where the Opening and Closing Ceremonies will take place, making the 2010 Winter Games the first "HD Olympic Winter Games" with all the Olympic videos to be delivered completely in HD. At BC Place Stadium in downtown Vancouver, Panasonic will install three LED video screens with a total display area of 243 m<sup>2</sup> (approximately 1.4 times the size used in the Torino 2006 Main Stadium). Together with Panasonic's professional sound systems and Plasma Display Panels, the Panasonic AV systems will deliver spectacular images to enhance the excitement and spectacle of the Opening Ceremonies.

Panasonic's DVCPRO HD has already been selected as the recording format for the 2010 Winter Games. The company will deliver large numbers of broadcasting equipment such as

the P2HD series, a solid-state memory news gathering system. The 2010 Winter Games is the ninth Olympic Games in which Panasonic's digital technology has been used as the recording format since the Barcelona 1992 Olympic Summer Games. In addition, Panasonic will support a safe and secure Olympic operation by providing high-quality picture and high-sensitivity surveillance camera systems for the indoor and outdoor Olympic facilities, the surrounding areas and highways.

In cooperation with VANOC and Bell, a Premier National Partner and the Exclusive Telecommunications Partner for the 2010 Winter Games, Panasonic will also provide an HD Video Conference System as a means to link the two Athletes' Villages in Vancouver and Whistler for the first time. The Panasonic system combines HD video conference units with Full HD Plasma Display Panels and HD camcorders which will link the Villages with H.264 high-resolution images and high sound quality resistant to audio cutoff. The Panasonic HD Video Conference System allows coaches and athletes to communicate without travelling between the Villages by providing vivid images and clear sound that make them feel as if they were in the same room. This system will also be used for the welcome ceremony of the Villages to unite athletes. This will not only save time and money required for the athletes to move between the Villages but also help reduce CO<sub>2</sub> emissions, ensuring an effectively-run Olympic Games with environmental considerations.

### AV EQUIPMENT SUPPLY FOR THE VENUES

EQUIPMENT	QUANTITY
LED Large Screen Display System	15 venues, 29 screens 953 m <sup>2</sup>
Professional Audio Systems	17 venues, 91 systems
TVs	Approx. 3,000 units
DLP Projectors	17 screens
Monitoring and Surveillance Cameras	Approx. 1,200 units
Others	HD Video Conference System

*Note: Including Olympics-related sites such as the competitions venues, Athletes' Villages, the Main Press Center and official live sites.*

## BROADCAST EQUIPMENT SUPPLY FOR THE VENUES

EQUIPMENT	QUANTITY
P2HD/DVCPRO HD Recorder	Approx. 160 units
P2HD Camera Recorder	Approx. 50 units
Monitors	Approx. 600 units
Multi format live switcher	12 venues, 16 units

## 2010 INTERNATIONAL CES SUPER-SESSION PROGRAM TO FEATURE FCC CHAIRMAN, TECHNOLOGY LEADERS AND TOP RETAIL EXECUTIVES

CES CONFERENCE SESSIONS TO ADDRESS TECHNOLOGY POLICY, THE GLOBAL RETAIL MARKET, SAFE DRIVING AND FUTURE INNOVATION



The Consumer Electronics Association (CEA)<sup>®</sup> today announced a robust SuperSession lineup as part of the 2010 International CES<sup>®</sup> conference program, which will

feature Federal Communications Commission Chairman (FCC) Julius Genachowski, and top technology and retail executives, including Best Buy CEO Brian Dunn and leaders from Kodak, Pandora, Wal-Mart and X-cite. Owned and produced by CEA, the 2010 International CES, the world's largest tradeshow for consumer technology, is scheduled January 7-10, 2010 in Las Vegas, NV

"The SuperSessions at CES lets attendees hear directly from technology and government leaders on the state of the industry and the future of the market," said Karen Chupka, senior vice president, events and conferences, CEA. "We have an impressive lineup of speakers as part of the 2010 CES SuperSessions, including FCC Chairman Julius Genachowski, who will take the CES stage for the first time."

FCC Chairman Julius Genachowski will join CEA President and CEO Gary Shapiro for a candid discussion

of the Chairman's policy priorities for the FCC, at noon, Friday, January 8 in the Las Vegas Convention Center (LVCC), North Hall, N255-257. Discussion topics will include developments in competition policy, wireless spectrum scarcity, broadband and other issues impacting the consumer electronics industry.

Also as part of the 2010 CES SuperSessions, the "Global Perspective on Retail" panel, scheduled for 10:30 a.m. Friday, January 8 in LVCC, North Hall, N255-257, will address the challenges retailers face when dealing with an international marketplace. Moderated by CEA's Shapiro, attendees will hear from top retail executives including Brian Dunn, CEO, Best Buy; Gilbert Fiorentino, chief executive, Technology Products Group, Systemax; Srikant Gokhale, CEO, X-cite and Gary Severson, senior vice president, general manager, Entertainment, Wal-Mart Inc.

Safe driving and the connected car will be topics of discussion for the 2010 CES SuperSessions with panels including, "Driving Connected: Built-in, Brought-in or Beamed-in - Developing Cars that Don't Crash and Devices that Don't Distract," and "Drivers, Consumer Electronics, and Highway Safety: How Can Technology Help?"

The next generation of technology products will be discussed, judged and voted on during SuperSession programs, including CNET's "Next Big Thing: I Want My IPTV," "Big Thinkers and Disruptive Technologies-Today's Thought Leaders, Tomorrow's Technologies," and the ever popular "Last Gadget Standing".

Additional SuperSession panels include, "The Twitter Revolution: How The Real-Time Web is Changing the CE," which will address social media platforms and business and "Staying Competitive in Turbulent Times," highlighting what retailers and e-tailers are doing to stay ahead of the curve and remain competitive.

The 2010 CES will feature more than 2,500 exhibitors and an expected 110,000 attendees from 140 countries. As the launch pad of new technology, the 2010 International CES will showcase some 20,000 new products across 30 different technology categories. Also known for its diverse and compelling conference programs, the 2010 CES will offer more than 250 conferences with 800 industry experts as speakers.

For more news about the 2010 International CES, including a complete conference agenda, visit [CESweb.org](http://CESweb.org). **RO**

# CEA Announces 2010 Executive Board and Board of Industry Leaders

**T**he Consumer Electronics Association (CEA)<sup>®</sup>, the nation's premier trade association representing more than 2,000 consumer electronics and technology companies, announced the election by its members of its 2010 Executive Board.

"In this age of unprecedented innovation, CEA represents the entire technology supply chain, from device to content, and from platform to sale and installation," said Gary Shapiro, president and CEO, CEA. "With the chief executives of Best Buy and Sony Electronics now in our leadership as well as executives from home automation, wireless, broadband, gaming and other technology sectors, we are well positioned for the future. Our members have elected a board of volunteer leaders that truly represents the broadest possible cross-section of the technology sector."

The newly elected members of CEA's Executive Board, chosen by CEA's members at the CEA Industry Forum event in Phoenix, Arizona include: Brian Dunn, CEO, Best Buy; Denise Gibson, chairman, Brightstar U.S.; Stan Glasgow, president and COO, Sony Electronics, Inc; Ian Hendler, director, business development, Leviton Manufacturing Co.; Mark Luden, president and CEO, The Guitammer Company.

Gary Yacoubian, vice president, strategic development for Monster Cable Products, Inc. will continue to serve as chairman of the CEA Executive Board and Randy Fry, president of Fry's Electronics, will serve as vice-chair. Pat Lavelle, president and CEO, Audiovox Corp., will remain on the Executive Board as the immediate past chairman. Previously elected CEA Executive Board members who will continue their service include: Jim Bazet, chairman and CEO, Cobra Electronics; John Godfrey, vice president, government and public affairs, Samsung; Lloyd Ivey, chairman and CEO, MiTek Corp.; Jay McLellan, president and CEO, Home Automation, Inc (HAI); Peter Lesser, president and CEO, X-10 (USA), Inc. Gary Shapiro,

president and CEO, CEA, will serve on the Executive Board along with Glenda MacMullin, CEA, as treasurer and Karen Chupka, CEA, as secretary.

CEA also announced the election of new members to its Board of Industry Leaders. The CEA Board of Industry Leaders serves an advisory role to CEA and its Executive Board in setting priorities for association activities and taking positions on important public policy issues.

"The Board of Industry Leaders (BIL) is comprised of the luminaries of our industry who encompass the collective wisdom of the technology sector," said Shapiro. "The guidance that the BIL provides to CEA's staff and volunteer leaders is vital to fulfilling our mission of growing the industry."

The new members of CEA's Board of Industry Leaders include: Jay Buchanan, electronics division director/GMM, Nebraska Furniture Mart, Inc; Bryan Burns, vice president, strategic business planning and development, ESPN, Inc; Lee Cheng, general counsel, Newegg, Inc; Kathy Gornik, president, Thiel Audio; David Hagan, president and CEO, Boingo; Dr. Paul Liao, president and CEO, CableLabs; Henry Muyschondt, senior director, business development, SMSC; Luis Pineda, senior vice president, Qualcomm Incorporated; Doug Solomon, CTO, IDEO.

## ABOUT CEA

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$172 billion U.S. consumer electronics industry. More than 2,000 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES - Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA's industry services. Find CEA online at [www.CE.org](http://www.CE.org). **RO**



# Samsung Appliances Now Available to the Independent Dealer Channel.

Breath new life into your appliance sales with cutting-edge designed appliances from Samsung, like serious cool refrigerators that are huge on style, and even larger when it comes to space. Throw in advanced cooling technology and adjustable storage, and it's no wonder Samsung is the most elegant appliance customers want most – and now, you have an Independent Dealer Channel Program that makes selling Samsung Appliances easy and profitable.

12  
Nationwide  
Locations

Rapid Ship  
Services

Legendary  
Customer  
Service

Drop-Ship  
Services



## Space for the turkey and all the trimmings

With a whopping 29 cu. ft. of storage space, external digital display that shows the inside temperature and when to change your filters, and Samsung's unique Twin Cooling Plus System®, these French door refrigerators are bigger and brighter than any other in its class. Perfect for Thanksgiving and throughout the year.

**SAMSUNG**



Microwaves



Dishwashers



Ranges



Laundry

Imagine the possibilities with Samsung. Give Almo a call today and we'll show you how, with our Independent Dealer Channel Program.

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# BOSCH FACTORY

WELCOMES MEDIA TO TOUR T



A select group of U.S. and Canadian journalists traveled to New Bern, North Carolina in October for a behind-the-scenes tour of Bosch's state-of-the-art appliance park. Visits to Bosch's cooking, laundry and dishwasher plants provided media an in-depth look at the company's manufacturing process and demonstrated the measures in-place to ensure sustainability and quality across the board – from continually reducing the plant's environmental impact to enacting stringent quality-checks throughout the manufacturing process.

While the tour provided a look at many different aspects of the appliance manufacturing process, here are just a few of the highlights exemplifying Bosch's commitment to efficiency and quality.

## EFFICIENCY

Bosch appliances are well-known already for their energy- and water-efficiency. In fact, Bosch is the only U.S. appliance manufacturer with entire product lines of ENERGY STAR® qualified dishwasher, washers and refrigeration. As the tour showed, the factory is as green as the appliances that roll out of them.

Complex tools rely on lasers to make precise cuts of metal during the fabrication process to minimize waste. Even if scrap is created, it is repurposed and reused to further reduce the need for additional materials. For

SCH

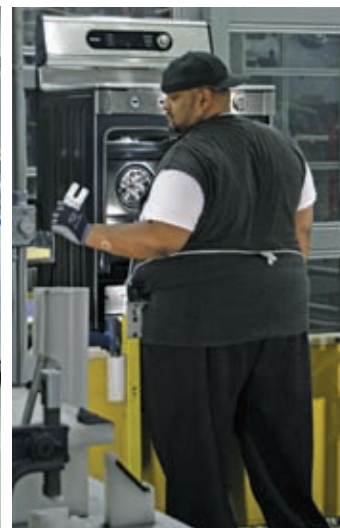
# SCH Y TOUR

THE NORTH CAROLINA FACTORY

example, the Vision dryer's service door is cut and stamped using excess metal from another fabrication process.

Bosch is known for producing locally, that is, it manufactures products in the markets it sells in. This helps the company further reduce pollution caused by ocean shipping and meet its goals of sustainable manufacturing while helping the company to better address the different needs of its markets. For example, Vision full-size laundry was designed and manufactured in North Carolina to better meet the needs of the North American market.

Similarly, many of Bosch's suppliers have moved near New Bern to be in closer proximity to the Bosch factory. Now with more parts being sourced locally, Bosch has been able to further reduce the footprint of the manufacturing process. Bosch puts the principles of reduce, reuse and recycle into action at its New Bern facility. Bosch requires all of its suppliers to use environmentally-conscious methods when shipping materials; eliminating any unnecessary packing (like plastic wrap) and reusing materials (like cardboard boxes) whenever possible. In fact, Bosch will have saved approximately 52,200 pallets and cardboard boxes in 2009 through the use of returnable containers with its suppliers. Even once the appliances are retired, consumers can have peace-of-mind knowing that their appliances can be recycled: 90% of cooking appliances by weight have to be recyclable and wall ovens are 92% recyclable. *| continued on page 36 |*





## QUALITY

A reflection on the company's commitment in quality, Bosch is constantly improving line-testing and recently invested \$2.5 million in one of its factories for product testing equipment. For example, the dishwasher factory utilizes highly-sensitive cameras at several points to meticulously inspect dishwasher components as they roll down the assembly line. These sophisticated cameras measure the placement of wires and other parts throughout the process to ensure accuracy. As Bosch Quality Manager Peter Oehler explains, "Bosch wants to make quality products from the beginning – not designate the product as quality after it is built."

Quality is a great source of pride for Bosch employees and is apparent while touring the factories. While in the laundry factory, the tour passed three sets of laundry pairs: the first Nexxt laundry pair produced, the 1 millionth Nexxt laundry pair, and the first ever Vision laundry. Not only were the units signed by all the employees involved in the manufacturing process, but the 1 millionth Nexxt pair was "tricked out" in flames, chopper motorcycle style. Steve, one of the laundry factory employees, builds custom chopper motorcycles as a hobby, and to celebrate the 1 millionth Nexxt, felt it was only appropriate to give the laundry pair the same chopper-treatment.

With so much testing taking place, it's only expected that Bosch employees, like Steve, take pride in their work. In fact, every unit manufactured in the laundry factory is tested before being sent to packaging. One assembly line test checks each and every unit for one minute – a true commitment to quality when considering Bosch has manufactured over 1 million Nexxt laundry pairs (that adds up to over 2 years of testing dedicated towards testing on Nexxt laundry!).

In all Bosch factories, a specified percentage of all appliances manufactured are selected for life testing, that is, continuous operation to simulate the entire life cycle of an appliance. For dishwashers, that means a machine is opening and closing a unit's door 50,000 times and machines run non-stop for months at a time.

The factory tour provided insight on the substance and quality that defines the Bosch brand. Everyone involved, from plant managers, quality control engineers, product designers and line workers, was excited at the unique opportunity to welcome guests and share a unique perspective from the world of appliance manufacturing. **RO**



# Our competition is green too. With envy.

Bosch Vision™. The **most energy- and water-efficient brand** of full-size front-load washers in the U.S.\*



**What they call green, we call Bosch engineering.** We employ smarter thinking so you use fewer resources. Like our famous dishwashers, the Vision washer sips where others gulp, using up to **64% less water** than the competition,\*\* saving you on your water bills. And our dryer stretches your budget by drying your clothes more gently and efficiently, so your clothes last longer. You know the impressive thinking and technology that we bring to wash your dishes. Shouldn't your clothes get the same treatment? **Come visit us at [www.bosch-home.com/us](http://www.bosch-home.com/us)**

 **BOSCH**  
Invented for life



© 2009 Bosch Home Appliances. \*Based on the average energy consumption by brand for full-sized 27" front-loaders, as listed on the ENERGY STAR® website ([www.energystar.gov](http://www.energystar.gov)), November 2009.  
\*\*Industry average based on non-ENERGY STAR® qualified clothes washer per-cycle water consumption. BO401-14

## New Bern Solar Project:

### HARNESSING THE SUN'S ENERGY FROM B/S/H HOME APPLIANCE WAREHOUSE ROOFTOP

PROGRESS ENERGY'S PORTFOLIO OF SOLAR PROJECTS REACHES 10 MEGAWATTS



**P**rogress Energy Carolinas has signed a contract with Advanced Green Technologies (AGT) in which AGT will build, own and operate a 1.27-megawatt (MW) solar photovoltaic (PV) array on the roof of a BSH Home Appliances warehouse in New Bern, NC, and sell the output to the utility for distribution to its customers.

It is the seventh large-scale solar PV project announced by Progress Energy and is the result of the company's 2008 request for renewable energy proposals. It brings the total amount of solar-generated electricity scheduled to be purchased by the company to more than 10 megawatts. The New Bern solar plant will be the largest in Eastern NC.

"We are pleased that our expanding portfolio of solar projects has passed the 10-megawatt milestone and remain committed to responsibly pursuing renewable energy resources," said Lloyd Yates, president and chief executive officer of Progress Energy Carolinas. "Projects such as this, coupled with our aggressive energy-efficiency programs and advanced generation facilities, will provide the clean, reliable, affordable power our customers rely on us to provide. We are proud to partner with Advanced Green Technologies and BSH Home Appliances on this innovative project."

AGT, an American renewable energy company with offices in Charlotte, NC, and Fort Lauderdale, FL, is developing the project along with BSH Home Appliances, the appliances manufacturer based in New Bern. BSH Home Appliances is the tenant of the large New Bern

warehouse upon which the solar PV array will be built, located at 300 Executive Parkway. Baker Renewable Energy, a wholly owned subsidiary of Baker Roofing in Raleigh, will install the array and Southern Energy Management of Morrisville will be responsible for administering the electrical connections of the project.

Using thin-film, building-integrated solar PV (BIPV) technology, the array will cover approximately 210,000 square feet of the roof area. A BIPV system integrates photovoltaic modules into the building envelope, such as the roof or the façade. All system components are manufactured in the USA.

"Our partnership with Progress Energy and BSH Home Appliances illustrates the advancement of solar energy in North Carolina, with strong support from both public and private sectors," said Richard Milanese, vice president of Advanced Green Technologies. "These rooftop solar installations will continue the growth of the local green-collar job sector while adding clean energy to Progress Energy's portfolio."

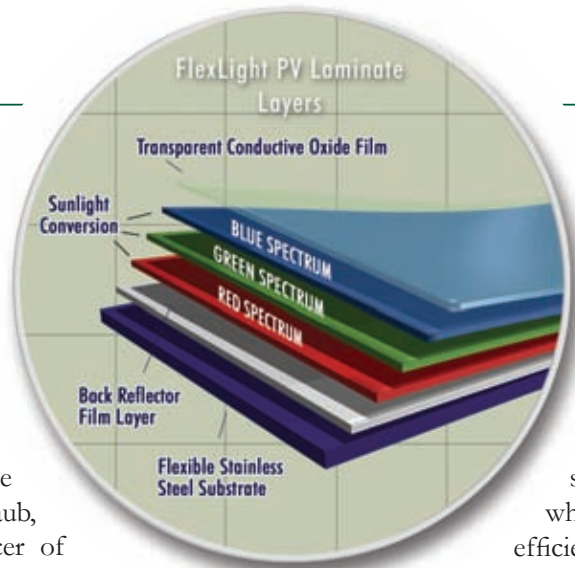
The new AGT solar array is expected to be online in spring 2010 and will generate about 1.5 million kilowatt-hours (kWh) of electricity per year, reducing carbon dioxide emissions by more than 1,000 tons annually. This is equivalent to the annual greenhouse gas emissions from about 200 vehicles. The expected annual energy output equals the annual energy usage of about 100 typical households.

“BSH is constantly developing and adapting new procedures that will reduce our environmental impact — from employing green manufacturing practices to engineering energy-efficient appliance performance,” said Michael Traub, president and chief executive officer of BSH Home Appliances. “The New Bern solar project allows us to take our eco-commitment a step further by bringing even more renewable energy to the power grid.”

The BIPV array is a collection of flexible, thin-film, amorphous silicon solar panels that generate electricity when exposed to sunlight. The solar panels are characterized by their triple-junction technology, capturing the full spectrum of sunlight more efficiently and generating electricity at low light levels.

#### ABOUT PROGRESS ENERGY

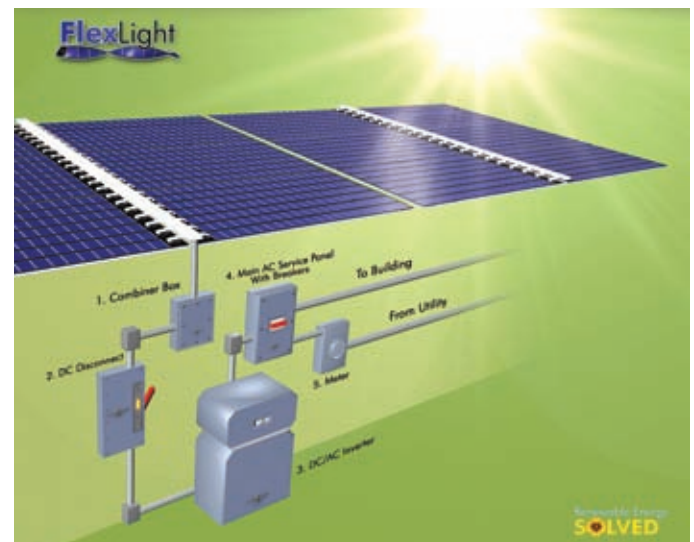
Progress Energy, headquartered in Raleigh, NC, is a Fortune 500 energy company with more than 22,000 megawatts of generation capacity and \$9 billion in annual revenues. Progress Energy includes two major electric utilities that serve approximately 3.1 million customers in the Carolinas and Florida. The company has earned the Edison Electric Institute’s Edison Award, the industry’s highest honor, in recognition of its operational excellence,



and was the first utility to receive the prestigious J.D. Power and Associates Founder’s Award for customer service. The company is pursuing a balanced strategy for a secure energy future, which includes aggressive energy-efficiency programs, investments in renewable energy technologies and a state-of-the-art electricity system. Progress Energy celebrated a century of service in 2008. Visit the company’s web site at [www.progress-energy.com](http://www.progress-energy.com).

#### ABOUT ADVANCED GREEN TECHNOLOGIES

Advanced Green Technologies, an innovative renewable energy solutions provider, procures building-integrated renewable energy products. AGT works through the value chain to create efficiency and competitiveness, resulting in lower prices for system owners. As a leading source for solar photovoltaic systems, AGT provides the products, designs and support for installations of the most advanced, cost-effective, and efficient green solutions for customers. Services include product selection based on building/site analysis, purchasing scale to drive down system price, system design and engineering, warranty integration, quality control, system maintenance and output monitoring. For more information on Advanced Green Technologies, visit [www.AGT.com](http://www.AGT.com). **RO**



# Living Green [ News ]

## U.S. DEPARTMENT OF ENERGY 2009 AMERICAN RECOVERY AND REIN

PROGRAMS APPROVED BY DOE AS OF DECEMBER 10, 2009				
STATE	ALLOCATION	PROJECTED START DATE	STATE/TERRITORY WEB SITE ADDRESS	STATE/TERRITORY, CONSUMER PHONE OR HOTLINE
Alabama	\$4,473,000	Apr 2010	<a href="http://www.adeca.alabama.gov/C19/EEARP/default.aspx">www.adeca.alabama.gov/C19/EEARP/default.aspx</a>	(334) 242-5290
Alaska	\$658,000	Feb 2010	<a href="http://www.ahfc.state.ak.us/energy/appliance_rebates.cfm">www.ahfc.state.ak.us/energy/appliance_rebates.cfm</a>	(907) 338-6100
Arizona	\$6,237,000	Mar 2010	<a href="http://www.azcommerce.com/Energy/Rebate.htm">www.azcommerce.com/Energy/Rebate.htm</a>	(602) 771-1186
Arkansas	\$2,740,000	Mar 2010	<a href="http://www.arkansasenergy.org/">www.arkansasenergy.org/</a>	(800) 558-2633
California	\$35,267,000	Mar 2010	<a href="http://www.energy.ca.gov/recovery/energystar.html">www.energy.ca.gov/recovery/energystar.html</a>	TBA
Colorado	\$4,739,000	Mar 2010	<a href="http://www.colorado.gov/energy">www.colorado.gov/energy</a>	TBA
Connecticut	\$3,359,000	Jan 2010	<a href="http://www.ct.gov/opm/ApplianceRebates">www.ct.gov/opm/ApplianceRebates</a>	(866) 940-4676
Delaware	\$838,000	Dec 2009	<a href="http://www.EnergizeDelaware.com">www.EnergizeDelaware.com</a>	(877) 624-4448
Florida	\$17,585,000	Apr 2010	<a href="http://www.myfloridaclimate.com/climate_quick_links/florida_energy_climate_commission">www.myfloridaclimate.com/climate_quick_links/florida_energy_climate_commission</a>	(850) 487-3800
Georgia	\$9,293,000	Feb 2010	<a href="http://www.GeorgiaRebate.com">www.GeorgiaRebate.com</a>	(404) 584-1000
Idaho	\$1,462,000	Feb 2010	<a href="http://www.energy.idaho.gov">www.energy.idaho.gov</a>	(208) 287-4911
Illinois	\$12,379,000	Jan 2010 / Apr 2010*	<a href="http://www.illinoisenergy.org">www.illinoisenergy.org</a>	TBA
Indiana	\$6,118,000	Feb 2010	<a href="http://www.energy.in.gov">www.energy.in.gov</a>	TBA
Iowa	\$2,881,000	Mar 2010	<a href="http://www.energy.iowa.gov">www.energy.iowa.gov</a>	TBA
Kansas	\$2,689,000	Dec 2009	<a href="http://www.kshousingcorp.org/">www.kshousingcorp.org/</a>	TBA
Kentucky	\$4,096,000	Mar 2010	<a href="http://www.energy.ky.gov/">www.energy.ky.gov/</a>	(800) 282-0862 502) 564-7192
Louisiana	\$4,232,000	Jan 2010	<a href="http://www.dnr.louisiana.gov/sec/execdiv/techasmt/programs/ARRA_2009/">www.dnr.louisiana.gov/sec/execdiv/techasmt/programs/ARRA_2009/</a>	TBA
Maine	\$1,263,000	Jan 2010	<a href="http://www.maine.gov/mpuc/recovery/">www.maine.gov/mpuc/recovery/</a>	(866) 376-2463
Maryland	\$5,405,000	Mar 2010	<a href="http://www.energy.state.md.us/documents/appliancerebatefaq110309.pdf">www.energy.state.md.us/documents/appliancerebatefaq110309.pdf</a>	(410) 260-7655
Michigan	\$9,598,000	Late spring 2010	<a href="http://www.michigan.gov/energyo_bffice">www.michigan.gov/energyo_bffice</a>	(517) 241-6228
Mississippi	\$2,820,000	Mar 2010	<a href="http://www.mississippi.org/appliance">www.mississippi.org/appliance</a>	(601) 359-6600
Missouri	\$5,672,000	Apr 2010	<a href="http://www.dnr.mo.gov/transform/energizemissourirebate.htm">www.dnr.mo.gov/transform/energizemissourirebate.htm</a>	TBA
Montana	\$928,000	Apr 2010	<a href="http://www.deq.mt.gov/Recovery/energy/applianceRebate.asp">www.deq.mt.gov/Recovery/energy/applianceRebate.asp</a>	(406) 841-5202
Nevada	\$2,495,000	Apr 2010	<a href="http://www.energy.nv.gov/recovery/">www.energy.nv.gov/recovery/</a>	TBA

\* Illinois and New Jersey projected start date of Jan 2010 for phase 1, followed by Apr 2010 start date for phase 2. \*\* Vermont projected start date of Jan 2010





## VESTMENT ACT STATE ENERGY EFFICIENT APPLIANCE REBATE PROGRAM

PROGRAMS APPROVED BY DOE AS OF DECEMBER 10, 2009				
STATE	ALLOCATION	PROJECTED START DATE	STATE/TERRITORY WEB SITE ADDRESS	STATE/TERRITORY, CONSUMER PHONE OR HOTLINE
New Hampshire	\$1,262,000	Mar 2010	<a href="http://www.nh.gov/oep/recovery/seearp.htm">www.nh.gov/oep/recovery/seearp.htm</a>	(603) 271-2155
New Jersey	\$8,331,000	Jan 2010 / Apr 2010 *	<a href="http://www.njcleanenergy.com">www.njcleanenergy.com</a>	(866) NJ-SMART
New York	\$18,700,000	Feb 2010	<a href="http://www.NYApplianceSwapout.com">www.NYApplianceSwapout.com</a>	(877) NY-SMART
North Carolina	\$8,849,000	Apr 2010 / Jun 2010***	<a href="http://www.energync.net">www.energync.net</a>	(800) 662-7131
North Dakota	\$615,000	Apr 2010	<a href="http://www.ndenergystarrebate.com">www.ndenergystarrebate.com</a>	(701) 328-5300
Ohio	\$11,020,000	Feb 2010	<a href="http://www.development.ohio.gov/recovery/EnergyStarProgram.htm">www.development.ohio.gov/recovery/EnergyStarProgram.htm</a>	TBA
Oregon	\$3,636,000	Dec 2009	<a href="http://www.oregon.gov/ENERGY/Recovery/Funding.shtml">www.oregon.gov/ENERGY/Recovery/Funding.shtml</a>	Contact your local community action program (CAP)
Pennsylvania	\$11,944,000	Mar 2010	<a href="http://www.recovery.pa.gov">www.recovery.pa.gov</a>	(717) 783-8411
South Carolina	\$4,298,000	Mar 2010	<a href="http://www.ENERGY.SC.GOV">www.ENERGY.SC.GOV</a>	(803) 737-8030
South Dakota	\$772,000	Mar 2010	<a href="http://appliancerebate.sd.gov/">http://appliancerebate.sd.gov/</a>	TBA
Tennessee	\$5,963,000	Apr 2010	<a href="http://www.tnecd.gov/recovery/energystar.html">www.tnecd.gov/recovery/energystar.html</a>	(615) 741-2994 (800) 342-1340
Utah	\$2,626,000	Feb 2010	<a href="http://www.geology.utah.gov/sep/stimulus">www.geology.utah.gov/sep/stimulus</a>	TBA
Vermont	\$596,000	Jan 2010 / Mar 2010**	<a href="http://www.recovery.vermont.gov/">www.recovery.vermont.gov/</a>	(888) 921-5990
Washington	\$6,284,000	Feb 2010	<a href="http://www.commerce.wa.gov/site/1226/default.aspx#c13">www.commerce.wa.gov/site/1226/default.aspx#c13</a>	(360) 725-3113
West Virginia	\$1,741,000	Apr 2010	<a href="http://www.wvdep.org/wveearp">www.wvdep.org/wveearp</a>	(866) 568-6649 x1111
Wisconsin	\$5,400,000	Jan 2010	<a href="http://www.focusonenergy.com/recovery">www.focusonenergy.com/recovery</a>	(800) 762-7077
Wyoming	\$511,000	Feb 2010	<a href="http://www.wyomingbusiness.org/business/appliance_rebate.aspx">www.wyomingbusiness.org/business/appliance_rebate.aspx</a>	TBA
American Samoa	\$100,000	Feb 2010	<a href="http://recovery.americansamoa.gov">http://recovery.americansamoa.gov</a>	(684) 699-1102
Guam	\$166,000	Apr 2010	<a href="http://www.guamenergy.com">www.guamenergy.com</a>	(671) 646-4361
Northern Marianas Islands	\$100,000	Mar 2010	<a href="http://www.cnmienergy.com">www.cnmienergy.com</a>	(670) 664-4480
U.S. Virgin Islands	\$104,000	Dec 2009	<a href="http://www.vienergy.org">www.vienergy.org</a>	(340) 773-1082

for phase 1, followed by Mar 2010 for phase 2. \*\*\* North Carolina projected start date of Apr 2010 for phase 1, followed by Jun 2010 for phase 2.

## Just Do It

So here we are at the dawn of the New Year and even a new decade. It's often a time to look back on the year we left behind but more frequently, a time to re-frame our outlook about the coming one. Some use this time to make New Year's resolutions—to quit smoking, lose ten pounds, or exercise more regularly.

The New Year is often a time for business owners to re-set their business plans, marketing campaigns and financial goals. We can shake off the pain of the difficult year we just came through and look ahead through a new, clear lens. We take a deep breath and are suddenly more energized, more focused and more excited about what lies ahead.

And somehow, the New Year euphoria fades quickly; so soon, it's mid-February, still cold and dark and we have executed very few of our exciting new initiatives. We kept doing what we have always done - and expecting different results. It may be inertia or just human behavior, but it just wasn't enough to drive real change.

So, my hope for you this year is that you implement even one new idea to change and grow your business. I know this is easier said than done and that no one says it better than Nike - Just Do It! Such a simple phrase, but so hard to do.

I recently chaired a conference for the National Speakers Association. In one of our planning sessions, someone piped up and said, "We all really have enough information. What we really need is a plan to implement what we already know." To ensure that our participants didn't leave this meeting with the same frustrations, we began

and ended the program with an action plan to help our members execute some new ideas.

During the fall holidays, my Rabbi spoke about the difficulty people have in making changes and in doing things they *really want to do* but never seem to get done. He handed out printed index cards listing some of the more common things his congregants might want to do. He urged us to check off a couple of them that are most important to us. I keep mine on my desk. It actually does remind me of the commitments I have made. This week, three months after he distributed those cards, he sent a follow-up message including the list again and reminding us to - Just Do It.

What are you going to do differently in 2010 in your business? More importantly, *how* are you going to ensure that you actually work your plan so that you actually reach your goals?

**Prioritize.** Don't take on so many new things that you don't know what to do first. Sure, it would be good to implement a new training program, remodel your store, build a new website, develop a five-year strategic plan and start to project cash flow. Try doing too much and you'll just sit at your desk trying to decide what to tackle. In the end, it could be nothing.

**Be specific.** Make sure you set targets that are measurable. Plan to raise gross margin 2% by April or have your website fully functional in 90-days or plan for ten hours each month of sales and product training for your associates.

**Write it down.** It's often said that the difference between a dream and a goal is getting it from your head to paper. Once

you've written out your annual plan and prioritized the things that are most important, you're more likely to take action and get them done. Don't just dream—act.

**Share your plan.** Tell your associates, your suppliers, other members of your buying group what you will be doing in the coming months. Ask them to help hold your feet to the fire. Find an accountability buddy to work with and help each other reach your targets.

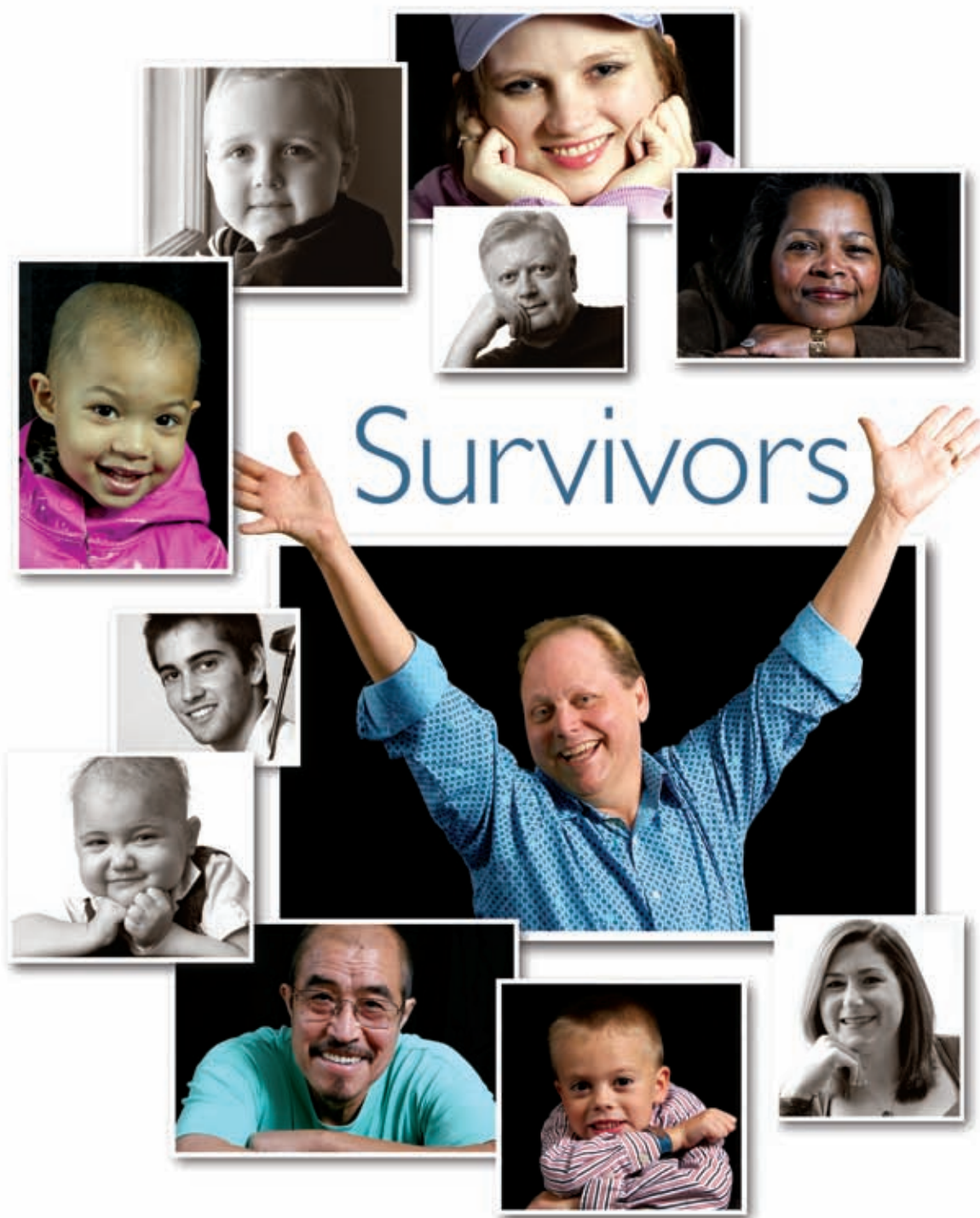
**Develop strategies for each goal.** If you're going to raise your margin, what does your accessory attachment rate need to be? What does your extended warranty penetration rate need to be? Want to improve your marketing? You'll have to revise your budget, schedule new events, approach suppliers for additional support and maybe even re-negotiate rates with your newspaper and cable company. Develop a plan for each initiative you want to tackle.

Now—fast forward to December of 2010. Think how accomplished you'll feel looking back on the year. Look how much progress you made and how many things you checked off of your "To Do" list. It will feel much better than beating yourself up for all the things you'd "hoped" to do.

This year, *Just Do It.* **RO**

*Elly Valas is an author, retail consultant and speaker. She is the co-author of *Guerrilla Retailing*. She can be contacted at [elhy@ellyvalas.com](mailto:elhy@ellyvalas.com) or visit her website: [www.ellyvalas.com](http://www.ellyvalas.com).*





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# Don't Hire Employees Who Don't Like People

If there is one thing a company can do to help ensure that it will attract and keep customers, it is this: Hire the right people. While that might sound like a rather simple solution, it isn't. The hiring process is crucial to the success of any organization and should be handled with great care. In the case of employees who will be dealing directly with customers, the hiring process is especially important.

At one time or another, most of us have had contact with employees who clearly do not enjoy dealing with people. They don't make eye contact, they don't smile, they aren't helpful, and they send the message that they wish you would just go away. That's bad for you, as a customer, and even worse for the company that hires them.

At Commerce Bank, if the applicant doesn't smile during the first interview, there will be no second. When Commerce, which I consider to be the most customer-focused bank in the country, opened its first four stores in Manhattan, it interviewed 3,400 people and hired only 42 of them. Southwest Airlines also hires very carefully—only one out of every 100 applicants. Other airlines think their airplanes are their most valuable asset; Southwest knows it's their employees.

I strongly believe that it is more important to hire an employee who has a good attitude and genuinely

enjoys working with people than it is to hire one who has good technical skills. Technical skills can be learned; good attitudes cannot. A bad hire could be doing irreparable damage to your business by driving your customers away from you and into the waiting arms of your competitors.

The first step in the hiring process is to develop a job description, one that includes detailed descriptions of the tasks and responsibilities you expect the employee to fulfill. Next, you must prepare for the interview. Let's face it, someone could walk into your office, feed you a great line, and walk out with a job offer. It happens every day. Those people have prepared for the interview—and you should do likewise.

Develop a list of questions to use during each interview so you get answers that are easy to compare and evaluate among applicants. Ask questions that require more than stock answers, ones that will require the applicant to share real experiences.

James Schrage, President of the Great Lake Group consulting firm in South Bend, Indiana, recommends two questions: What was your biggest failure? Can you describe a situation when you didn't get along with a co-worker and how you handled it?

Fred K. Foulkes, a Professor of Management Policy at Boston University says you should never hire

anyone after just one interview. He also recommends that you involve other people in the interview process, especially if they're going to be working with the new hire. That does two things: It gives you their input, and it gets their commitment to the success of the person you hire.

Once you have hired a person, it might be a good idea to put her on probation for three to six months. That gives you time to ensure that she is capable of doing the job before making her a permanent member of your workforce. Hiring the right people is the first step in the process. Training them and treating them well is the second. Even when you hire high-performing, customer service-driven employees, you must train them to meet your service standards—and you must do so within their first 30 days on the job.

If you hire the right people, train them, and treat them well, you will reap great rewards in the form of customer loyalty and increased profits. There is no other step you can take that will have a greater impact on your bottom line and the success of your organization. **RO**

*John Tschohl - described by Time and Entrepreneur magazines as a customer service guru, is also an International strategist and speaker. He can be contacted at [John@servicequality.com](mailto:John@servicequality.com)*



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# New Year's Resolutions For 2010

Well, 2009 is behind us and I am sure most of us would like to forget about the struggles and the frustration of the past year. Now it's New Year's time! It's a time for optimism and possibilities and for looking forward. Most importantly, it's time again for New Year's Resolutions. It's a time to think about how you can better yourself and make you, your business and your brand better able to meet the challenges ahead.

In the January issue last year, I discussed three common resolutions—losing weight, spending time with friends and family, and helping others—and how they can be applied to your branding. This year I have a new set of resolutions, and some ideas about how to keep them.

## RESOLUTION #1: QUIT BAD HABITS

Aside from losing weight, quitting smoking, drinking or other nasty habits is the most common New Year's Resolution—leaving behind those things we do that may be doing us harm.

The same goes for your branding. There are probably several marketing “habits” that you have that are harming your brand and maybe even killing it. Perhaps you're using a tired, old ad campaign, or advertising the same ad over and over again in the same newspaper or on the same radio station you have been for years. Maybe your web site is hopelessly outdated.

This is the time to take stock of your marketing efforts and be honest with yourself about what is working and what

isn't. If it's boring, change it out. If it isn't working, then it's time to quit, cold turkey.

## RESOLUTION #2: GET ORGANIZED

Perhaps it's no coincidence that on the heels of the chaotic Christmas season, people want to get organized. They've acquired a lot of stuff in the last 12 months, and they want to purge what they don't need, and organize what they decide to keep.

Is your marketing disorganized? Does it have a lot of pieces and parts that might be duplicating efforts? Do some literature pieces have a different look and feel than others? If you answered yes to any of those questions, it's probably time to organize your brand. Start by stripping it down to its essence. What makes you different or better than your competition? Why should your customers care? How do you need to reach your customers? With those questions answered, you can start to see what your marketing needs are, and which pieces you should toss, which pieces you should keep, and how you should organize them so they are all working together.

Like organizing your closet, it's an arduous process. But at the end of it, you'll have a lean, effective, strategic marketing plan that represents your brand well.

## RESOLUTION #3: ENJOY LIFE

As I mentioned earlier, for many, this past year was a doozy. The reduced income, unemployment, foreclosures, bankruptcy, and other economic

maladies affected a lot of people. Stress levels went up, and many people spent the year worrying if they were going to make it.

If 2009 has taught us anything, it should be that life is too short to worry about temporary setbacks, and that we should focus on the things that make us happy. Of course, we need to work hard and be smart, but things will turn around as they always do.

When it comes to marketing, building a brand, and running a business, I think this lesson is especially important. At its best, marketing should be fun. It's all about trying new things, building relationships, and helping people. What could be better than that? The more you look at marketing as a fun, creative endeavor, the more successful you'll be.

But more important than enjoying your marketing work is enjoying your life. Spend time with friends and family. Hug your spouse and kids. Help others to enjoy their lives, too.

Thank you for another year of reading this column. I hope it's been useful and inspirational for you. If there are subjects you'd like me to cover this year, just e-mail me at [chrisbuildcommunications.com](mailto:chrisbuildcommunications.com).

Here's to a fun and prosperous 2010. **RO**

## BUILD

Christopher Thiede owns BUILD Communications, a branding and PR firm. Read Chris' blog at [www.buildcommunications.com](http://www.buildcommunications.com).



# Prepare for Spring Storms

## Simple steps to be Red Cross Ready



- \* **Get a Kit:** Assemble disaster supplies like water, food, a flashlight, portable radio, and medication.
- \* **Make a Plan:** Pick a place where family members can gather in a disaster and figure out in advance how you'll get in touch if communication is disrupted.
- \* **Be Informed:** Find out what types of disasters your area is high risk for and how local authorities will contact you if a storm is headed your way.

Taking these steps could change a life, starting with your own!

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Sara Evans, country superstar and  
Red Cross Celebrity Cabinet member

## Time to Watch the Paint Dry

The pace of technology advancement is startling. In the IT world, today's technology is *last year's news*. You don't have to be a computer zealot to stay current, just step back and take a look at how you work and live today, versus just a few short years ago. Smartphones, e-mail, power laptops, gaming systems, flat screens, hard drives measured in terabytes, etc. are all technologies that were once rare and expensive novelties reserved for the techno-hip early adopters. Today, they are as pervasive as pay phones are extinct. Forgot about the pay phone didn't you? About the only place you'll find one is in a museum—as an exhibit.

For many businesses, your first clue that you might need new technology lies somewhere in the fact that your current computer system was designed sometime when Reagan was President and DOS was the operating system of choice. The realization that you have entrusted your business viability to outdated and woefully inadequate technology is akin to leaving the *OctoMom* in charge of Planned Parenthood. To put it bluntly, if your system were cheese, it would be limburger - it just stinks. Understanding that you have a problem is the first step on the road to recovery, but how do you go about fixing it?

### THE DEVIL IS IN THE DETAILS...AGAIN

Several months ago, we began a series of articles detailing the need for businesses to engage in process improvement in order to streamline operations and drive process efficiency. If there is any nugget of wisdom that you can derive from reading my monthly snooze-fest known as a column, it

is that you cannot effectively improve your business processes without optimizing technology. System implementation is the ultimate exercise in detail. It is this detailed business process analysis that serves as the due diligence necessary to successfully identify, customize, and implement the right technology solution for your business.

I am so confused...So what is the right technology fit? Achieving the optimum technology fit for your business does not equate to selecting the most expensive or complex solution, or the cheapest. I know what you are saying: "Gee Kelly, that's about as helpful as getting investment advice from Bernie Madoff." I know, take the easy route and simply implement the same system as someone who has already gone through the pain. Seems reasonable, but represents one of the most common mistakes in selecting a system solution for your business. But why not rely on the recommendation of a trusted business associate?

### NEWSFLASH—ASSUMPTIONS ARE BAD...

The assumption that what works for Hill Country Appliance in Austin, Texas, will certainly work for Bay Area Appliances in San Francisco, is not only a bold assumption, it is flat out irresponsible. The false notion that if we operate in the same industry, our system needs must be the same is one of the biggest mistakes in selecting a technology solution for our company. Don't get me wrong, there is tremendous value in learning from our colleagues, but understand that your business is unique. There are no short-cuts

to detailed business process analysis and due diligence to insure the best system is identified, and implemented for your unique business. One last thought—are you really willing to *assume* that someone else engaged in a thorough analysis of their business processes to select the best possible industry system solution available? I didn't think so.

### LET THE ANALYSIS BE THY GUIDE...

For most, the details of business process analysis and system due diligence is like watching paint dry. It is through the detailed analysis of your business processes, however, that your system needs become evident—literally creating the system design blueprint that will allow you to select the best technology solution for your business. The fog begins to lift, and you can now begin the process of identifying and analyzing the system requirements that best meet the unique needs of your business. Through due diligence and ROI analysis, you will quickly weed out the pretenders from the contenders, and develop a short list of qualified solutions and value added resellers (VAR). If you are committed to implementing the best technology solution for your business, there are no short-cuts. It's just time to watch the paint dry. **RO**

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Kelly M. Rigdon with R2: Rigdon Resources, developing business processes to grow the bottom line. [www.r2-online.com](http://www.r2-online.com)





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# Delivering World-Class

K/BIS 2010 BUSINESS & LEADERSHIP AWARDS



**D**ennis Snow's customer service abilities were honed over 20 years with the Walt Disney World Company, where he developed his passion for service excellence and the experience he brings today to worldwide speaking and consulting. He began his Disney career in 1979 as a front-line attractions operator. As he advanced through the company, Dennis managed various operating areas throughout the park, learning and applying the skills it takes to run a world-class, service-driven organization.

**RO** How can businesses recession-proof their companies through the quality of their customer service?

**RO** No business can become recession-proof, but they can become more resistant to a down economy by focusing on creating a positive experience during challenging times. They will find themselves much better positioned than the ones who cut, cut, cut – and really hurt themselves from the customer standpoint, as they will be playing catch up when the economy turns around, and it already is... These are the times to differentiate yourself with your customers. Take Southwest Airlines - an icon in the industry, their business is down like everyone, but they are still ahead of the rest, they have not cut their quality of service compared to their competitors and they will be that much further ahead in the game as things pick up. Other companies may tout “watch us now that things are better” to gain attention, but the problem is that they were being watched when things were not so good, and how they handled business then. Position your company for the rebound through marketing and quality customer care, creating a positive customer experience; you can't put a price tag on that emotional connection.

**RO** How do you create customer loyalty with Disney's “Walk-Through-Fire” principles?

**DS** The primary items World Class organizations understand:

1. Know the needs of your customer. Gather information in order to serve them better. Find out what is driving them and cater to that.
2. Everything speaks. Understand that every detail is communicating

# Success Customer Service

SHIP SPEAKER: DENNIS SNOW

about your organizations brand, from where you park your vehicle in front of their home to the attire of workers, to how they layout the equipment all communicates something in regards to the quality of your brand.

3. Logical & considerate processes. Are they designed for your organization or your customer? Do you call to make a delivery appointment with a large window of time expecting your customer to take time off from work and wait for you? At who's convenience is it, the client or your company?

In order to manage customer expectations, know what they want. With everything speaks—you look through the lens of your customer, relate to where they are at and how they are feeling and ask questions to help. Set up your processes to have respect for your client. Apply these 3 core principles and you will vastly improve your customer loyalty.

**RO** How would you handle customers that take their complaints online and not back to the retailer?

**DS** Customers get really frustrated when there is no one to listen and nowhere to go for a resolution - their emotions start going wacky and you end up with complaints on Facebook and Twitter. It used to be you'd tell 1 person about a good experience you'd had and tell 10 about a bad one. Now it's more like 1 million or more! Companies with a presence on the internet should set up Google alerts that tell them what people are saying about them electronically. This way they can respond to that customer correctly or present their side of the

issue online too. For small business this is crucial.

Coach the customer upfront to let them know you will take care of them. Keep them in the loop vs. leaving them hanging. If they don't hear from you, their assumption is that you're doing nothing. If you can give them a lifeboat when they have concerns and respond to them, it will go a long way to mitigating the problem from the beginning. Manage their expectations—if you don't manage the problem, the customer is going to manage it, and it might not be pretty at that point. With Twitter, you can now complain in real time, as its happening.

**RO** What are the key factors in establishing an excellent Service Improvement Team?

- DS**
1. Define what you want the customer experience to be very clearly. This is your benchmark from which to create the customer experience. Now it becomes easier to carry out your plan by defining corporate core values so the employees don't.
  2. Are we hiring and training well? Ask yourself, are we hiring people who can deliver that? Are we training them on what our expectations are around that customer experience?
  3. Accountability—the Biggy. Are we holding people accountable for doing it? Often times not, after sending them to training, teaching them core values, then 90% of the time we don't follow through or hold them accountable, this being the #1 reason for failed customer service programs.

The moment you observe an employee not adhering to a core value, is a golden *[continued on page 52]*

opportunity to train and coach. I also believe that a part of accountability means when you see someone excelling at demonstrating your values, let them know—"I saw the way you handled that customer who was really upset, that was fantastic!" To me that is coaching and accountability—both sides of the same coin. The key is the commitment to do it, and if it were easy, everyone would be doing it and it wouldn't be a competitive advantage. The organizations that do it are the ones who differentiate themselves. At Disney, these expectations and service principles are non-negotiable.

**RO** What ticks off customers and what can companies do about it, particularly in the building industry?

- DS**
1. Frustration—not knowing when things are going to happen. An organization that can truly manage expectations is going to be highly responsive and keep you informed as to progress, problems or delays before they happen, not when it's too late.
  2. Contractors understanding the turmoil that renovation causes. You can tell when contractors and workers are treating your home with respect vs. treating it as a job site. It's the little things they do - cover things up, put a mat out - not to track things into the house. It's the little touches that demonstrate to the homeowner that they respect your home.
  3. Cost overruns. Managing the expectations so there are no surprises as you go along, (a challenge to say the least). An experienced contractor understands and recognizes and brings the customer into the decision right away when something comes up unexpected, demonstrating a partnership mentality with the customer.

**RO** From your book *Lessons from the Mouse*, can you tell us the most important point you'd like to share?

**DS** Never let backstage come onstage. The backstage turmoil and challenges such as "I hate my supervisor", "I can't believe you're making me work on New Year's Eve" or whatever those issues are,

make sure they never come onstage and impact the customer experience. Every organization has its backstage, "it's not our fault, it's their fault"—and so the finger pointing begins. We think we're saving our dignity by handling it in that way, but in reality we are hurting the overall brand of our company. Customers don't differentiate who did what—they just want their problem solved.

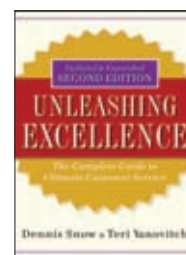
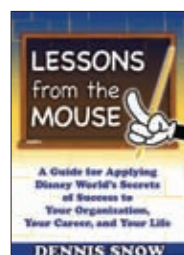
Imagine walking through the Magic Kingdom and Mickey Mouse pops his head off... Yikes! Backstage just came onstage and all the magic disappeared in that moment. It's no different than any other business; don't let your backstage come up front.

**RO** Lastly, what was it like to have a Mouse as your Boss?

**DS** The downside of Disney is the bureaucratic factor; it takes an act of Mickey to get anything done, as they are so protective of the brand. On the upside, it was very gratifying to have worked for a company that is pretty much recognized worldwide as being the best at what they do. The pride factor that comes from that far outweighs any downside, so working for the mouse was an extraordinary experience and opportunity that prepared me well for life. I wear my ears proudly. **RO**

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*Dennis Snow is the author of the book, Unleashing Excellence: The Complete Guide to Ultimate Customer Service, a blueprint for organizational excellence. His newest book, Lessons From the Mouse—A Guide for Applying Disney World's Secrets of Success to Your Organization, Your Career, and Your Life, provides ten easy-to-read lessons for applying Disney World's formula for creating legendary customer experiences. [www.snowassociates.com](http://www.snowassociates.com)*



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# Upcoming Events

## JANUARY

- |                              |   |
|------------------------------|---|
| <b>7-10</b><br>LAS VEGAS     | <b>2010 INTERNATIONAL CES</b> ( <i>Consumer Electronics Show</i> )<br>Las Vegas Convention Center, Hilton & Venetian – <a href="http://www.cesweb.org">www.cesweb.org</a> |
| <b>19-22</b><br>LAS VEGAS    | <b>2010 INTERNATIONAL BUILDERS' SHOW</b><br>Las Vegas Convention Center – <a href="http://www.buildersshow.com">www.buildersshow.com</a>                                  |
| <b>31-Feb 3</b><br>LAS VEGAS | <b>MSA CONVENTION 2010</b><br>Caesars Palace Hotel – <a href="http://www.msaworld.com">www.msaworld.com</a>   |

## FEBRUARY

- |                              |  |
|------------------------------|--|
| <b>1-5</b><br>LAS VEGAS      | <b>WINTER 2010 LAS VEGAS WORLD MARKET</b><br>Las Vegas Market – <a href="http://www.lasvegasmarket.com">www.lasvegasmarket.com</a>                           |
| <b>17-20</b><br>ORLANDO      | <b>ASTI 2010 - PSA/USA NATIONAL JOINT CONVENTION</b><br>Disney Coronado Springs Hotel – <a href="http://www.unitedservicers.com">www.unitedservicers.com</a> |
| <b>28-Mar 3</b><br>LAS VEGAS | <b>NATIONWIDE PRIME TIME! CONVENTION</b><br>MGM Grand Hotel – <a href="http://www.nationwideprimetime.com">www.nationwideprimetime.com</a>                   |

## MARCH

- |                            |   |
|----------------------------|---|
| <b>11-13</b><br>ORLANDO    | <b>HPB EXPO</b> ( <i>Hearth, Patio &amp; Barbecue</i> )<br>Orange County Convention Center – <a href="http://www.hpbexpo.com">www.hpbexpo.com</a> |
| <b>11-14</b><br>ORLANDO    | <b>MEGA GROUP USA SPRING NATIONAL CONVENTION</b><br>Rosen Shingle Creek Hotel – <a href="http://www.megagroupusa.com">www.megagroupusa.com</a>    |
| <b>14-16</b><br>CHICAGO    | <b>INTERNATIONAL HOME &amp; HOUSEWARES SHOW 2010</b><br>McCormick Place – <a href="http://www.housewares.org">www.housewares.org</a>              |
| <b>15-16</b><br>HIGH POINT | <b>2010 HIGH POINT PRE-MARKET</b><br>High Point Furniture Market – <a href="http://www.highpointmarket.org">www.highpointmarket.org</a>           |
| <b>24-27</b><br>ORLANDO    | <b>EHX ELECTRONIC HOUSE EXPO</b><br>Orange County Convention Center – <a href="http://www.ehxweb.com">www.ehxweb.com</a>                          |
| <b>27-31</b><br>DALLAS     | <b>BRANDSOURCE SUMMIT CONVENTION</b><br>Hilton Anatole Hotel – <a href="http://www.brandsourceconvention.com">www.brandsourceconvention.com</a>   |

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NOTE: Attention Buying Groups, Associations, Distributors and Manufacturers - Please submit your event schedules to [production@retailobserver.com](mailto:production@retailobserver.com) at least two months prior to the date so it may be included in our Upcoming Events Calendar. To receive *The Retail Observer* in print version, please go to [www.retailobserver.com](http://www.retailobserver.com) to subscribe.



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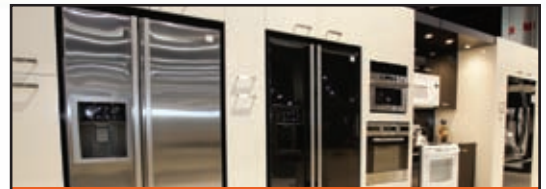
Instructor: Paul Greenspan, CAPS  
Thursday, April 15 • 8:00 a.m. - 2:30 p.m.

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### APPLIANCES

#### Advanced Appliance Workshop

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# What Good Are Technicians?

**M**any dealers think that our front line technicians are just an expense and that their only function is to fix products that our customers are having a problem with. How many of us take the time to think about how we can better utilize our front line technicians?

Front line technicians are a very valuable asset to you, the dealer. Properly trained, the front line technician is your very best sales person and a good will ambassador of your company. We all know that our technicians should be properly trained and certified (MCAP) in the mechanics and technical end of the products that they work on, and as dealers we all spend many dollars providing that training. Without continued technical education, technicians quickly fall behind in their field and become inept when faced with repairing a product they are unfamiliar with.

Today's products are highly technical in nature and feature laden. The demands on the salesman to understand these features and communicate their use at the point of sale are exceptionally challenging. So what happens when our technicians are asked to explain a particular feature to a customer during a service call to their home? Well, more than likely they will get it wrong if they have not been trained in the art of sales. This misinformation causes customers to question the honesty of their salesperson or the credibility of the technician. In either case, the end result is that you are faced with an unhappy customer, a scenario none of

us like to deal with.

So how does sales training for your technicians benefit your company? To give you an example, I have a very small company with two showrooms and ten service technicians. I was perplexed as to how we could create a market with a particular manufacturer without a great deal of expensive advertising. After brainstorming with my tech team, I found that when faced with recommending a new product, they would always defer to the manufacturer's machine they were most familiar with. Armed with that information, I called the sales representative from that manufacturer and asked for sales training for my tech team. The week after the training we sold four of the targeted products.

Keep in mind that the average technician visits eight customers every day. Multiply the number of technicians you have by eight—that's the potential number of customers your tech team will have the opportunity to interact with in a single day. Your techs see more customers in a day sometimes than your salesmen do, so why not make salesmen of your techs?

Sales training for our techs takes place on Friday mornings with coffee and bagels supplied by the manufacturer's sales representatives. We choose a product that we would like to target and then let the sales rep teach our techs about its features and some of the smooth ways to present them. Some manufacturers even offer programs that enable the technician to own the product

at a reduced cost as an incentive to sell their product.

Truth be told, there is a huge difference between understanding the technical end of the appliance and understanding their features and their benefits. Technicians do not receive sales training at the manufacturer's technical seminars. Technical training is dedicated to teaching the technician to professionally troubleshoot and repair malfunctions. The manufacturer's technical training seminars avoid the hype that is commonly found at the sales training seminars.

Skillful training on how to compare the features and their benefits across brand lines enables the technician to confidently guide a prospective buyer to the product that will best fit their needs and then back to your store to make the purchase. This type of interaction between the technician and consumer solidifies the value of your company to your customer and breeds customer loyalty. Customer loyalty makes it difficult to shop anywhere but at your store.

Whether you have one or 50 technicians, creating a partnership team with them and cross training them will directly reflect on your cost of doing business and your bottom line. So don't forget to have some fun doing it in the process! **RO**

*Ralph E. Wolff*  
MCAP, CSM  
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# BrandSource March Summit

## THREE SHOWS-IN-ONE

**B**randSource, Home Entertainment Source and TRIB members will be coming together for three shows in one, at the Anatole Hilton in Dallas, March 27 to 31, 2010. Home Entertainment Source (HES) members and suppliers arrive Saturday, March 27 for a welcome reception and begin early Sunday morning with a host of Expert University educational seminars. “When we started this show we had a few business seminars for our members,” said BrandSource Executive Vice President Jim Ristow, who heads up the HES division for BrandSource. “Today we have two full days of Consumer Electronics Specialty focused educational seminars and workshops that impact our member’s bottom lines with promotions, designs, installation tips and service techniques that members can implement as soon as they return to their stores.” On Sunday, BrandSource, the appliance and furniture division, and TRIB, the rental division of BrandSource, members arrive for seminars that are directed specifically targeted to their business models. “For example,” says John White, executive vice president of Appliance for BrandSource, “we have specialty sessions for our Maytag Source division that benefits single brand members, and other sessions for multi-brand and multi-product members.”

Mike Allen, executive vice president, Furniture for BrandSource said, “I’m very excited about our March show, as we have expanded our Furniture Advantage division of members who buy in containers together. This year we are rolling out an exciting new advertising program for these mostly furniture dealers that will benefit those who also sell electronics and/or major appliances. It is the most comprehensive promotional package we have ever developed for our members.” Allen would not comment on this year’s Furniture Advantage sweepstakes but did say in the past two years his members participated in a drawing for a free seven day all expenses paid cruise and in a free Ford Mustang drawing. Allen

will introduce this year’s sweepstakes during the Summit.

“I’m also excited about the growth of our Sleep Source specialty sleep stores and the inroads we have made as a group with our bedding suppliers,” Allen continued. BrandSource features all of the major bedding brands and offers a group exclusive line of mattresses built by Serta. “Our bedding business in 2009 was very good and our new exclusive Majestic brand saw exceptional growth.”

BrandSource CEO Bob Lawrence hinted about a new exclusive line of environmentally “green” mattresses that will be promoted heavily in television ads. “We plan to roll out the entire package before the show and the entire line of mattresses will be on display at the Summit.

What can members and suppliers expect from BrandSource in 2010? According to General Manager of Marketing, Bob Donaldson, “We are adding more focus in Internet marketing, with exceptional BrandSource exclusive offers that is intended to drive more customers into BrandSource member stores. Our marketing efforts will continue to assist consumers in making the right buying decision either on line at [www.brandsource.com](http://www.brandsource.com), at our individual member’s online stores, or by enticing consumers into our stores so they can touch and feel the products they are looking at to make the right decision.

In addition to the educational sessions the group offers outstanding buys in a two-day buying fair that allows members an opportunity to pick up some great buys on products in all categories.

“We kick off the BrandSource and HES buying fair on Sunday evening with our Stamped, a 90 minute no holds barred special buy session for members attending the event. At the same time, TRIB offers rent to own specific products at their Hot Show. These two events help kick off the buying fair on Monday and Tuesday.

For additional information on the 2010 Summit, email [information@brandsource.com](mailto:information@brandsource.com) for complete details. **RO**

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# Registration Open For Primetime! Buying Show and Conference

NEW WAYS TO COMPETE IN THESE NEW DAYS

Nationwide Marketing Group announced that online registration ([www.nationwideprimetime.com](http://www.nationwideprimetime.com)) is now open for their upcoming PrimeTime! buying show and conference at the MGM Grand Hotel in Las Vegas, Nevada on February 28 – March 3, 2010.

“The retail market and consumer profile has changed dramatically over the last few years,” said Robert Weisner, executive vice president of Nationwide Marketing Group. “In order to remain competitive, independent retailers must

“Many independent retailers have questions on what direction to take and how to effectively compete against the big box chains today. At PrimeTime! they will not only find the answers but also the tools, so they come away from the show equipped with everything they need to compete.”

Other highlights of PrimeTime! include a vendor exhibition showcasing popular brands, new product launches and member service demonstrations, group meetings, industry presentations, training sessions, power networking events and more.



In August, retailers learned about website solutions from industry experts. Courses on internet marketing will be offered at the upcoming show in Vegas.



At the last PrimeTime!, hundreds of retailers purchased furniture at deep discounts during Millions in Minutes, a pre-show sales event.

adapt to these new changes by learning what works and getting rid of what doesn't.”

This idea resonates in their new theme for PrimeTime!, New Days, New Ways: Get Ready! The 3-day event in Vegas will be jammed pack with a winning combination of savings, training and networking. Retailers can also expect to see exclusive show promotions and deep discounts in several pre-show sales events. The popular PrimeTime! University business series will consist of new courses on internet and social media marketing.

“For decades, PrimeTime! has been giving independents access to resources not previously available to them,” explains Weisner. “That is why Nationwide is the premier buying group and why PrimeTime! remains the largest buying show and conference for appliance, electronics and furniture independent retailers in America.”

To register, or for more information on PrimeTime!, go to [www.nationwideprimetime.com](http://www.nationwideprimetime.com). For information about the many benefits of membership with Nationwide Marketing Group, visit [www.nationwidemarketinggroup.org](http://www.nationwidemarketinggroup.org). **RO**

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## FIVE REASONS TO ATTEND IBS 2010

The International Builders' Show® (IBS) is the largest annual light construction show in the country—over miles and miles of the latest and most advanced building products and services ever assembled. See all of the latest innovations for yourself with hands-on demonstrations and working models in over 300 building industry categories at the National Association Home Builders' annual convention.

Think of it as your convenient corner marketplace. It's where you'll find more builders and more suppliers than anywhere else in the world. Make sure you're there to discover the products and services you need to keep your business going strong.



### TOP 5 REASONS TO ATTEND IBS 2010

There are almost as many reasons to attend the International Builders' Show (IBS) as there are builders and remodelers. If you've been to IBS in the past we're pretty sure you have your own list of favorites. Check out our top 5 below!

#### 5. Learn 832 new uses for a crescent wrench!

Okay, we're exaggerating ... but with 175+ educational sessions on nearly every home building topic you can think of, how can you go wrong?

#### 4. See products by the truckload (truck not included).

Check out all the newest offerings from the leading suppliers and manufacturers at the industry's most exciting exhibition hall.

#### 3. Engage in riveting conversations.

Benefit from a wide range of opportunities to build

profitable, lasting connections with other builders and allies in relaxed, casual settings.

#### 2. Give your ears and mind some exercise.

Listen to our dynamic headline speakers for insights and techniques you can use immediately and throughout the year.

#### AND THE # 1 REASON TO ATTEND IBS 2010 IS ...

#### 1. Invest in yourself and your business.

Get the information, personal connections and tools you need to take your business to the next level—all in one place, all at one time AND at an extremely affordable price.

## BUILDERS APPLAUD CONGRESS ON EXTENDING HOME BUYER TAX CREDIT

The National Association of Home Builders (NAHB) applauded Congress for passing legislation that will extend and expand the \$8,000 first-time home buyer tax credit, stating that this will provide a much-needed boost to the fragile housing market and economy.

"We commend lawmakers for acting in a bipartisan manner to extend the first-time home buyer tax credit beyond its Nov. 30 deadline and expand it to a wider group of home buyers," said NAHB Chairman Joe Robson, a home builder from Tulsa, Okla. "The tax credit has proven to be a powerful economic incentive. Today's action by Congress will further stabilize housing and the economy by creating new jobs, stimulating home sales, reducing foreclosures, cutting excess inventories and stabilizing home prices."

The new law will extend the \$8,000 credit for first-time home buyers for sales contracts entered into by April 30, 2010 and closed by June 30. Further, it has been expanded to include a new \$6,500 credit for owners of existing homes who are purchasing a new principal residence. An existing home owner can claim the \$6,500 tax credit if they have been residing in their principal residence for five consecutive years out of the last eight. Additionally, the income eligibility limits to claim the

full credit amount for both groups of home buyers have been raised to \$125,000 for individuals and \$225,000 for married couples.

NAHB estimates that the extended and expanded home buyer tax credit will create 211,000 jobs and generate 180,000 additional home sales in the coming year. It is also expected to generate \$9.6 billion in wage income and \$6.9 billion in federal, state and local taxes.

The legislation, which also extends unemployment insurance benefits and offers relief to cash-strapped firms by providing broader tax benefits for businesses with net operating losses (NOLs), is expected to throw a lifeline to struggling businesses, allowing them to continue making payrolls, paying business loans and otherwise keep their doors open until the economic recovery takes hold," said Robson.

sensitive design and construction. "This project is an excellent example of what home builders and remodelers can accomplish with the National Green Building Standard," said Joe Robson, chairman of the National Association of Home Builders (NAHB) and a builder and developer in Tulsa, Okla.

The National Green Building Standard is a rating and certification system for green residential construction developed by NAHB and the International Code Council and approved by the American National Standards Institute. It is administered by the NAHB Research Center, which also certifies local inspectors around the country. "If we are going to significantly reduce residential water and energy use, we need to retrofit and renovate the more than 120 million homes that use excessive amounts of these precious resources," Robson said. "I'm proud of all the services we offer through our broad-based green building initiative, NAHBGreen, particularly the third-party certification of homes using the standard." All new and remodeled homes certified to the standard must meet benchmarks in energy, water and resource efficiency and indoor environmental quality and provide operations and maintenance information for their home owners.

"The National Green Building Standard is the industry's only national green rating system for remodeling, and using the standard's Green Remodel Path is the streamlined way to achieve huge environmental benefits for the nation's aging homes and cost savings for their owners," Robson added. "The standard and the third-party certification process provide the home owner with assurance that this project has been inspected and verified to be authentically green," said NAHB Research Center President Michael Luzier. "I commend Green Street for going the extra mile for the customer to seek the highest level of 'greenness' available in residential remodeling."

"The Emerald certification symbolizes our company mission of creating walkable neighborhoods, preserving existing structures, and supporting sustainable development," said Green Street owner Philip Beere.

Additional information about NAHBGreen and National Green Building Certification is available at [www.nahbgreen.org](http://www.nahbgreen.org). **RO**



## NATION'S FIRST 'EMERALD' GREEN REMODELING PROJECT CERTIFIED IN PHOENIX

A newly renovated home in Phoenix has become the first remodeling project in the nation to receive Emerald certification, the most stringent achievement level in the National Green Building Standard.

The 1,600-square-foot, 70-year-old ranch house is in the Pierson Place Historic District near the city's new light rail line. It is the first in a series of homes being renovated by Green Street Development, a Phoenix home building company specializing in environmentally

### B/S/H HOME APPLIANCES



John Iacoviello takes the position of senior vice president of sales replacing Scot Brown.



Stefan Koss assumes the role as chief financial officer, replacing Thorsten Rosenberg who has been promoted and is returning to Germany.



Jim Novinsky has been promoted to vice president sales and marketing, national accounts. He was previously director, national accounts for Sears.



Mark Hutchinson is the new director, national accounts for Sears .

### CHANGING OF THE GUARD AT TRI STATE DISTRIBUTORS



Dallas Cowan



Kurt Kelly

Tri State Distributors has announced that after a long and distinguished career Territory Manager Dallas Cowan has retired. On October 8th a “Goodbye” celebration

was held at Tri State’s Kent, Washington facility. Attendees included dealers, vendors and friendly competitors who reminisced and shared a few laughs with one of the true gentlemen of the industry.

“It was real pleasure working with Dallas and we wish him all the best as he begins the next chapter of his life” said Don Dickson Jr., Tri State Co-President. Dallas and his lovely wife , Kay, have recently relocated to the Spokane area where they will enjoy spending additional time with their children, grandchildren and their many friends.

The new Territory Manager will be Kurt Kelley. Kurt has been with Tri State for two years and most recently headed up the customer service department in Kent. “I am looking forward to the opportunity and my increased responsibilities with Tri State. I know I have some pretty big shoes to fill” said Kurt.

### FISHER & PAYKEL



Fisher & Paykel, the firm founded by Maurice Paykel and Sir Wool Fisher in early 1930s, has appointed Ralph Waters as its chairman—as its ongoing Chief Gary Paykel announced he will be leaving his position, and will continue as a director of the company.



Stuart Broadhurst has been appointed managing director and chief executive of Fisher & Paykel Appliances, replacing John Bongard who announced his retirement in late September. Stuart has a Bachelor of Commerce, 21 years with Fisher & Paykel working for the company in Australia, the U.S and the UK. He began work in 1988 in the refrigeration division as a graduate accountant. He was appointed chief operating officer in July. **RO**



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## Whirlpool Corporation Wins More Than 30 Design Awards in 2009

COMPANY HONORED FOR ECOLOGICAL COMMITMENT AND OUTSTANDING DESIGN AND STYLE

Whirlpool Corporation has achieved a record year for design awards under its Jenn-Air, KitchenAid, Whirlpool, Maytag and Bauknecht brands, with more than 30 honors since January and more than 65 in the past three years. The awards—many from prestigious organizations in the United States, Europe and Asia—recognize the company's commitment to sustainability, design and style, and social responsibility.

"Whirlpool Corporation's Global Consumer Design team is proud and greatly honored to have received recognition from such influential design and style juries," said Chuck Jones, vice president, Global Consumer Design, Whirlpool Corporation. "These awards are further evidence of the strong innovation and design culture at Whirlpool Corporation, which drives the development of innovative products that delight our consumers. 2009 is proving to be a year of strong recognition for our design in the United States, Europe and Asia, with designs that promote sustainable living, outstanding style and functionality."

### THE DESIGN AWARDS AND RECOGNITIONS WHIRLPOOL CORPORATION RECEIVED IN 2009 INCLUDE:

- CES AWARD for the Jenn-Air Double Wall Oven.
- SPARK BRONZE AWARD for the Whirlpool brand 3-Door Refrigerator.
- INCLUSION IN THE IDSA CATALYST PROGRAM for its commitment to design leadership and innovation; Whirlpool Corporation is featured in a IDSA CATALYST design case studies that promote design's best stories in business.
- TWO JANUS AWARDS to Whirlpool France for the Whirlpool Pure water purifier and the Whirlpool Glamour Oven. Whirlpool Corporation has received a total of 11 Janus Awards since 2002.
- PROFESSIONAL BUILDER 100 BEST NEW PRODUCTS 2009 for the Jenn-Air Ductless downdraft cook top for innovation and new technology.
- THREE IF AWARDS for the Whirlpool brand 3-Door Refrigerator (IF CHINA AWARD), the Whirlpool Glamour Oven and the GREENKITCHEN design concept (IF PRODUCT DESIGN AWARDS).
- GOOD GREEN DESIGN AWARD for the Whirlpool Duet Fabric Care System, for its eco-efficient design, using 67 percent less water and 77 percent less energy than conventional washers.
- NOMINATION IN THE BUSINESSWEEK MAGAZINE COOL PRODUCTS FOR THE HOME at 2009 International Home and Housewares Show in Chicago for the KitchenAid Classic Blender and KitchenAid 90th Anniversary Stand Mixer.
- OK! STYLE AWARD 2009 in Germany for the Whirlpool brand Espresso Side-by-Side Refrigerator in the high-tech category.
- 12 PLUS X AWARDS as part of Germany's biggest technology competition. Nine awards were presented to the Bauknecht brand and three to the KitchenAid brand in the categories of Ecology, Ease of Use, Innovation and Design. In addition, the Bauknecht brand won the coveted "Most Innovative Brand" award.
- THREE KUCHENINNOVATIONSPREIS AWARDS in Germany to the Bauknecht brand in the "LifeCare - Better Living" category, for user friendliness, product benefit and innovation and design. The brand also was acknowledged with the "Responsible Company Award 2009" for conservation of resources/sustainability for the GREENKITCHEN concept.
- TWO EXCELLENCE IN DESIGN (EID) AWARDS for the Maytag Bravos washer and the KitchenAid Architect Series II Gas Cook top.

### ABOUT WHIRLPOOL CORPORATION

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion in 2008, 70,000 employees, and 67 manufacturing and technology research centers around the world. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Consul, Bauknecht and other major brand names to consumers in nearly every country around the world. Additional information about the company can be found at [www.whirlpoolcorp.com](http://www.whirlpoolcorp.com). **RO**

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