

The Retail Observer

January, 2013

AN EYE ON THE INDUSTRY SINCE 1970

Vol. 24, Issue 1

KBIS 2013 MARKS A NEW DIRECTION NEW ORLEANS—APRIL 19-21



EVOLVE: KBIS LIFESTYLE QUARTERS
A SNEAK PREVIEW INTO MULTIGENERATIONAL LIVING TRENDS

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Get What You Want this New Year: Set Goals Instead of Resolutions

Did you make a list of New Year's Resolutions? I hope not! Intentions are good, but we all know resolutions are usually forgotten by February. Goals on the other hand, tend to be a far better choice than resolutions.

With resolutions, we are making a firm and specific resolve of what we will or will not do—the 'All or Nothing', rigid thinking approach—invites immediate rebellion. It's a harsh way to force change on an unwilling but guilt ridden participant, who just came up with the ideas a few strokes from midnight the night before. These big changes are then put into play upon waking the next morning, feeling like you've just been kidnapped and thrown into boot camp.

And you purposefully do this annually for your higher good? Come on now, who are you fooling? Making abrupt changes with little to no warning, is like taking a quantum leap into the abyss expecting to sprout wings and fly! It is a guaranteed set-up for failure.

Resolutions are usually a means to a goal, but can be hard to stick to for a long period of time. Once you've broken a firm resolution, there's a feeling of failure, and you'll find at that point, that it's easy to give up.

Goals however, begin with baby steps, building in difficulty as you become more accustomed to the change. Think in terms of broad changes rather than specific behaviors; what you'd like to add to your life, instead of what you want to take away. This makes goal setting more realistic for lasting change. Goals give you a direction to aspire to, allowing you to track your progress, which creates a sense of accomplishment and keep you going in the right direction.

So, make your list of goals and look at them often. Write them in your day-planner, put post-it notes around your house or office, make a vision board for your screen saver.

But remember, change doesn't happen overnight. Reward yourself as you make progress toward your goals until the progress becomes its own reward. A little effort every day, practiced consistently over time, will bring great accomplishment, and whatever is important to you, that much closer.



Enjoy creating the life you were meant to live!

Eliana Barriga
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The RetailObserver JANUARY 2013

VOLUME 24, ISSUE 1

CELEBRATING OUR 24TH YEAR
AS THE RETAIL OBSERVER

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Using *The Retail Observer* as a Resource

As I write this article, Christmas is around the corner and the End of the World is in 2 days (if you are reading this, I guess it didn't happen). Over the past 5 years we have received many emails and letters from readers thanking us for the changes made to *The Retail Observer* and how it is now a resource—more than just an “industry rag”. Sales managers and owners are using the articles from our writers in their sales meetings and using more and more of the information to help grow their businesses.

Besides the articles Eliana and I write, we have some great contributors to the magazine. Elly Valas (a fourth generation retailer and consultant), and Rick Segal (writer of “*The Retailing Kit for Dummies*”) keep you abreast of current retailing trends. John Tschohl trains on customer service and has been described by Time, CNN and ABC news as a customer service guru. Libby Wagner, author of many works including “The Art of Building a Profit Culture in Business” brings monthly insight into Business Culture. For team training, Timothy Bednarz writes articles to help your employees and managers work together to grow your business. And over the past year we have brought you Trends articles for Appliance, CE and Furnishings from the thought leaders in the Industry. These individuals have their finger on the pulse of these market categories, and are the leaders of these divisions in both Brandsource and Nationwide buying groups.

We have recently added a larger Service section to the back of the magazine giving insights into that department. These articles are brought to us from PSA and USA service associations and will shortly grow into its own magazine, “*The Voice of the Servicer*”. We feel these writers and trainers would make a great addition to your sales and marketing meetings.

We are proud of all of our contributors and continue to strive to make *The Retail Observer* more of a resource for you to use as our customers. The digital version of the magazine has been set up to make the distribution of our articles and content easy. There are icons that allow you to PDF, cut and paste, email or post to over 200 different social media sites. This is a free service, as is the subscription to the magazine. I personally want to thank all of our contributors, advertisers and most of all you the readers for making us one of the top magazines in the retail industry.



Have a great New Year and Happy Retailing,

Moe Lastfogel
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The **RetailObserver** JANUARY 2013

VOLUME 24, ISSUE 1

CELEBRATING OUR 24TH YEAR
AS *THE RETAIL OBSERVER*

We proudly support the following trade associations and buying groups throughout North America whose news and information greatly contribute to the quality of *The Retail Observer* and the education of our readers.



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BE PART OF THE EVOLUTION.

EVOLVE

Join us in New Orleans and see it for yourself. Experience a fast forward approach to generational marketing with Lifestyle Quarters. Benefit from newly launched dynamic, meaningful course offerings and business sessions. Celebrate the 50th Anniversary of the NKBA at a party that will knock your golden socks off. Get ready to keep up.



KBIS 2013

New Orleans | April 19-21

Registration is open at kbis.com
Use code AD242 for free expo admission

Product photo credit: True Professional Series® & TOTO USA, Inc.



KBIS MARKS A NEW DIRECTION

KBIS, NORTH
 AMERICA'S PREMIER
 SHOWCASE OF
 WHAT'S NEW AND
 NOTEWORTHY IN
 THE KITCHEN AND
 BATH INDUSTRY, HAS
 ANNOUNCED ITS
 NEW PR AND
 MARKETING
 AFFILIATION FOR
 KBIS 2013.

For the first time in KBIS history, a hybridized agency collaborative will lead all marketing and communications efforts.

New Orleans is an ideal location to launch these new initiatives. It's a new city and a chance for a new beginning. Just as the Crescent City encourages creativity and the excuse to see things from a different perspective, so too has the show embarked on a new way of thinking about itself.

KBIS is embracing the new and the now and New Orleans is the perfect city to show that to the world. The wealth of historical and cultural diversity the city offers, as well as its rich culinary tradition and musical stylings will be felt both on and off the show floor.

Through KBIS' embrace of its new hybrid agency, the show is also setting itself up to be the year-round event it's always needed and wanted to be. Look to the KBIS brand for a variety of regional, micro-events throughout the year, as well as being a resource for the latest trends and industry news.

"We're setting the stage now to be 'the go-to place' for not only what's new in the industry, we're a resource where our attendees can learn to be successful over the long term," says Scott, managing director, Kitchen and Bath Show Nielsen Expositions. "KBIS is a culmination of many months of effort and planning, and it represents something that won't go away --the resilience and passion of the Kitchen and Bath Industry. As we move forward, KBIS will make itself a more vital and enthusiastic partner as you embrace your future."

The players involved come from Flying Camel in Brantford, Ontario, O'Reilly-DePalma in Atlanta and Chicago, White Good in Lancaster, PA and Modenus in Orlando and London.

"Drawing upon the respective strengths of four different agencies and entities that specialize in the building and design industry is key to transforming this year's show in New Orleans from a trade show to an annual industry event," says Jim Scott. "In this new social era of connecting and collaborating, we're confident this team will help to bring new insights into KBIS making it an inspiring, interactive showcase of everything new, where the brightest and best assemble to spot trends, experience product introductions and find the practical solutions and valuable connections that will take them into the future."

White Good will lead on all Marketing and Public Relations initiatives. O'Reilly-DePalma contributes to strategy, adds voice to social discussions and provides measurement analysis for the effort. Flying Camel will act as the social media lead for KBIS and contribute to the overall strategy. Spearheaded by Founder and CEO, Veronika Miller, Modenus will curate and promote a product showcase in addition to featuring KBIS' Lifestyle Quarters through the extended reach of the highly visible BlogTour campaign that brings a carefully selected group of influential kitchen and bath bloggers to New Orleans during the show. This year's event will take place from April 19 through April 21 at the Ernest N. Morial Convention Center in New Orleans, LA. To learn more or to register for the show, visit www.KBIS.com. **RO**



KBIS Lifestyle Quarters

Multigenerational Living Trends

Informed by a benchmark study by Sphere Trending, commissioned by the Nielsen organization, KBIS 2013 is celebrating a new look at generational living. Currently being interpreted as the KBIS Lifestyle Quarters, the study data has encouraged a new look at the connections between generational insights and lifestyle evolutions relative to home and, in particular, kitchens.

Psychographically speaking Millennials (Gen Now), GenXers, Boomers

(Zoomers) and Prime Timers want different things from their kitchens. No news here. What is interesting is how demographics and psychographics, or lifestyles intersect for each of these generational groups.

Once a space devoted exclusively to cooking, eating, cleaning and designed into residential floor plans as an entirely separate room, the kitchen raison d'être was function. Now a place for working, gathering, playing, cooking and



eating this room is arguably the hub of the home. No longer a separate space, kitchens require function and beauty to co-mingle - regardless of generation. Ironically Americans are driving this trend around the world. Culturally we're seeing ex-patriots bringing this "kitchen as hub" concept to their homes, causing a shift in residential floor plans from Western Europe to Asia and Latin America.

MILLENNIALS—GEN NOW: MAKE IT ABOUT ME

This group, raised in an age of democratized design, wants a home that is a symbol of their success "inside and out" and 83% say their home is a reflection of their personality. Convenience trumps aesthetics for this cohort with nearly 70% saying built-in amenities are somewhat or very important to them. They are seeking comfort and warmth in their homes, while at the same time craving larger kitchens to allow for better organization.

GEN X: CASUAL AND COLLABORATIVE

The first generation to embrace casual living - all day everyday - Gen Xers have brought the concept of truly relaxed living, home. Ideal design for this group reflects a combination of collaboration and casual living in the way that food is prepared, entertaining occurs and families gather. Due to the rise of multi-generational living (6.6 million American households have at least 3 generations of family members living under the same roof - a 30% increase since 2000) GenX homes, and especially the kitchen, are more flexible and fluid. Whether it's cooking, doing homework, or hanging out on the computer, the kitchen is the defacto hub for this 24/7 generation.

BOOMERS- ZOOMERS: KITCHENS FACELIFTS AND HOME AS GALLERY

Kitchens remain at the top of the list for Boomers making minor "facelifts" in their homes (under \$25,000). Boomers are cautiously improving their homes and luxury amenities are still meaningful to this group. Interestingly, they are more willing to experiment with contemporary and transitional design than ever before, with 44% saying they are interested in "New Age" contemporary or modern design. They are recreating their "grand homes" into private

retreats, where they can age gracefully, surrounded by their beautiful things. Their homes are as much a gallery as a living space.

PRIME TIMERS: ACCESSIBILITY AND WELLNESS

The Prime Timers have helped the slow recovery of the housing market more than any other generational segment. This group has redefined their housing priorities around health, wellness and accessibility. Kitchens designed to accommodate monitoring devices, attractive storage for medicines, and storage space allowing Prime Timers to age elegantly at home. They are taking control of their environment and by doing so, their health and well-being.

Given all this insight, KBIS 2013 is exploring how current generations and their respective lifestyles merge. Ironically the macro ideas are all the same - kitchen as hub. The details of how the hub works, connects, and looks are the nuances that make life and these ideas interesting. Working with the brand experience designer Scott Richardson, KBIS is conceptualizing a group of "lifestyle quarters". These spaces, one of which is called Culinary Campus, contextualize the evolution of the generations, bringing out the various psychographic drivers of each group.

"The world is a different place than it was just a few short years ago. Customers are more savvy, design is becoming ever more important, consumers are demanding more than just a great product and companies are trying to figure out where they fit in and how to respond," said Scott Richardson, brand experience designer, Scott Richardson Inc. "If we can help manufacturers communicate better ideas to their dealers who in turn can make better, more meaningful connections with their customers, we'll all be better off."

KBIS 2013 aims to give design pros, remodelers and manufacturers new insights into consumer connections. Understanding and seeing these multi-dimensional lifestyle quarters will offer terrific insight into how to show and sell similar concepts in brick and mortar and digital showrooms at the local level.

Visit KBIS.com to learn more. Check out the KBIS Facebook and Twitter feeds to stay current on how the "quarters" are developing and to find out how you can become involved. (Source: Sphere Trending 2012) **RO**



Rendering images: Scott Richardson Design



CALL TO ACTION



SEND US YOUR SHOTS

Looking for retailers, distributors and manufacturers engaged in their element while at trade shows, special events, showroom openings or just plain group get-togethers.

The Retail Observer is interested in featuring you in our snap-shot page, "Retailers Observed", where you can see what your industry buddies are up to.

Please e-mail us your hi-res photos in .jpg format. Include the captions with the photos you send for consideration and be sure to put "Retailers Observed" in the subject line.

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Book Review

Emotional Intelligence For Sales Success

CONNECT WITH CUSTOMERS AND GET RESULTS

In any economic climate, sales can be a tough profession, with lots of NOs and setbacks. Most salespeople know what they should say and do when a prospect begins to question them about the value of their product or service. But too often, when stress aggravates the challenge of closing, even the best trained, well-intentioned, hardworking sales pros can wind up either getting defensive and losing the prospect or quickly caving in on price and losing money.

How can a salesperson who knows better do better under pressure? As a growing body of research indicates, the answer may lie in EI, or emotional intelligence.

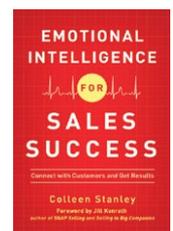
The ability to perceive emotions has a direct and significant impact on sales performance. When salespeople possess the skills to identify and understand emotions—their own emotions and the emotions of reluctant buyers—they become adept at adjusting their emotional response to a prospect's behavior to achieve the best outcome. Emotionally intelligent salespeople are strong in both self management and people management.

Backed by insights from brain neuroscience and psychology, this makes a compelling case for incorporating "soft" skills into sales training. Discovering the critical emotional intelligence capabilities needed to succeed at every stage of the selling process, with the help of real-work examples and concrete action steps, you'll learn how to develop:

- The self-awareness to acknowledge their emotional weaknesses and the self-discipline to commit to strengthening them.
- The empathy to read and connect with prospects at a deeper level and the "likeability" to secure their trust and influence their buying decision.
- The impulse control for effective questioning and listening to uncover the roots of a buyer's objection and find a mutually agreeable solution.
- The reality testing and self-regard to establish firm and fair expectations for proposals and create partnerships with customers.
- The assertiveness and leadership qualities to earn respect from customers and colleagues, win promotions, and motivate a sales team.

When any potential buyer can get product information and price comparisons with a keystroke, hard sales tactics, from the features-advantages-benefits formula to artificial rapport-building, no longer work. Sales professionals at all levels will get an edge on closing sales and building business with the skills that matter—skills that prospects, customers, and colleagues genuinely respond to and appreciate, as people. **RO**

Author: Colleen Stanley is the creator of Ei Selling®, a sales training program that integrates emotional intelligence skills with consultative sales skills, and founder and president of a highly successful sales training and consulting company, Sales-Leadership, Inc. She lives in Denver, Colorado.
Publisher: Amacom



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More than 40,000 kitchen and bath professionals committed to excellence.
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Bathroom designed by NKBA member Elina Katsioulas-Beall, CKD

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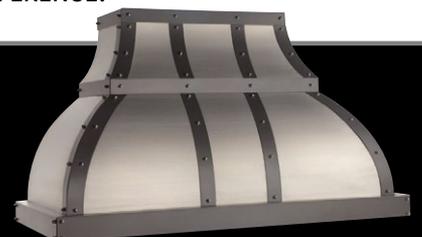
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SO HOW QUIET IS A VENT-A-HOOD? THE AVERAGE CONVERSATION IS APPROXIMATELY SIX TO SEVEN SONES. WHEN TESTED IN A CERTIFIED INDEPENDENT TEST LAB ON THE HIGHEST SPEED, VENT-A-HOOD RANGE HOODS MEASURED FROM 5.4 TO 6.6 SONES.

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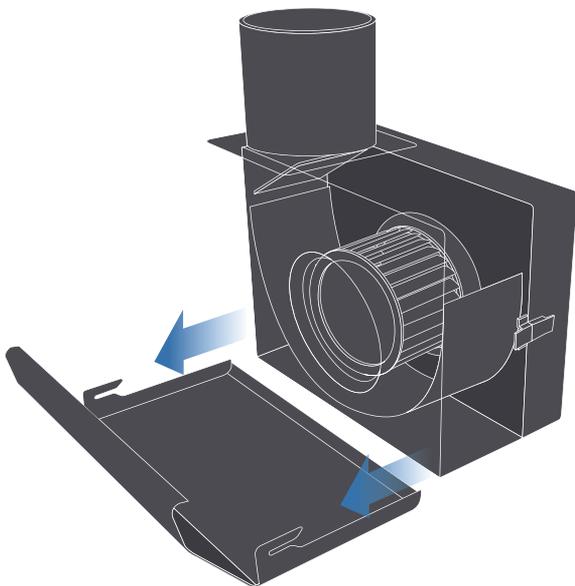
DIRTY LITTLE SECRETS IN THE KITCHEN REVEALED.

THERE'S A DIRTY LITTLE SECRET THAT LURKS IN KITCHENS ALL ACROSS THE COUNTRY. IT'S CALLED... THE RANGE HOOD. MOST PEOPLE AVOID CLEANING THEM BECAUSE THE TASK SEEMS OVERWHELMING. BUT LEFT UNTOUCHED, GERMS AND ODORS CAN LINGER THERE, AND GREASE CAN BUILD UP. THAT MEANS WALLS, DRAPERIES, FURNISHINGS AND OTHER SURFACES BECOME LANDING STRIPS FOR THE COOKING RESIDUE THAT FLIES THROUGH THE AIR BECAUSE IT CAN'T GET OUT THROUGH CLOGGED FILTERS.

SO WHAT'S A PERSON TO DO? STOP COOKING? DON THE HEAVY GLOVES, GET OUT THE HARSH CHEMICALS, AND DISASSEMBLE THE RANGE HOOD? THAT'S ONE WAY TO HANDLE IT. BUT WE HAVE A BETTER SOLUTION. INSTALL A VENT-A-HOOD.

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BUT DON'T TAKE OUR WORD FOR IT. SIMPLY SCAN THE QR CODE HERE OR VISIT YOUR NEAREST VENT-A-HOOD DISTRIBUTOR TO SEE – AND HEAR – THE PROOF FOR YOURSELF.



SCAN HERE TO SEE – AND HEAR – HOW QUIET A VENT-A-HOOD REALLY IS.



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ZEPHYR® ROCKS THE KITCHEN IN THIS YEAR'S HOUSE OF ROCK

PREMIER MANUFACTURER PROVIDES TWO HIGH POWER RANGE HOODS FOR COOK'S KITCHEN IN HOUSE OF ROCK SHOWHOUSE

ZEPHYR Zephyr®, the innovators of design-forward ventilation hoods and the revolutionary DCBL Suppression System™, is taking part in this year's House of Rock, the transformation of a \$20 million historic estate located on the iconic six block long, La Mesa Drive in Santa Monica. The former estate of Hollywood legend Kathryn Grayson and designed originally by famed architect Elmer Grey, is now used as a venue for charity events.

Each year, House of Rock LLC brings to life an historic estate and transforms it into an unparalleled, exclusive media, event and live music venue – where elite designers create living art spaces and inspired installations. This 'House' is a meticulously restored, classic Tudor-style estate with a 52,000 square foot lot with over 25,000 square feet of outdoor entertainment space including a hanging pool deck (and outdoor stage area), overlooking the historic Riviera Country Club. It is designed as a place where musicians, designers, charities and strategic partners collaborate to create unforgettable, "money can't buy" pop culture experiences. The 'House' is a physical and virtual experience unlike any other. The roster of top designers who worked on this year's project included Ralph Pucci, Sami Hayek, Kelly Van Halen, Kyle Schuneman, David Bromstad, Antonio Ballatore, Elaine Culotti, and Susan Cohen.

Zephyr was invited to participate in elevating the kitchen of the

showhouse from bland to grand. The gourmet kitchen was designed to meet the entertainment needs of large groups, so the designer Elaine Culotti went all out in true rock 'n' roll style – both with custom cabinetry and fitting the kitchen with top-of-the-line appliances, including not one, but two Zephyr Tornado Power Pack inserts. Two Tornado III in-line power packs with a configuration of 36" each are suspended as an island hood over side by side commercial style ranges (totaling six feet of cook top area). Zephyr's power packs are proof that designers can have the best of both worlds; a product developed by a company that provides world-class technology plus the ability for the designers to custom design cabinetry that speaks to their own vision. The Zephyr power packs fit almost seamlessly inside the clean, modern custom surround that has been paneled in an innovative material made of melted metal, described by Culotti as, "liquid silver."

"We consider Zephyr to be on the cutting edge of technology and design, so working on this project was a perfect fit for us," said Luke Siow, president of Zephyr Ventilation. "Aside from the great design of the house, we are always interested in working with charitable organizations – even in the form of a rock 'n' roll venue. We know the house will reap many benefits for its charities."

The Tornado III takes the typical power pack up a notch, utilizing multiple blower options to meet the most demanding chef's requirements. Three-speed electronic controls put the user in command of a 600 or 1000-CFM blower. Dual-level halogen lights illuminate the surface below, while a wireless remote puts you in command from up to 15 feet away – not only an added convenience, but essential for ADA and assisted living requirements of the most discerning homeowners. There is also an optional liner available in 48", 54", and 60" sizes. To learn more, visit www.zephyronline.com.



GOOD THINGS COME IN SMALL PACKAGES

TRUE PROFESSIONAL SERIES® ANNOUNCES NEW 15" UNDERCOUNTER REFRIGERATORS AND WINE CABINETS



According to Forbes, the new mantra in housing is "Smaller is Better." American homes and families are getting smaller and this trend is expected to grow. Space is tighter and maximizing every square foot is essential. True® addresses this movement and unveils its undercounter 15" refrigerators and wine cabinets.

"Homeowners demand a more efficient use of space in their kitchens and living areas, especially in urban centers where bigger isn't always better," said Steve Proctor, director of sales and marketing of True. "With True's commercial heritage, we have the expertise to provide consumers stylish and long-lasting professional-grade cold storage on a smaller scale."

Handcrafted in the USA, the new 15" refrigerators and wine cabinets have several door and hinge options to fit any decor. The refrigerator comes with two adjustable shelves and four door options: solid stainless, stainless glass, overlay panel, and overlay glass. The wine cabinet preserves nearly two cases of wine and features three door choices including, stainless glass, overlay glass and overlay panel.

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For more information about True Professional Series®, please call 888-616-8783 or visit www.true-residential.com.



BLUESTAR COOKING EQUIPMENT TAKES CENTER STAGE ON FOOD NETWORK'S THE NEXT IRON CHEF: REDEMPTION

BLUESTAR™ With a 22,000 BTU open power burner and a gentle 130 degree simmer burner, it's no wonder that BlueStar was selected for a third time as the pro appliance of choice for The Next Iron Chef: Redemption, where the chefs of Kitchen Stadium will fry, sauté, roast, wok and grill their way to stardom on season five of Food Network's popular show.

"These outstanding chefs are accustomed to cooking on the finest commercial cooking equipment, and BlueStar restaurant-quality appliances for the home deliver the same top level of performance," said Michael Trapp, President, Prizer Painter | *continued on page 18* |

Stove Works, Inc., the maker of BlueStar. "Viewers have the opportunity to see that they can get the same level of professional cooking performance in their own homes."

Throughout the series, contestants will complete some of their challenges on one of five high-performance, ruby red BlueStar 48" ranges. Each of the 48" ranges feature three 15,000 BTU open burners, two BlueStar trademark UltraNova® 22,000 BTU power burners, one 130 degree simmer burner, and a 12" charbroiler. The quality and durability of the BlueStar line is ideal for this fast-paced setting and the products really stand-up to the intense usage.

"No matter what the secret ingredient of the day is, the common thread to creating great food is power, whether it's high heat or a gentle simmer," said Jill Novatt, Food Network, executive culinary producer. "Having equipment with the ability to control heat down to the finest detail, is, in many chefs' opinions, the most important feature of a great cooking machine."

Many professional chefs use gas ranges because they offer an excellent level of heat control. BlueStar offers customizable burners, up to 22,000 BTUs, and equally important, they have true simmers that can go down to 130 degrees – low enough for the most delicate sauces or to melt chocolate directly in the pan, without a double boiler. Like BlueStar, virtually all commercial kitchens use ranges equipped with open burners. The open burner design evenly distributes heat across the bottom of the entire pan, to ensure no hot spots.

BlueStar cooking products are designed for discerning home chefs who demand restaurant-quality results in their own kitchens. Built with the highest-quality materials and the distinctive workmanship that comes from 130 years of expertise, BlueStar offers a fully customizable line to suit the specific needs of the home chef. The BlueStar trademark UltraNova® burner produces 22,000 BTUs of cooking power, which results in shorter cooking times. Its full motion grates make it easy to maneuver pots and pans between burners and an infrared broiler produces 1850 degrees of intense, searing heat. BlueStar ranges also have a large oven capacity; the ovens can accommodate a full size commercial 18"x 26" sheet pan. Its heavy duty, durable design offers sturdy, all stainless steel construction. What's more, BlueStar pro appliances are available in 190 different colors as well as custom-colors in endless configurations, to match any kitchen decor.

A roster of acclaimed chefs returned for a second chance to become a member of the Iron Chef culinary society on *The Next Iron Chef: Redemption*, which tests the kitchen chops, masterful skills and fortitude of these supreme experts, and culminated with the naming of the newest Iron Chef on December 23rd (but we did not have the winner when we went to press). Competitors were: returning from *The Next Iron Chef: Season Two* Nate Appleman (Chipotle Mexican Grill, ShopHouse Southeast Asian Kitchen), Amanda Freitag (Chopped), Eric Greenspan (The Foundry on Melrose, The Roof on Wilshire, Los Angeles)

and Jehangir Mehta (Graffiti, Mehtaphor, New York); from *The Next Iron Chef: Super Chefs* Elizabeth Falkner (Krescendo, New York), Alex Guarnaschelli (Butter, The Darby, New York, Chopped) and Spike Mendelsohn (Good Stuff Eatery, We The Pizza, Washington D.C.); and first time *Next Iron Chef* competitors with their own redemption stories, Tim Love (The Lonesome Dove, Western Bistro, The Love Shack, Woodshed Smokehouse, White Elephant Saloon, Fort Worth) and Marcel Vigneron (The Coop, Los Angeles). For more information on BlueStar visit www.bluestarcooking.com.



SAMSUNG ELECTRONICS HONORED WITH 27 CES 2013 INNOVATIONS AWARDS

INDUSTRY SPECIALTY AWARDS INCLUDE TWO "BEST OF INNOVATIONS" AND FOUR ECO-DESIGN PRODUCTS REFLECT SAMSUNG'S COMMITMENT TO ADVANCING TECHNOLOGY AND PROMOTING SUSTAINABILITY

Samsung Electronics Co. Ltd., has won 27 prestigious International Consumer Electronics Show (CES) 2013 Innovations Awards. CES, the world's largest consumer technology tradeshow held by the Consumer Electronics Association® (CEA) every year, has honored Samsung with 117 awards in the past four years.

Among the 27 CES awards for 2013, Samsung was recognized with two Best of Innovations awards and four Eco-Design honors. Products entered in the CES Innovations program are judged by a preeminent panel of independent industrial designers, engineers, and members of the media to honor outstanding design and engineering in cutting-edge consumer electronics products across 29 categories.

"Samsung continues to create superior | continued on page 20 |

Discover Refrigerator Innovation

America's top-selling refrigerator
meets the internet.

SAMSUNG



Samsung Model # RF4289HARS

Sleek design and enhanced storage.

WiFi LCD Screen with Apps

Weather, news, radio, calendar, photos and even Twitter right in the kitchen.

Innovative Design & Huge Capacity

28 cu. ft. with the same outside dimensions.

Ingenious FlexZone™ Drawer

Counter height storage drawer with adjustable Smart Divider

Twin Cooling Plus® System Keeps Food Fresh Longer

Innovative system separates airflow from the refrigerator and freezer to improve freshness.

Energy Star®

Even includes a door jam alarm.

Samsung is the top selling, highest-rated refrigerator in the United States.

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industry-leading products, content and services," said Y.K. Kim, president and CEO, Samsung Electronics America, Inc. "We are honored that CEA and the industry have recognized this commitment, and we look forward to demonstrating our latest product innovations at the 2013 International CES."

Samsung Electronics' award-winners include products in the TV, home theater system, mobile phone, tablet, home appliance, server, software, and computer component categories. All of Samsung's award-winning products will be on display during the 2013 International CES, which runs January 8-11, 2013, in Samsung booth #12004 in the Central Hall of the Las Vegas Convention Center.

Samsung received two Best of Innovation Awards for its 85-inch UHD TV and Samsung Smart TV Camera.

- Samsung's 85-inch UHD TV, the world's largest commercialized UHD LED TV, boasts life-like picture quality in ultra HD resolution with over 8 million pixels, four times the resolution of Full HD displays. Samsung's UHD TV uses an innovative enhanced dimming technology and a very high contrast ratio to deliver deep, real blacks and pure whites for greater detail and unmatched picture clarity. This new, cutting-edge TV also offers a powerful and dynamic range of sounds.
- Samsung Smart TV Camera supports full HD resolution and enables Smart Interaction features such as Gesture Control and Face Recognition when it is attached to Smart TVs without built-in cameras.
- Samsung's 2013 Smart LED TV 7500 and 8000 Series, as well as its OLED TV were recognized as 2013 Design and Engineering Award honorees.
- The Samsung EX2F SMART Compact Camera packs enough punch to impress even the most discerning shutterbugs, with premium image quality and performance, full manual control in a strong yet lightweight magnesium body, and robust wireless connectivity
- The Samsung Induction Range with Flex Cookzone makes cooking easier with a flexible cooking surface which accommodates pots or griddles that would not fit on a standard-sized heating surface. It also features a boil sensor which helps eliminate boil-overs by alerting the user or automatically reducing heat to a pre-set level.
- The Samsung Galaxy S III is the third generation of Samsung's iconic and highly successful Galaxy S line of smartphones.
- The Samsung Galaxy Note 10.1 redefines the tablet experience by offering content creation capabilities with its S-pen, true multitasking with the unique multi-screen capability, and unparalleled performance with a 1.4 Ghz quad-core processor.
- Samsung's TecTiles™ programmable NFC stickers and the TecTiles™ programming mobile application work together to help consumers integrate NFC technology into their daily lives.
- The Samsung Series 9 Premium Ultrabook combines power and speed with a stunning display and sophisticated design into an

unparalleled and amazingly lightweight device.

- The Samsung CLP-365W Laser Color Printer is perfect for personal or small-business use with amazing color and wireless capabilities in a compact ergonomic design.
- The Samsung NL22B LCD Transparent Display is the ultimate retail product showcase with a 22-inch LCD transparent display case in a single, powerful package.
- Samsung's 2GB LPDDR3 Mobile DRAM Chip is an extremely fast performing memory solution for high-end smartphones, tablets, and other mobile applications. With a data transfer speed of up to 1600 Mbps, it provides optimal overall system performance to mobile device users including supporting full HD video content in real-time.
- Samsung's 64GB MicroSD Memory Card is designed to meet the security, capacity, performance and environmental requirements of leading-edge audio and video consumer devices. The memory card can record up to 96 hours of HD video, store up to 60,000 photos in a single session and provide up to 50,000 hours of music. Samsung's 64GB microSD card generates the highest random speeds in the industry (1,800 random read inputs/outputs per second and 500 random write IOPS).
- The Samsung Exynos 5 Dual is the world's first ARM Cortex A-15 Dual Core application processor. Using 32nm HKMG (High-K Metal Gate) process technology, the 1.7 GHz dual core Exynos 5 Dual brings unmatched performance to leading mobile devices while maintaining low power consumption. Consumers using mobile products with the Exynos 5 Dual will enjoy super fast devices with a beautiful high resolution WQXGA user interface.

As part of Samsung's PlanetFirst™ initiative, a commitment to become one of the world's most environmentally friendly companies by 2013, Samsung has a dedicated goal to develop environmentally friendly products and building green manufacturing sites. In its latest effort to support that commitment Samsung received four Eco-Design awards which include:

- The Samsung Green DDR3 64GB LRDIMM - a highly advanced memory module designed for server systems used to support the infrastructure of a wide variety of server applications. It delivers the highest memory performance available today for servers (1333 Mbps) and at its highest density enables extremely high capacity (3TB) memory configurations for four-way server systems. Operating with a voltage of 1.35V, according to Samsung tests it provides an average 70% power savings (per unit density) over a 50nm class equivalent, 1.5V DDR3-based RDIMM.

Innovations 2013 Design and Engineering honoree products are featured on www.cesweb.org/Awards/CES-Innovations-Awards.aspx, which lists product categories, as well as each product name, manufacturer information, designer, description, photo and URL.

| continued on page 22 |



Cook in Italian

The ILVE®, Verona® and Verona Pro™ brands of cooking appliances are exquisitely designed and assembled in Italy with great attention to detail and utilize the latest innovative cooking technology. Luxury features combined with functional accessories create a professional cooking experience. The choice of brilliant colors and a variety of sizes offers a range of options to customize a distinct appliance perfect for any kitchen.

Beauty, Style and Performance ~ Made in Italy



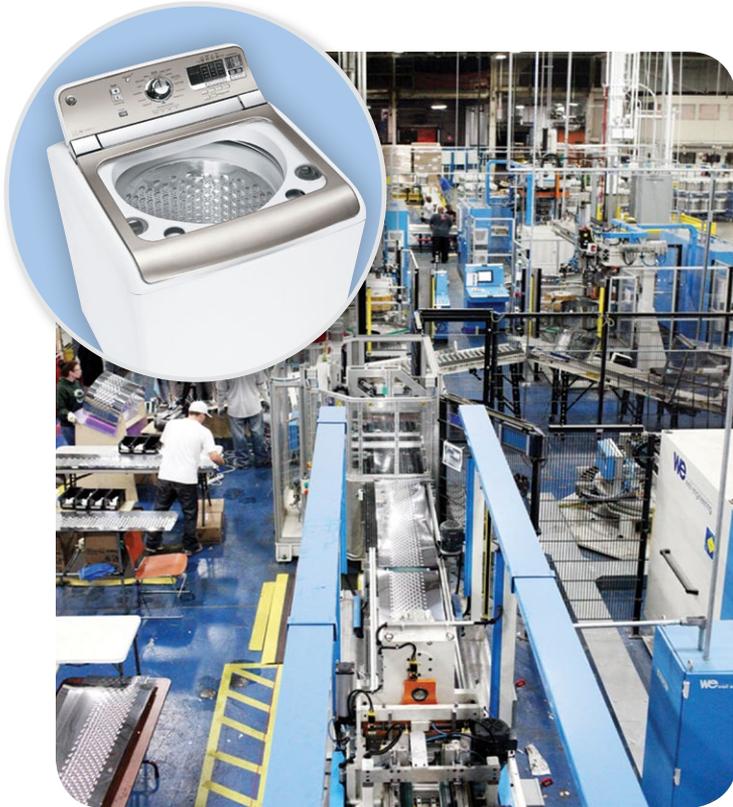
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Nine Ways to Cook on an ILVE Range.

Visit EuroChefUSA.com to learn more about the ILVE, Verona and Verona Pro brands.

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PRODUCTION STARTS ON GE'S HIGH-EFFICIENCY TOPLOAD WASHING MACHINES, CREATING 150 NEW U.S. JOBS

- GE APPLIANCES INVESTS \$60 MILLION IN NEW HIGH-EFFICIENCY WASHING MACHINE FACILITY AND PRODUCT, CREATING 150 NEW JOBS AND SUPPORTING ABOUT 40 DOMESTIC SUPPLIERS
- POPULARITY OF HIGH-EFFICIENCY WASHING TECHNOLOGY DRIVES MORE INNOVATION AND INVESTMENT IN TOPLOAD WASHING MACHINES
- GE'S LOUISVILLE-BASED APPLIANCE PARK CREATES ABOUT 1,500 PRODUCTION JOBS IN 2012 AS PART OF AN \$800 MILLION INVESTMENT



GE's Louisville, Kentucky washing machine factory that has been spinning out topload washers since 1953 has added another cycle to its production—"overdrive."

The factory that now employs 928 will keep producing current models at a rapid pace, and has started production of the most energy-efficient, feature-rich, topload washing machine in its history, which added another 150 new U.S. jobs in the process.

The popularity of high-efficiency (HE) washing machines that drove the growth of frontload washing machines for the last 10 years has spread to topload configurations, which is now the fastest-growing segment of the washing-machine industry. This makes GE's investment in new HE topload washing machines a smart business move and welcome news to the local community. In fact, over the last couple of years, sales of HE topload washers, which sell in the higher price points of topload units, have increased, while sales of frontload washers have declined over the same period.

To be categorized as a HE washer, the machines use an impeller instead of an agitator which allows them to use less water and energy than a traditional washer. "GE's new HE topload is around 60 percent more water efficient than a traditional topload washer," said Heather Koyama, GE Appliances topload washing machine product manager. "There is no agitator in an HE washer, so the extra capacity lets the washer hold more clothes. The higher spin speeds allow more moisture to be removed from the clothes, which saves energy in the dryer."

GE not only expects these new units to be a big plus for the company, but investing in manufacturing in Louisville is also boosting business for about 40 domestic suppliers, many of which are local or regional.

For example, rather than absorb the cost of building a painting operation for these new washing machines, GE has engaged a local supplier that cannot only provide high-quality paint finishes but, because the supplier is local and has expertise in this area, can quickly react to changing color trends in the industry or accommodate a special order for a GE customer.

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THE STYLE REVOLUTION BEGINS

INTRODUCING THE NEW SLATE FINISH

Inspired by the rich texture and appearance of stone, Slate is a matte finish that reflects modern color trends and naturally complements today's cabinet finishes and countertops – so the kitchen becomes the hero of the home. It's a timeless new finish that stands out with sophisticated style.

To learn more, visit geappliances.com



In August 2011, Revere Plastics Systems, LLC, opened a plastics operation in Southern Indiana to support not only the new topload washers but a couple other products at Appliance Park. The new plant created about 190 jobs.

“Having a key supplier close to the manufacturing plant has tangible and intangible benefits,” said Craig Kellogg, president, Revere Plastics Systems, LLC. “The tangible benefits are the obvious ones. We can be more responsive; if it is quickly modifying a part or ramping up production to satisfy an order. The intangible benefits come from being able to be in the buildings where the products are made. We can become more of a partner, seeing how what we do fits in with the overall product and process which puts us in a position to quickly help find solutions if there are problems. That is a great benefit to both the customer and us. You just can’t put a price on that, and you really can’t do that from half way around the world.”

GE APPLIANCES REVITALIZATION UPDATE

In February of this year, GE Appliances opened its GeoSpring™ Hybrid Water Heater facility in Louisville, Ky., kicking off a \$1 billion investment, \$800 million of that at Appliance Park in Louisville, which GE plans to make by 2014 to upgrade all of its product lines and revitalize several facilities, such as the GeoSpring Hybrid Water Heater, bottom-freezer refrigerator and frontload washing machine factories. Since January of 2012, GE has hired about 1,500 production workers and has hired nearly 500 engineers.

In addition to the hybrid water heaters and bottom-freezer refrigerators now being produced in Louisville, preparation is underway to open another plant to make frontload washing machines and matching dryers in early 2013. Extensive investment is being made in Louisville to enhance product offerings in topload washing machines and dishwashers. GE also will be making upgrades in side-by-side refrigerators made in Bloomington, Ind., top freezers made in Decatur, Ala., and cooking products made in Lafayette, GA.

MODE DISTRIBUTING BEGAN DISTRIBUTION OF AMERICAN RANGE RESIDENTIAL PRODUCT LINE IN CALIFORNIA, NEVADA, ARIZONA, AND SOUTHERN UTAH

MODE DISTRIBUTING IS PLEASED TO ANNOUNCE THE ADDITION OF THE RESIDENTIAL AMERICAN RANGE PRODUCT LINE TO ITS LUXURY HOME APPLIANCE DISTRIBUTION NETWORK



Since their inception, American Range was inspired by their passion for perfection, and continued to be renowned for their product innovation and quality. American Range® is a recognized leader in the

commercial food service industry. Their commercial workhorse pedigree has been proven in the world’s most demanding kitchens for over past 30 years. In that time, innovative technology and robust engineering have advanced every aspect of their cooking equipment.

American’s residential professional line of gas ranges, French-door wall ovens, and cook-tops are commercial grade. Their professional cooking products have the soul and capability of their commercial ranges blended with luxurious style. To summarize, they have ‘civilized’ their commercial ranges.

Distribution by MODE will be effective January 1st, 2013. MODE Distributing began distribution of Vent A Hood and AGA-Marvel on May 1, 2012 in the territory of California and Northwest Nevada. MODE continues to build upon their success by providing their dealers with exceptional products and customer service.

Any questions regarding MODE and its brands can be directed 714.523.1511 or www.modedistributing.com.



BULTHAUP B3 INTERIOR FITTING SYSTEM WINS PRODUCT INNOVATION AWARD FROM ARCHITECTURAL PRODUCTS MAGAZINE

NEW DRAWER ORGANIZATIONAL SYSTEM CREATES SPACE THROUGH FUNCTION

bulthaup



German kitchen manufacturer bulthaup is proud to announce it has received a Product Innovation Award from Architectural Products Magazine for its new b3 interior fitting system – released last spring during Salon del Mobile in Milan and the International Contemporary Furniture Fair in New York.

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EXCEPTIONAL BRANDS

AWARD WINNERS
FULL ARRAY OF PRODUCTS
READY INVENTORY
INNOVATION IN THE MARKET
NATIONAL ADVERTISING
SUPPORT



EXCEPTIONAL SERVICE

DROP SHIPPING
INTERNET FULFILLMENT
24 - 48 HOUR DELIVERY
MARKET EXPERTISE
STRATEGIC LOCATIONS
INDUSTRY &
TREND EXPERTS
SERVICE ORIENTED



THE WAY WE DO BUSINESS MAKES YOUR BUSINESS BETTER

We have all of the resources you would expect of a distributor; full inventory, fast shipping and great customer service, but why stop there? In this market you need more than an order taker. You need a teammate who is fully engaged in industry trends, is constantly learning and training, and knows how to execute success at the floor level. If you have been doing business with any less, then it is time to try doing business at a whole new level. Because it's the way we do business that makes your business better.



**SOLUTIONS SPECIALIZED
FOR THE INDEPENDENT DEALER**



“The b3 interior fitting system is designed to create space through function, by giving kitchen users the ability to change and re-arrange their drawer organization systems at will,” said David Westover, bulthaup’s U.S. CEO. “It’s a departure from the inflexible and set drawer organizational systems of the past. The principle of form follows function is more than just a nice idea at bulthaup; it’s the basis of everything we do.”

The b3 interior fitting system is based on the use of functional prisms –geometric kitchen components and accessories that fit precisely into V-shaped channels in crafted drawer inserts that run parallel to the length of the cabinets. The idea is to allow users to change, remove and re-organize drawer organizational components and accessories over time to best meet their evolving needs.

The geometric structures –made out of solid stainless steel, solid wood and other materials- create a distinct, highly personal look and feel in bulthaup drawers and pull-outs while also fulfilling a functional role. The sliding elements are used to hold in place, organize and provide support wherever necessary. The new horizontal drawer system was also created to be more ergonomic than conventional vertical designs. The Architectural Products Product Innovation Awards (PIAs) determine and honor innovation in the development and refinement of buildings-related products that range from cladding systems to interior finishes. Judged by a group of 50 independent industry professionals, the program represents, a mechanism to impartially review product and present to readers items their peers found innovative and worth investigating.

“Building on the success of last year’s inaugural program, our second edition of the awards proves commercial building manufacturers are committed to, and are working arduously toward, delivering more sustainable products, as well as products that deliver better performance, life and affordability,” said Jim Crockett, editorial director of *Architectural Products Magazine*. For more information visit: www.bulthaup.com.

CONSUMER ELECTRONICS ASSOCIATION ANNOUNCES 2013 EXECUTIVE BOARD AND BOARD OF INDUSTRY LEADERS



The Consumer Electronics Association (CEA)[®] announced the election of its 2013 Executive Board and Board of Industry Leaders. CEA is the nation’s preeminent trade association representing more than 2,000 consumer electronics and technology companies.

“Top executives from the most successful consumer electronics and technology businesses in the country serve on the Executive Board,” said Gary Shapiro, president and CEO, CEA. “The members of the board bring experience, knowledge and innovative minds to the table. They

provide us with so much breadth and depth that it put us in a favorably strong position to lead the way for our association and industry.”

The members of CEA’s Executive Board were confirmed by a vote of CEA’s members at the CEA Industry Forum in San Francisco this week. Newly elected CEA Executive Board Members include: David Hagan, president and CEO, Boingo; Ron Freeman, CEO, AAMP of America; and David Hanchette, vice president of marketing, Legrand.

Jay McLellan, president and CEO, HAI by Leviton, and Patrick Lavelle, president and CEO, Voxx International, continue to serve on the Executive Board as chair and vice chair respectively. Randy Fry, president, Fry’s Electronics remains on the Executive Board as past chair.

PREVIOUSLY ELECTED CEA EXECUTIVE BOARD MEMBERS WHO WILL CONTINUE SERVICE INCLUDE THE FOLLOWING:

- Gary Yacoubian, president, CEO and managing partner, Specialty Technologies, LLC
- Denise Gibson
- Phil Molyneux, president and COO, Sony Electronics
- Steve Tiffen, president and CEO, The Tiffen Company
- Mike Vitelli, president, US and executive vice president, Best Buy
- Robert Fields, vice president, Sales and Marketing, Aridian Technology Company, Inc.

CEA’s Shapiro continues to serve on the Executive Board along with Glenda MacMullin, COO and CFO, CEA, serving as treasurer and Karen Chupka, senior vice president, events and conferences, CEA, serving as secretary.

CEA also announced the election of its 2013 Board of Industry Leaders (BIL). The BIL serves CEA and its Executive Board in an advisory role, helping to set public policy position and priorities for association activities.

NEW MEMBERS OF CEA’S BIL INCLUDE:

- Jim Braun, president and CEO, Dual Electronics Corporation
- Eric Davidson, president, American Automation and Communications
- Peter Fannon, vice president, Corporate & Government Affairs, Panasonic
- Jim Hamilton, corporate vice president general manager of Global Retail, Motorola Mobility
- Benjamin Hartman, vice president, Consumer Electronics, Amazon.com
- Noel Lee, head monster, Monster Cable Products Inc.
- Denise Morales, vice president, Beats by Dr. Dre

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**MADE TO MEASURE
INTRODUCING THE NEW 17CU. FT. 32"
REFRIGERATION SERIES**



We all know every kitchen is different, so the Fisher & Paykel ActiveSmart™ family is designed for choice and convenience. Now the Fisher & Paykel French Door refrigerator comes in two sizes. The 17 cu.ft. offers all the benefits of the larger 19.5 cu.ft. with unique design features to fit smaller kitchens better while keeping your food fresher for longer.

Fisher & Paykel

fisherpaykel.com



American Red Cross



Your support brings hope.

Recent tornadoes have destroyed many communities and left many families in need.

You can help.

Your donation to the American Red Cross can help provide a hot meal, comforting shelter and hope when it is needed most.

Visit redcross.org or text REDCROSS to 90999 to give \$10

Text REDCROSS to 90999 to make a \$10 donation to the Red Cross. Charges will appear on your wireless bill, or be deducted from your prepaid balance.

Msg & Data rates may apply. Reply STOP to 90999 to STOP. Reply HELP to 90999 for HELP. Full terms and privacy policy: redcross.org/m

- Dan Novak, vice president, Global Marketing, Qualcomm
- Daniel Pidgeon, chairman, Starpower
- Eric Reed, vice president, Entertainment and Tech Policy, Verizon
- David Rodarte, president and COO, NuVo Technologies LLC
- Michael Troetti, president, Coby Electronics Corp.
- Sally Washlow, senior vice president, Marketing & Sales, Cobra Electronics Corp.
- Ken Wirt, vice president, Consumer Marketing, Cisco Systems

CEA MEMBERS WHO ARE CONTINUING THEIR SERVICE ON THE BIL IN 2013:

- Jim Bazet, chairman and CEO, Cobra Electronics
- Doug Cole, senior vice president and General Manager, Universal Remote Control
- Kim Folsom, founder and CEO, ShowUhow Inc
- John Godfrey, vice president, Government and Public Affairs, Samsung Information Systems America, Inc
- Joellyn Gray, director, Marketing, Fujifilm North America Corporation
- Joe Hartsig, vice president, GMM Technology and Entertainment, Office Division, Sam's Club
- Loyd Ivey, chairman and CEO, Mitek Electronics and Communications
- Glenn Lurie, president, Emerging Devices and Resale, AT&T
- Craig McHugh, CEO, Cambridge Soundworks
- Mike Mohr, president, Celluphone
- Robert Struble, president and CEO, iBiquity Digital Corp
- John Taylor, vice president, LG Electronics, USA
- Joseph Taylor, chairman and CEO, Panasonic Corporation of North America
- Brian Wiser, SVP, Specialty Solutions Division, Ingram Micro
- Tim Baxter, president, Consumer Electronics Division, Samsung Electronics America
- Scott Burnett, managing director, Consumer Electronics, IBM
- Mike Dunn, president, Twentieth Century Fox Home Entertainment Worldwide
- Ian Geller, vice president, Business Development, Pandora Media
- Bill Holmes, vice president, Business Development, Netflix
- David Inns, CEO, GreatCall
- Henry Juskiewicz, CEO, Gibson Guitar
- Kenneth Lowe, co-founder and vice president, VIZIO
- Mark Luden, president and CEO, The Guitammer Company
- David McCalpin, GM, Home Energy Management, GE Appliances
- Dean Miller, president, Lenbrook America Corp.
- Elliott Peck, vice president and GM, Sales, Canon USA Inc.
- Scott Ramirez, vice president Marketing, Toshiba America Consumer Products
- Jake Sigal, founder and CEO, Livio Radio

CEA also owns and produces the International CES – The Global Stage for Innovation. All profits from CES are reinvested into CEA's industry services. Find CEA online at www.CE.org.

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**American
Red Cross**



Donate today!

Your help is urgently needed.

Disasters like Superstorm Sandy devastate communities. Your support ensures the American Red Cross can provide warm meals, shelter and hope to families when they need it most.

**Donate today at redcross.org
or call 1-800-REDCROSS.**

AHAM ANNOUNCES NEW BRAND & WEB SITE IN SUPPORT OF AHAM VERIFIDE PROGRAMS



The Association of Home Appliance Manufacturers has rebranded its Certification and Verification Programs to reinforce the strength and credibility of AHAM's third party testing programs for clothes washers, dehumidifiers, dishwashers, refrigerators, freezers, room air conditioners and room air cleaners. The new brand name, called AHAM Verifide, includes a modernized logo that strongly suggests the key benefit of AHAM's certification and verification programs—Independently tested products that consumers can trust. In addition, AHAM has launched a new web site, www.ahamverifide.org, to support the programs and offer visitors searchable directories of all products in the AHAM programs.

The AHAM Verifide Mark is issued solely to licensees in AHAM Verification Programs and is used to signify that specific program attributes such as volume or capacity, energy, and in some cases performance, have been certified accurately by the manufacturer and verified by AHAM in conjunction with the appropriate test procedures. The AHAM Verifide Mark can be found on the product rating label or product packaging, making it easy for consumers to recognize these products in stores. In 2013, nearly 15 million appliances will bear the AHAM Verifide Mark.

AHAM partners with leading independent testing laboratories and has performed certification services for the home appliance industry since 1967. And, in the past two years, AHAM has added additional programs for major appliances with the goal of strengthening consumer confidence in appliances available for sale. AHAM is recognized by the EPA as a Certification Body (CB) and approved to administer verification testing for purposes of the ENERGY STAR program. p 2

The AHAM Verifide brand name is a coined term, combining the words verified and bona fide. The design uses a V in the form of a check mark to immediately suggest that the product has been tested. The strong font suggests authority and the bars above and below the word Verifide suggests working within strict parameters, like the procedures used to test the appliances. AHAM is incorporated into the Mark using the same font type as used in the AHAM logo.

For more information about AHAM or its Certification or Verification programs, please contact Jill Notini, VP, Communications and Marketing or Ralph Hudnall, AHAM's Director of Certification and Verification Programs.

The Association of Home Appliance Manufacturers (AHAM) is a

not-for-profit trade association representing manufacturers of major, portable and floor care home appliances and suppliers to the industry. AHAM is headquartered in Washington, D.C. and maintains an office in Ottawa. You can visit the AHAM web sites at www.aham.org or www.ahamcanada.ca.

HOME ENTERTAINMENT SOURCE (HES) LAUNCHES DEALER-TARGETED WEBSITE, RAMPS UP MEMBER-RECRUITMENT EFFORTS



Home Entertainment Source (HES)—a division of BrandSource and the largest audio-video specialist buying group in the country—announced today the launch of its totally new website, www.HomeEntertainmentSource.net, designed to be a powerful tool to attract new members. In fact, www.HomeEntertainmentSource.net is one of many new initiatives designed to further the group's campaign to attract members.

"We are pulling out all the stops when it comes to championing Home Entertainment Source (HES) and all the unparalleled benefits of membership," says Andy Orozco, director of communications for HES. "We want dealers, systems integrators, and installers all over the U.S. to know just how powerful HES is and how much we can do for their businesses. This new website lays it all out for them in detail."

The website takes a benefits-oriented approach, outlining specific advantages of membership and backing them up with testimonials from members who sing HES's praises. www.HomeEntertainmentSource.net unabashedly reveals all its exclusive member programs, just a few of which include: fulfillment solutions Expert Warehouse and Expert Custom Warehouse, factory-direct programs, vendor partners, the turnkey Connected Source store-within-a-store initiative, the HES Summit, HES Insider magazine, peer-to-peer networking, and HES's impressive suite of marketing and business services (including member website design, email campaigns, advertising, financing, human resources, service plans, insurance and more).

"We are the largest CE Buying Group in the country, representing more than \$3.1 billion in CE Sales. In comparison with other CE buying groups, we have the most and the deepest CE programs and the largest sales volumes," says Jim Ristow, EVP of HES. "Until now, we've been relatively quiet on these points. With the new website aimed at dealers, we are beginning a more aggressive stance on self-promotion to really show prospective members the amazing lift we can give to their businesses."

For information on becoming a member, please contact Sherry Dantonio at (714) 422-0747.

Visit www.HomeEntertainmentSource.net. | continued on page 32 |



A COMPLETE KITCHEN LINE FROM THE UNDERCOUNTER EXPERTS



**SLIM-FITTING
REFRIGERATORS**



**15" & 20" WIDE
BEVERAGE STORAGE**



**NEW EUROPEAN
RANGE HOODS**



**FULL SIZE &
COMPACT BEVERAGE
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THINKGLASS INNOVATIVE GLASS SIDE PANELS CREATE FLOWING COUNTERTOPS

THINKGLASS™ ThinkGlass™ leads the way in countertop innovation, this time with their dramatic glass side panels. Great for open plans, this streamlined look leaves the kitchen open and uncluttered. The glass is beautifully textured and scatters the light in a continuous flow adding drama and interest, something granite countertops can't do. The overall result is an artistic creation on the edge of glass design.

Although they appear to have a delicate, almost ethereal beauty, these glass countertops can easily withstand the demands of even the busiest home chefs when created to a thickness of 1.5 inches. For the continuous 'leg' or side panel a slightly thicker 2" piece is an ideal choice to make a statement that is awe-inspiring.

For the leg, the thicker the glass the more impressive the texture. The Ice texture is ThinkGlass' most powerful, with a luminosity and impact like never before seen in the glass industry; and when illuminated it takes an even more dramatic turn!

ThinkGlass countertops are made from recyclable glass, and each countertop is unique, with a huge selection of molded textures and hand-painted colors. Customers can personalize their design by selecting their glass thickness, edge treatments and adding options like LED lights. The end result is a smooth, glossy finish that is as strong and durable as any natural stone or manmade countertop material.

The transparency of glass countertops and their continuous side panels adds a sophisticated style to any kitchen. Virtually

maintenance-free, their textured finish hides fingerprints and is impossible to stain. They are naturally resistant to mold and mildew and can endure high heat without cracking or scorching. Because glass is non-porous and requires no sealant, it is a healthy, hygienic choice for use anywhere in the kitchen. The addition of LED lights literally lights up the kitchen. For more information about ThinkGlass products, visit thinkglass.com or call 1-877-410-4527.



AMEREC STEAM NAMED VENDOR OF THE YEAR BY PREMIERDPH



Amerec Steam was named Vendor of the Year by PremierDPH Buying Group at their annual conference held recently in Kissimmee, Florida. The award was presented to Amerec Steam in recognition of their commitment to quality in products, customer service and representation in the field.

The award was accepted for Amerec Steam by Jim Hass, sales director. "It is a tremendous honor to receive the PremierDPH Vendor of The Year Award. Amerec is proud to be a part of the PremierDPH family and we appreciate the support we receive from the group management and the members," said Hass.

"The Vendor of the Year award is the highest honor that we as an organization give to a preferred vendor. Amerec Steam has gone above and beyond to help grow PremierDPH. We commend them for helping us create win-win relationships between manufacturers and dealers," said Eddie Schukar, vice president of vendor relations for PremierDPH. For more information, contact Glynne Morgan, Director of Membership, at 713-723-3545 or glynne@thebgs.com. **RO**



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TAMIE GLASS
CENTRAL SOUTH
\$25,000 National
Grand Prize Winner



THERMADOR RE

KITCHEN DESIGN GRAND PRIZ

The Luxury Appliance Brand Awards a Total of
Finest Thermador Kitchens in The Nation; Sets the

Thermador is proud to honor the extraordinary trade professionals who have helped us become the centerpiece of America's most innovative and luxurious kitchens. Thank you, for helping us continue to transform and re-imagine the possibilities of what a kitchen can be. Congratulations to the 8 regional winners of the Thermador Kitchen Design Challenge! Browse each winner's entry for their unique and inspiring vision of the American Kitchen.

With the help of interior designer and HGTV personality Candice Olson, Thermador announced the grand prize winners of its prestigious Thermador Kitchen Design Challenge at its showroom in Irvine, Calif. On hand were eight contest finalists who already received \$5,000 in cash each and an all-expense paid trip to Southern California for the week-long celebration. Two grand prize winners took home a total of \$50,000 after being awarded

KITCHEN
DESIGN
CHALLENGE
2010 ←

REVEALS ANNUAL IGN CHALLENGE ZE WINNERS

\$50,000 to Kitchen Designers for Creating the
Stage for the 2012-2013 Kitchen Design Contest

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IGN
LENGE
→ 2011

an additional \$20,000 each for their inspiring Thermador kitchen designs and two runners-ups were both awarded \$10,000—amounting to more than \$100,000 in cash and prizes awarded throughout the contest. We received an overwhelming response to our Kitchen Design Challenge. The expertise and quality of designs were bar none, some of the most memorable and noteworthy entrants from around the country. “These are some of the brightest kitchen design professionals in the business, and seeing the amazing results from utilizing Thermador luxury appliances is incredibly inspiring,” said Zach Elkin, director, brand marketing of Thermador. “These designers know what culinary enthusiasts need and have created stunning, yet functional hubs of the home that beautifully showcase Thermador’s capabilities in the American kitchen.” | continued on page 36 |



DEREK BYLER
NEW YORK
\$15,000 Runner-up Winner



JENNIFER ROWE
SOUTHEAST
\$15,000 Runner-up Winner





JEFF BROWN
MID-ATLANTIC
\$5,000 Finalist



AIMEE NEMECKAY
CENTRAL NORTH
\$5,000 Finalist



GRAND PRIZE WINNERS:

Tamie Glass, Austin, Texas — Tamie Glass, Inc.
Contemporary/Modern

Glass' kitchen, the Ledge Mountain Residence in Austin, featured full overlay cabinetry that provided a natural fit for the Thermador Masterpiece Series while supporting the goal of incorporating a sleek and integrated appearance without sacrificing function and innovation.

Morgan Keister, Paradise Valley, Ariz. — Morgan Kofron, LLC
Traditional/Transitional

Keister's entry, from a residence in Paradise Valley, achieved the goal of creating an energetic center of the home — which also happened to be her own. Keister's design was created to entice guests into instantly gravitating to the kitchen.

KITCHEN DESIGN CHALLENGE

NATIONAL GRAND PRIZE WINNER

Morgan Keister—Southwest
Style: Transitional

PRODUCTS:

- 30 inch Built-In Fresh Food Column T30IR800SP
- 30 inch Built-In Freezer Column T30IF800SP
- 48 inch Professional Series Pro Grand Commercial Depth Dual Fuel Steam Range PRD48JDSGU
- 30 inch Professional Series Convection Warming Drawer WDC30JP
- Built-in Traditional Microwave MBES
- Thd BI Trim Kit, 27", Convection MW, SS
- Built-in fully automatic coffee machine BICM24CS Stainless steel

NATIONAL GRAND PRIZE WINNER

Tamie Glass—Central South
Style: Modern

PRODUCTS:

- 36 inch Built-In Bottom-Freezer T36IB800SP
- Masterpiece™ Series Steam and Convection Oven MES301HS
- 27 inch Masterpiece® Series Double Oven MED272JS
- 30 inch Masterpiece® Series Induction Cooktop CIT304KM

NATIONAL FIRST PRIZE WINNER

Derek Byler—New York
Style: Traditional

RUNNER-UP WINNERS:

Derek Byler, Hershey, Pa. — Heart of the Home Kitchens
Contemporary/Modern

Jennifer Rowe, Santa Rosa Beach, Fla. — Kitchens Etc., LLC
Traditional/Transitional

To see each of the winners' kitchens, visit: www.thermador.com/trade/kitchen-design-challenge. The Thermador Kitchen Design Challenge invites professional kitchen designers, builders and architects to enter their most impressive kitchens equipped with Thermador appliances. The Challenge will take place again for 2012-2013.



JAMIE NICHOLAS
\$5,000 FINALIST
NEW ENGLAND
\$5,000 Finalist



JUSTIN PARKER
DISTRIBUTOR
\$5,000 Finalist



RO

GE PRIZE WINNER DETAILS

PRODUCTS:

- 48 inch Professional Series Pro Grand Commercial Depth Dual Fuel Steam Range PRD48JDSGU
- 48 inch Professional Series 24 inch Deep Wall Hood PH48HS
- "KEEP HOT SHELF 48"" SS"
- 30 inch Built-In Freezer Column T30IF800SP
- 30 inch Built-In Fresh Food Column T30IR800SP

NATIONAL FIRST PRIZE WINNER

Jennifer Rowe—Southeast
Style: Traditional

PRODUCTS:

- 30 inch Professional Series Double Oven PODC302J
- Built-in fully automatic coffee machine BICM24CS Stainless steel
- Built-in Traditional Microwave MBES
- Thd BI Trim Kit, 30", Standard MW, SS
- 36 inch Professional Series Rangetop PCG366G
- Panel Ready Sapphire 24 inch 6 Programs and 5 options DWHD650JPR

RUNNERS UP:

- Jeff Brown—Mid-Atlantic
- Aimee Nemeckay—Central North
- Jamie Nicholas—New England
- Justin Parker—Distributor

Making the Move to Mobile

Like most people, I'm always on the move. Just yesterday, I went to my trainer at 7 a.m., had an appointment during lunch, stopped at the dry cleaners on my way back to the office and had a class last night. On other days, I go to meetings at Starbucks, run to the grocery store or stop for gas—and don't ask me where I might be on weekends.

I'm likely to already be out the door when I realize I'm not sure exactly where I'm going or that I want to be sure the store I'm headed to has what I'm looking for.

Not only are Americans mobile, but they're also in time bankruptcy. Shopping isn't a leisure activity like it once was. Now, it's run in, grab what you need and move on to the next errand.

Americans are on the move but are you? Technology is ever changing and evolving. Last year's state-of-the-art is practically passé. Now that you've finally finished that great website complete with product catalogue and shopping cart and you think you've made adequate technology investments, it's off to the races again.

Folks on the go want more limited, but very specific, information about your store... and they want it fast. They're not sitting at their computers surfing aimlessly around the web and few are opening up their laptops before they bolt out of their cars. Fortunately, with the explosion of Smartphone adoption, and new mini-tablets like the Kindle Fire and Apple Mini iPad, folks can easily access whatever information they need wherever they are.

More mobility means that prospects need to be able to find out just enough about you to make their trip to your store



worthwhile. They don't want to browse through an entire product catalogue, but they want to know what product categories and brands they'll find in your store.

I recently spoke with a dealer who was all excited about this big move to mobile. He was ahead of the curve because his tech folks had already developed a mobile version of his website. He eagerly grabbed his iPhone to show it to me. "Gee, John. Where's your address?"

A mobile site could include as few as five pages. Here are the most critical things to have on a mobile site for retailers:

- Home page with company logo, address, phone number and business hours
- Map page
- Click to call page
- About us page
- Page listing product selection and brands carried.

You could also add a page listing special sales, unique offers and extended financing options. For those prospects wanting more information, a 'click to see full site' tab is another good option to have.

There are a number of good vendors, like Dudamobile, that can help you convert your desktop website to a sleek, light mobile site.

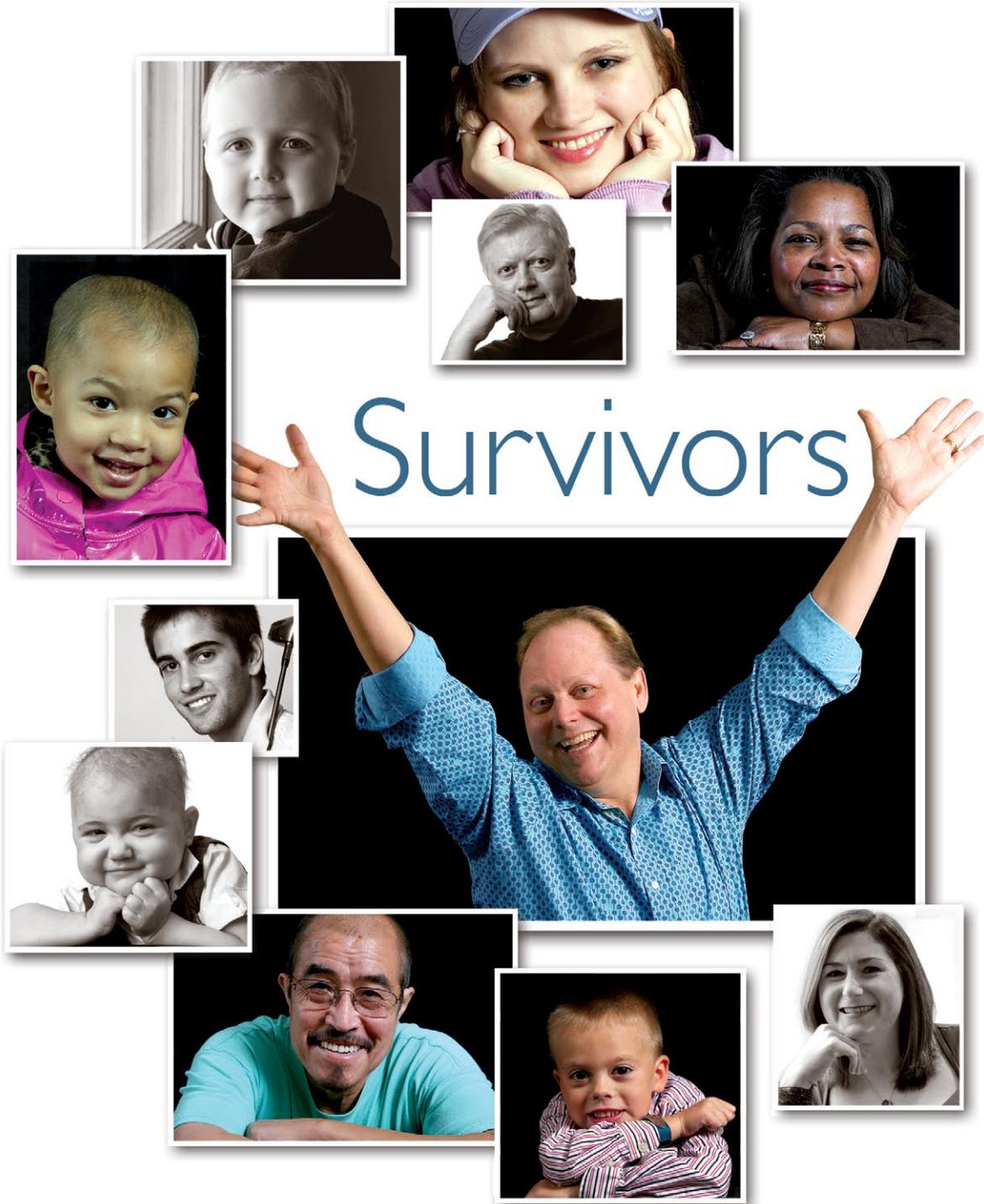
So, in case you're reading my column on your tablet or Android phone, I'll keep it short and to the point.

Get a mobile site. Now.

Best wishes for a happy, healthy and prosperous New Year. **RO**

Elly Valas is the Marketing Services Director for Nationwide Marketing Group. She can be reached at elly@ellyvalas.com or at 303-316-7569. Visit her website at www.ellyvalas.com.





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How Do You Rate?

How You Impact Your Employees and Their Productivity

In a recent survey, workplace expert Michelle McQuaid found that 65 percent of workers in the United States would be happier if they had a boss who recognized their good work. On the other hand, only 35 percent of those surveyed said they would be happier if they got a raise.

McQuaid also has found that bosses can affect employees' health by wearing down their immune systems and "leaving us at risk of more colds, diseases, strokes, and even heart attacks" and can make employees so anxious and stressed that they don't perform well at work. "We also take our bad mood home to the people who love us most and wind up damaging our relationships," she writes.

Thirty-one percent of the respondents to McQuaid's survey said they don't feel their bosses appreciate them, and only 38 percent said their bosses are doing a good job.

How would your employees rate you as a boss? Are you responsible for poor-performing employees? Are you costing your company money because your employees leave? It might be time to take a good, hard look at how you manage—and treat—your people.

Do you coach and nurture your employees? This is critical, if you want to develop employees who not only will be high performers—but who will make you look good in the process. Think of yourself as the coach of your favorite NFL football team. You wouldn't expect your players to take the field every week without your guidance and going on to win the Super Bowl, so why would you expect your employees to come to work

every day and perform at their highest levels? Tell them what you need them to do, give them the tools to do it, and watch them rise to the occasion.

Do you treat your employees with respect? We've all seen—and many of us have worked for—bosses who rant and rave and expect their tirades to motivate their employees to perform at higher levels. If anything, the result is the opposite. Don't kid yourself; your employees can sabotage your career by making you look bad. On the other hand, if you treat your employees with respect, they will respect you and will work hard to earn your approval.

Do you praise your employees? Nothing will motivate your employees to do well more than praise, particularly public praise. It's no secret that we all crave recognition, whether we are earning minimum wage or are at the senior executive level. When you praise your employees, you are letting them know you appreciate them and, when they feel appreciated, they will do whatever it takes to meet—and exceed—your expectations. Simply put, praise will drive performance.

Do you give your employees feedback on a regular basis? We all need to have benchmarks, some way of tracking how we are doing. Feedback is one way of doing so. Employees want some type of report card, something that lets them know how they are performing and that helps them to build on their strengths and improve their weaknesses. Annual performance reviews are fine and usually are conducted only as an

assessment on which to base a pay increase, but they do nothing to help employees improve their performance.

Do you provide your employees with the tools they need to do the job? Part of coaching is identifying training that will help employees improve their performance and productivity—and then making that training available. That might mean developing in-house training programs, purchasing training programs from outside experts, making tuition reimbursement funds available to employees, or providing one-on-one skills assessments and individual coaching. Not only does training improve performance, it sends a message that you value your employees enough to spend time and money to help them do their jobs—and do them well. A well-trained employee is a high-performing employee—and a high-performing employee is a happy employee.

Start the New Year out by making a commitment to yourself—and to your employees—that you will do everything in your power to become a better boss. You will be surprised at the results: increased productivity, decreased turnover, and a much more pleasant work environment—for you and your employees. **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



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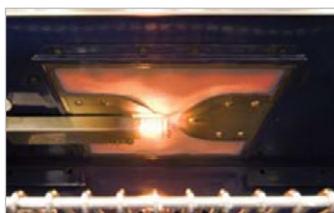
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It's All About Our People

Recruiting and Hiring Super Star Employees

A business can't grow without good employees. We need people who look good, act appropriately and professionally, do what is good for the well being of the business and have the ability to think on their feet, and make the right decisions. That's not easy to find. That's why we are always in a recruiting mode.

I believe there are 5 rules when it comes to personnel:

- **Rule #1**

There is always an opening for someone good. The cream always rises to the top. Even if you are over staffed, never let the super star get away. Great employees will find things to do to become productive and weak employees will do nothing and make it very easy to let them go. Actually, they generally leave because they learn to hate the super star and they keep telling you how bad they are and how everyone is going to leave if they stay. Whoever reports that to you is the problem and needs to find a new place to work. It's like the movie, *The Godfather*, the one that comes to you is the traitor.

- **Rule #2**

You are always recruiting. Never stop. Always be on the lookout for that super star. Always, everywhere you go.

- **Rule #3**

All of your employees are aware of rules 1 and 2. It keeps them on their toes

- **Rule #4**

Super stars are rarely looking for other jobs. They are usually happy and appreciated. You want to hire the people other businesses can't live without. Now we are talking about a very valuable asset.

- **Rule #5**

Now how to steal ethically. Every time you go out shopping or deal with anyone who has contact with the public and they give you exceptional service, do the following: compliment them on the great service and tell them that your company is always looking for people just like them. Tell them, "If you ever think of changing jobs (then add, but I know your boss must REALLY appreciate you and the work you do), give me a call—we find openings for people like you. If not keep up the good work, you did a great job."

Now ask yourself what happens if that person's boss comes back and he/she is in a bad mood and starts yelling at this person for no apparent reason. It happens. How long do you think it will take to receive a call? Or that person wonders if the boss really does appreciate the things they do. Many times they pass the name on to their friend who might be looking to change jobs. They call you to tell you they are as good as their friend and want to work at a place that appreciates their employees. It's honest and ethical and it works.

There is only one problem and that is that those people are few and very hard to find. I got an email from a reader this week that was the inspiration for this article. She went to the mall to see how many of these super stars existed to try to tactfully and ethically share a compliment. She visited 22 stores and only encountered 2 people who were even worthy of any type of compliment.

Maybe the mall isn't the place to go, but now she began to understand why her store got compliments on their service when she felt it could be even better. The state of service is at an all time low, or is it? No, service isn't at an all time low. There are more services offered today than ever before but what's missing is the customer connection. I'll take bad service if the person is trying hard, and is likeable, friendly, and engaging. That's making a connection with a person. That is what is at an all time low. Of course you might say isn't that service? No, I believe that is the way the service is delivered, not the service.

So remember, you are always recruiting but recruit the people who know how to connect with people because that's the hardest concept to teach. **RO**

Rick Segel, author of The Retail Kit for Dummies, helps retailers and vendors partner so everyone sells more! Visit Rick's website at www.ricksegel.com



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The Language of Hope

Set Your Intentions for Success!

Perhaps your in-box is flooded with well-wishers encouraging you to make this next, new year a bigger success than ever before? And why not? What's the alternative?! Perhaps you are on the verge of a business reinvention? It's time to look into 2013 as a new year, and a new horizon.

STEP ONE: Identify Your Intentions

As a former writing teacher, I believe in the transformative power of writing, and so it is the tool that I use when I need to gain clarity.

The first step for me in setting my intentions is to write, and my coaching clients do these exercises when we are working on their intentions. I like journals, although I'm a very fast typist and I could do this process via a keyboard. You choose what works for you. I also suggest that you write for a timed period (5-10 minutes), do not stop even if you get stuck, and to tell the truth—go for the jugular. What's very important in setting intentions, which is not the same as setting a goal or adopting an initiative, is that you must give yourself permission to be utterly honest.

Use questions, or prompts, as a jumping-off spot. Here are some that I like:

1. *If money were no object, and I could do anything...*
2. *What I really want to do is...*
3. *This is how I envision the best version of me (or my business)...*

Any sort of statement or question like these can work. The idea is that you prompt yourself to do a little dreaming, a little visioning, and pay attention to what resonates there for you.

From this exercise, you can select what really stands out strongly for you. I generally

recommend selecting your top 3 ideas to create your intentions. These intentions can touch every area of your life, including work—it's a significant investment of you, so it should definitely be intentional rather than accidental!

STEP TWO: Make It Welcome

Sometimes we've all set goals or created resolutions at the beginning of a new year and have not accomplished them. In essence, we failed at following through or making it happen. I suggest a new approach, and that of making your life welcome to receive these great intentions that you're setting. Even that subtle shift creates a different mindset, and often a tough one from a confirmed do-er devoted to busy-ness. You can look at the intentions and break them down into smaller pieces, chunks or tasks on a list, but all the lists and task organizers will not help move you toward your intentions if you're not making your life welcome to actually receiving. For example, I might set the intention of being a sought-after speaker and presenter, but if I don't update my website or tell people I'm a speaker, I'm not welcoming that good stuff that could be coming my way. The other trap we can fall into is that we do not have to have a six pound Franklin-Covey planner and Gantt chart wall paper to make our intentions a reality: you just need to take the first step. The very next, first step toward making your life welcome to get what you want.

In organizations, especially, we can get really bogged down in the details and forget to take the first step to making our intentions a reality. Don't make the mistake, as I tell many of my mentoree clients, to spend your time "getting ready to get started to get going..." Make the first, next action.

STEP THREE: Adopt a Vocabulary of Hope

Hope is the belief in the good yet to come. The alternative—hopelessness—is just not an acceptable option! I think it's important to distinguish between what I like to call "wishing language" versus a vocabulary of hope. "I wish I..." or "I wish they..." is not very strong language and doesn't create any external or internal conviction. A vocabulary of hope is different: it's full of possibility, creativity, a sense of optimism and expectation. A vocabulary of hope in an organization is energizing and empowering; wishing language is hesitant.

Pay close attention to the language you use as you move forward into the work of setting goals, assigning or delegating tasks, identifying roles and responsibilities. And when considering your own intentions increase your awareness of how you are talking to yourself about what's happening (or not happening).

I LOVE reinvention. I love the questions, "What if?" and "What next?" and "I wonder...?" Here, at the beginning of the next phase in your success, in your life, give yourself the space and place to dream big and set intentions that are resonant with who you are and how you're making your corner of the world, and your business, better. **RO**

Libby Wagner, author of The Influencing Option: The Art of Building a Profit Culture in Business, works with clients to help them create and sustain Profit Cultures. www.libbywagner.com



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Are Your Teams Really Working Groups?

Teams are a critical component of every organization as the predominant vehicle for decision-making and accomplishing tasks. A team is defined as a group of people who need each other to accomplish specific results.

Teamwork represents a set of values that encourages listening, responds constructively to views expressed by others, gives others the benefit of the doubt, provides support and recognizes the interests and achievements of others. These values help teams, their individual members, and the entire organization perform.

In many organizational environments, working groups and teams are both essentially used in the same way despite there being a measurable difference between the two. Working groups are simply a loose combination of individuals working toward a common goal. These groups' structures will vary according to the makeup and personalities of the members. Teams, on the other hand, are governed by a specific team structure that takes into account member roles, responsibilities, rules and boundaries.

It is important for leaders to understand the distinctions between groups and teams. Most individuals who work within groups perform as individuals. Teams require a common commitment to which members hold themselves mutually accountable. They are committed to a common purpose and a set of performance goals and approaches.

Teams differ fundamentally from working groups because they require both individual and mutual accountability. Teams go beyond group discussion, debate and decision-making and do more than simply share information and best practice performance standards.

To understand how teams deliver extra performance, it is important for leaders to distinguish between teams and other forms of working groups.

- **Results & Accountability**—A key distinction between groups and teams is found in performance results. A group's performance is a function of what its individual members do as individuals: members don't take responsibility for results other than their own, nor do they attempt to develop incremental performance contributions requiring the combined work of two or more members. A team's performance includes both individual results and the collective results of the team. The collective results reflect the joint and real contributions of team members.
- **Leadership**—A strong and clearly focused leader typically directs working groups. Due to the nature of the group's leadership, the individual leader has the ability to influence the work and results the group produces. Teams, on the other hand, develop shared leadership roles that are established by team members. This reduces the influence of a single team member on the results of the team.
- **Purpose**—Working groups focus on a purpose that is the same as the broader organizational mission, whereas teams focus on a specific team purpose for which they are established to address. The team focuses on a specific purpose, and the results are focused to particularly fulfill that established purpose.
- **Output**—Teams produce discrete work products through the joint contributions of their members. Possible performance levels are greater than the sum of the individual contributions of its members. Working group performance, however, is simply the product of the results of individual members.

- **Meetings**—Working groups perform their work in efficiently run meetings. Teams encourage open-ended discussions and active problem solving throughout their meetings. The team meeting is specifically structured to encourage these activities. Within this structure, meetings are guided and directed by the roles and responsibilities of team members and are defined by the boundaries and framework established by the team to govern its activities.
- **Measurement**—Working groups measure their effectiveness indirectly by their influence on others. Teams measure performance by directly assessing the collective results of the team and its ability to fulfill its purpose and mission. The results of the team make something specific happen, and that adds real value to the results. By contrast, gathering as a working group from time to time does not sustain the group's performance.
- **Methodology**—Working groups discuss, decide and delegate the work of the group to individual members or committees. Teams discuss, decide and then complete the real work required together as a team. Within teams, performance goals are compelling; they challenge individuals to commit themselves as a team to make a difference within the organization. Since goals are challenging, the onus is on the team alone to make it happen. **RO**

Contact Timothy Bednarz at timothy.bednarz@majorium.com, or 715.342.1018

Excerpt from: A Team's Purpose, Function & Use: Pinpoint Leadership Skill Development Training Series



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The Retail Observer

AN EYE ON THE INDUSTRY SINCE 1970

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PUBLISHED FOR INDEPENDENT RETAILERS AND DESIGNERS
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The Do or Die of Experience in the

CONSUMER BEHAVIOR HAS CHANGED, DUE TO ADVANCED TECHNOLOGIES. SOME RETAILERS TOOK ADVANTAGE OF EMERGING INNOVATIONS, WHILE OTHERS FAILED TO STAY RELEVANT AND DISAPPEARED

Comedian Eddie Cantor once said, "It takes years to become an over-night success." Conversely, you don't wake up one morning and find yourself out of business either. Many retailers have seen their business change gradually over the past decade. Advanced technologies have changed consumer behavior. Some retailers took advantage of emerging innovations, while others failed to stay relevant and disappeared, and these changes are still gathering momentum.

In the late 20th century, size drove retail. Giants formed by swallowing smaller players and produced greater efficiency. As a result, consumers enjoyed competitive prices, extensive variety and the convenience of one-stop mega stores. This era of

consolidation produced Walmart, Target and other Big Box retailers. Economy of scale gave big players an advantage that forced new entries to rely on innovative concepts. Climbing to the top of Maslow's hierarchy, specialty stores emerged offering unique products, professional expertise and exclusive shopping experiences. These stores catered to the needs of a growing market segment eager to discover more distinct offerings and enhanced value. What Walmart did for value goods, Apple did for consumer technologies. As Barnes & Noble created the book mega-store, Chanel crafted a high-end experience for ready-to-wear, launching a trend of building value that many niche retailers emulated. Retailers redefined



In-Store Customer New Age of Retail

the limits of their respective brands, pursuing greater customer loyalty. The big got bigger and better by managing inventories more efficiently, optimizing product merchandising and streamlining the buying process, while specialized retailers increased value through perception, creating a lasting experience that customers would remember and identify with a particular brand. Experience meant value and value became the secret ingredient for specialized retailers to compete survive, and grow.

Enhanced fixtures, creative store design and attractive inventory presentation is only one part of the formula. In order to preserve, and grow customer base and customer spending per-square-foot, retailers must rely on engagement, personalization, communication and convenience-enabling technologies. Competitive in-store engagement requires implementing dynamic digital media, transforming spaces into live canvases and turning flat messages into real, in-the-moment, relevant and personalized experiences in the same way that Microsoft has already achieved this in their flagship store.

It's not just about improvements in look and feel. New technologies help retailers deliver the easier shopping experience, faster checkout and shorter wait-times that customers demand. B&H, a large supplier of photo and electronics, uses robotic arms to carry merchandise and automate product selection to free-up shopper hands. CVS and Home Depot use self-checkout

points, and Apple's 'geniuses' moonlight at point-of-sale. Intuitive interfaces, mobile and miniaturized payment processing systems, computerized sale processes and automation are just a few examples of how technology increases convenience for the everyday consumer.

Communication with customers extends beyond the store, providing a consistent experience online and via mobile applications that create relationships between brands and consumers filling in between visits to stores. These technologies help drive in-store visits, sometimes, replacing physical visitation with e-commerce, and often create better customer service experiences. AT&T utilizes an array of technologies to create a completely immersive shopping experience that continually connect and inform their customers while communicating brand values.

The conversation between a brand and any two of its customers shouldn't be the same. Big data, arguably the one of the hottest technologies available, is at the base of this retail trend allowing personalization. The ability to collect detailed information about buying behaviors, coupled with decreasing computation costs, and the development of data mining algorithms, allows a whole new level of customization.

Retailers must continue to seek tools that better manage customer flow and engagement to deliver effective messaging and targeted

marketing campaigns. New technologies will educate the customer utilize and interpret data collected from point-of-sale. Inventory management and social media will function in real-time to pass information to the customer. Automated content creation and personalized messaging, dynamic promotions and targeted branding will send personalized messages directly to a display or mobile device. Analytics modules will measure the influence and effectiveness of such promotions and optimize the content. Valid ROI models will emerge, giving digital-out-of-home the same credibility that conversion tracking gave e-commerce.

By integrating technology with store design and embracing digital as an integral part of the retail environment, retailers can create value for customers while maintaining the relationship essentials of successful brands. By streamlining the shopping processes, making improvements in convenience, providing assistance with decision making, and enhancing the overall shopping experience, retailers can now benefit from more intractable loyalty. It won't happen overnight, but tomorrow isn't too far away. **RO**

Noam Levavi is founder and CEO of YCD Multimedia, is a DSE 2013 speaker co-presenting "Retail Customer Experience in a Connected World," (Seminar 8) Wed, 2/27. www.DSEnow.com www.ycdmultimedia.com



Check Out: Checkout Technology

If You Haven't Invested in Mobile Retailing, Now's the Time!

As I write this column, the holiday season is in full throttle. And if you have dared to brave a mall or any other retail space recently, you'll know that mobile technology has revolutionized the way we move around the store, wait in line, check out, and even the way we handle our receipts. All of these things have an added benefit for both the customer and purveyor by offering the customer convenience and the retailer valuable digital data, all via a process that is virtually seamless to the customer. A recent survey by Shop.org found that nearly half of retailers have an optimized mobile site or smartphone app, with 16 percent planning to increase their investment in mobile technology.

IBM, for example, recently launched retail technology that lets customers scan barcodes with their own Android or iPhone and then check themselves out at a self-checkout station. Not only does this allow customers to shop at their own pace without standing in long lines, it reduces labor costs for retailers.

The first retailer I noticed innovating with technology and the customer experience was the Apple Store a few years ago. I was waiting in line to purchase a simple iPhone cover, but the two clerks at the registers were busy with other customers. A blue-shirted employee came over with his barcode scanner attached to an iPhone and asked if I was paying cash. The answer was no, so I thought I was immediately out of luck and would have to go on waiting in the insufferably long line. The clerk, however, actually wanted to check me out then and there via credit card, with no access to the registers. He quickly scanned my credit card, then politely asked if he could email my receipt. I was thrilled by the prospect of actually having a receipt that wouldn't get lost in

my wallet or pocket and end up covered with lint from the dryer and therefore made no reservations about offering my email. The experience was positive; I saved time waiting in line, helped save the planet by not printing a receipt, had a digital record of my purchase and was on with the rest of my day in a matter of minutes.

Conversely, I was at a big department store recently—I won't name names—endeavoring to buy my family some holiday gifts. I had quite a few presents to pay for, but the store was sweltering, and the clerk was fumbling with his smartphone scanner device. For each item, he tried scanning it at least two times before finally surrendering to doing things the old fashioned way and punching barcode numbers in by hand. The line of grumpy shoppers behind me began to huff and puff until finally, I told the clerk I would come back another day when their technology—not to mention their AC—was in working order. The point here is, while wireless scanning technology can be a great convenience to keep customers moving, reliability of the technology and the network are also extremely important. In fact, as witness of my own experience, you could lose a sale if your equipment backfires.

Retailers are also making strides by capturing email addresses at checkout, helping them build their digital marketing database. However, you must be careful about how you are asking for these email addresses. For example, if you ask a customer for their email address point-blank without offering a reason, most likely the answer will either be "no," "what for," or—even worse—you'll be given a false email address or one that was specifically set up by the customer to field unwanted marketing solicitations. On the flipside, if a retailer asks if the customer if they'd like the



receipt emailed to them, they are much more likely to agree to give out this guarded information.

Many retailers now have their own mobile apps. BrandSource, for example, has an app that allows our customers to find the best deal without scouring the Internet, find a retailer near the customer, and even gives them directions to the store—all right from their iPhone or Android. As an added bonus, sales people are always current, having the most up-to-date pricing and Spiff information available at the touch of a finger, along with information on competitors' pricing.

Whether you're ahead of the mobile retail curve or behind it, one thing is clear: The technology isn't going anywhere. In fact, it's only getting better. Investing in this area of your business will offer the retailer many benefits—from saving on labor costs, building marketing databases, to providing a better customer experience. **RO**

John White is a 21-year veteran of the appliance industry and is currently serving as the Executive Vice President of Appliances for BrandSource.



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Extended Service Agreements

The Hidden Honey Hole

Traditionally, the furniture industry has not been involved in offering extended service programs, yet the evolving retailer trends suggest now is the time to begin. Extended service agreements have long been an important, if not critical, part of the merchandising plan of major appliance and consumer electronics dealers. As profit margins decreased, the extended service agreement became the source that many successful retailers relied on to provide needed margin. It also became the vehicle to support customer service. Selling extended agreements to consumers can be relatively easy when presented properly.

As the economy and consumer spending trends continue to shift, one aspect of the furniture business remains the same—it is an investment. Consumers are not buying furniture with the expectation or intention of replacing it anytime soon; rather they are investing in higher quality furniture to ensure they get exactly what they want. It is important to consider these purchase habits and understand the degree of trust customers are putting into the integrity of furniture products. This opens up a huge door for the furniture industry, allowing retailers a chance to utilize service agreements to protect the customers' investment.

The furniture business has been able to maintain more robust margins. The furniture dealer has traditionally absorbed customer service and consumer accommodations; however, as today's market has compressed and more players are competing for the furniture buyer, we are challenged to maintain customer service and profitability.

Given this obstacle, there is a stronger need for the furniture industry to expand and put to use profitable extended agreements. With an extended agreement, the consumer will leave the store feeling confident that if a problem arises with their furniture, it will be covered under the warranty offered. This leaves the consumer with a sense of security, knowing that accidental stains, tears, rips, punctures, burns, scratches or gouges in their leather, wood, or upholstery furniture is covered. The time has come for a comprehensive extended service program for the furniture industry in order to meet the objective, which is to raise profits and increase profit margins.

Most furniture dealers are involved to some degree in the fabric protection business, yet few offer a full service program. Fabric protection, leather care and finish coverage on case goods are very important but fails to address the majority of the customer service issues that arise. A comprehensive extended service program will not only address these issues, but also does so profitably.

Extended service attachment rates are rising as consumers are looking for assurance that the products they purchase will function and maintain structural integrity. Their buying decision can be highly influenced by the availability of all of these assurances. Knowing that the retailer offers a program to cover the cost of maintaining a product and more importantly, to provide that service by qualified specialists, will build confidence. With management commitment and minimal training, many retailers are achieving more than 50%

attachment rates at better than 50% net profit. No program can cover every issue that arises, but fortunately, a properly managed extended service program will cover most problems and provide the funding required to cover the accommodations that fall outside the norm. There is no better vehicle to "tie" the customer to the store. If they have a problem they must come back to you and you get to be the "hero", which is key to making the problem go away! It is an essential component of exceptional customer service.

The program is designed to be offered at a point of sale and sold as part of a package. As pricing is based on retail price tiers instead of individual pieces, it encourages group sales, sofa and love seat, chair and ottoman, cocktail table and end tables, etc. Extended service sales are traditionally commissioned on the sales floor and provide additional income for associates—a win, win.

Nationwide Marketing Group understands the benefits and the profitable opportunities that come from selling extended warranties. Additional profits, enhanced customer service, associate compensation and customer loyalty are but a few of the inherent advantages of the Nationwide Marketing Group's NSI Furniture Extended Service Program. **RO**

Bill Bazemore is the Vice President of Furniture for Nationwide Marketing Group. Contact furniture@nationwidegroup.org or call (770) 442-9726





UPCOMING EVENTS

JANUARY 1 — NEW YEAR'S DAY

JANUARY

7-10

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www.psaworld.com

8-11

INTERNATIONAL CES CONSUMER ELECTRONICS SHOW
Las Vegas Convention Center
LAS VEGAS, NV
www.cesweb.org

14-20

LIVING KITCHEN 2013
Koelnmesse Fairground
COLOGNE, GERMANY
www.livingkitchen-cologne.com

21-24

ARCHITECTURAL DIGEST HOME DESIGN SHOW
Pier 94
NEW YORK CITY, NY
www.archdigesthomedesignshow.com

22-24

2013 NAHB INTERNATIONAL BUILDERS SHOW
Las Vegas Convention Center
LAS VEGAS, NV
www.buildersshow.com

28- FEB 1

WINTER 2013 LAS VEGAS MARKET- GIFT+ HOME - VEGAS KIDS
World Market Center
LAS VEGAS, NV
www.lasvegasmarket.com

FEBRUARY

0-12

VDTA/SDTA CONVENTION & SHOW
Las Vegas Convention Center
LAS VEGAS, NV
www.vdta.com

17-20

BRANDSOURCE NATIONAL CONVENTION & EXPO
Marriot World Congress
ORLANDO, FL
www.brandsourceconvention.com

26-28

DIGITAL SIGNAGE EXPO 2013
Las Vegas Convention Center
LAS VEGAS, NV
www.digitalsignageexpo.net

MARCH

2-5

INTERNATIONAL HOME + HOUSEWARES SHOW
McCormick Place
CHICAGO, IL
www.housewares.org

3-6

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6-9

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9-12

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13-16

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BrandSource Unveils Big Plans for Winter Summit in Orlando

Full Assortment of Cloud-Based Management Services for Mobile Devices, New Home Furnishings Collections and More

BrandSource has big plans for members attending the organization's upcoming Winter Summit Feb. 17-20 in Orlando, Florida. Attendees will have the opportunity to preview a new cloud-based business management solution that lets members check accounts payable and receivable, manage sales and transactions, inventory and more – all from their mobile devices. BrandSource will also unveil new home furnishing collections, offer red-hot buys at its popular "Stampede" event and host a charity golf tournament benefitting the organization's scholarship fund.

Expert Tech, the new BrandSource cloud-based management system for mobile devices, acts as a central communications system placing complete transactions into the palm of members' hands.

"This incredibly fast and efficient service takes IT completely out of the store and puts it into your mobile device," said Bob Lawrence, CEO of BrandSource. "Members can check inventory, finances, and more, and spend their valuable time doing what they do best – selling products and services to their customers."

The BrandSource Summit will also feature a full assortment of information-packed seminars and workshops led by high-profile speakers and educators. The keynote speaker is Gair Maxwell, also known as the Branding Provocateur. Combining humor, multi-media and in-the-trenches experience, Gair will help attendees obtain more mileage from their marketing dollars. Maxwell has shared the stage with notable personalities including Richard Branson, Kevin O'Leary and Gene Simmons.

"At every gathering, we seek out dynamic and thought-provoking speakers and presenters to motivate and empower our members," said Bob Lawrence, CEO. "This year, we have an action-packed agenda and a great number of new programs and introductions designed to help our members be more profitable and successful."

HOME FURNISHINGS

BrandSource will unveil a full line of home furnishings by Klaussner, one of the largest furniture companies in America. With multiple U.S. manufacturing and distribution facilities and over 1,500 employees, the company is well known for its quality and value-priced home furnishings.

BrandSource will also showcase its new Majestic Sleep and Majestic Crowne mattress collections, part of Serta's Perfect Sleeper line, the official mattress of the National Sleep Foundation (NSF). The Majestic Crown Collection by Serta is engineered to help solve common sleep disturbance issues through optimal mattress design. BrandSource members can also

learn more about Protect-A-Bed, which offers consumers a complete line of protective bedding products. A worldwide leader in mattress protection innovation, Protect-A-Bed products help create a dry, hygienic, bed bug free and anti-allergy sleep zone. Protect-A-Bed products have received the Good Housekeeping Seal.

BrandSource will also unveil a new line of kitchen islands from Chris & Chris, manufacturers of commercial quality, durable work surfaces that are aesthetically pleasing and highly functional. Designed by professional chefs, Chris &

Chris kitchen islands make a beautiful and functional addition to any kitchen.

THE STAMPEDE

BrandSource members will be privy to the wildly popular "Stampede" session. BrandSource has fielded offers from dozens of suppliers and selected the top 20 deals with the most aggressively priced offers. Members will be invited to take advantage of a limited supply of amazing deals during a 90-minute time period.

For more information, email info@brandsourcesummit.com.

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NATIONWIDE EAST CONTINUES TO EXPAND: MIKE COATES JUMPS ON BOARD MARCH 2013 PRIMETIME! SHOW



Nationwide East, a regional division of the Nationwide Marketing Group, is continuing to expand its territory management team. With the addition of industry veteran,

Mike Coates, Nationwide East continues to build their field presence.

Mike comes armed with forty years of experience in the industry, with background in retail, distribution, and manufacturing. Previously, Mike managed the Mid-American Region for AVB BrandSource for over four years. He has worked in the furniture, appliance and electronics fields and brings not only an enhanced level of service, but a strong portfolio of vendor relationships to meet the needs of the Nationwide East members. Experience working with independent dealers, key, national, and strategic accounts enables Coates to provide increased service, communication and stronger relationships with member dealers. This will be effective as we strive to increase our membership in this important geographic area.

"I look forward to working with the largest buying group in our industry. I look forward to utilizing my skills, talents and relationships while working with a member-focused group," said Nationwide East's newest team member, Mike Coates. "Nationwide East has a comprehensive and value driven program. The expansion of the field team demonstrates the enhanced commitment to the members, which I applaud. I am eager to meet with members and prospective members." **RO**



NATIONWIDE GEARING UP FOR MARCH 2013 PRIMETIME! SHOW

Nationwide Marketing Group is gearing up for the 2013 PrimeTime! show. Registration is now open for the March 3-6, 2013 event, which will be held at The Venetian in Las Vegas.

Thousands of independent retailers will gain exposure to product demonstrations and valuable educational opportunities only available at PrimeTime! Additionally, dealers will meet with the leading appliance, electronics, and furniture manufacturers and have access to exclusive deals through Nationwide's "Cash Back Now" program.

This year, Nationwide is excited to share an array of solutions that will help independent retailers design a blueprint for success. Aside from increasing business profitability, these solutions are designed to increase marketing, management, work culture, member services, and web services initiatives.

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Keep Cash Flow(ing)

They say that money makes the world go 'round; it's true, we need cash to make a business run. Lack of cash or cash flow problems will bring any business to a grinding halt. Like most small businesses, obtaining lines of credit or overdraft from banks in today's economy is tough at best and personal credit often covers the gaps in available cash. Credit card debt is the most expensive source of cash and should always be a last resort. Healthy cash flow in a service business shouldn't be hard to manage but is easy to overlook. When cash flow presents a problem it's often too late. Wages, overhead, inventory and accounts receivables are our biggest consumers of working cash. Here are some sure-fire ways to keep the cash flowing.

- **Wages**—Unfortunately without wages you'll have no business and trying to reduce wages is risky business as good technicians command and deserve fair and decent wages or they'll leave. Paying technicians by commission on completed calls is a good way to ensure you're not wasting cash on wages for non-productive activities like extended coffee breaks or the "morning circus". Commission also deters employees from working by the clock. The harder and smarter a technician works, the more he deserves to make and commission lets this happen. After all, the more a commissioned tech gets paid, the more sales he is writing for the business. A win-win scenario!
- **Overhead**—It goes without saying that as a business owner our number one job is to control and reduce overhead to run the business. It's normally second nature and generally relatively easy to not waste money on daily expenses. Shopping for the best value cell phone provider or getting a

great deal on a service truck is something that we enjoy doing. Overhead expenses that can be trimmed are generally pretty obvious to the seasoned entrepreneur. It's the not so obvious cash flow hogs that can trip us up like these next two.

- **Inventory**—I learned early that you can't pay for gas or wages with old inventory. To the unwatchful owner, incorrect outdated parts inventory can quickly grow consuming operating cash. Just because the fast moving bake igniter is on sale this month doesn't mean you should buy a 6 months' supply. If you provide warranty service, it's easy to order the wrong or too many parts while trying to increase first call completes. Return incorrect parts to suppliers weekly, if not daily. Ensuring you get all warranty parts credits is time consuming and easy to put off. Be diligent and make sure you claim every part and miscellaneous material used. Rejected warranty claims are killers. Make sure you get every part credit you deserve. My dad always told me: watch the pennies and the dollars will take care of themselves. Holding onto old inventory in the hopes that someday it will sell is not a cash flow friendly strategy. Return it; if you can't return it, list it on eBay and turn it into cash or list it on mypartshelp.com so that others can help convert them into cash.
- **Accounts Receivable**—COD means cash on delivery, not mail me a check later. If you have to bill someone, send your invoices out within 24 hours either electronically or by mail. The sooner your customer has your invoice the sooner you'll get paid. Make paying easy. Ask customers for email cash transfers available from most banks today and set up a PayPal account to accept payments. With new accounts receivable



customers, call before you bill to find out the correct individual, department and address for you to invoice. If you're ordering a special part, collect a deposit or full payment before ordering. Make sure to state company terms prominently on your invoice. Act swiftly on overdue accounts. The squeaky wheel gets paid, the silent ones don't. After 90 days, chances of ever collecting a debt rapidly diminish. Don't assume the check is in the mail—phone and ask for payment. Keep the cash flowing and you'll keep your business healthy! **RO**

*Paul Mac Donald
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- Part Inventory Management
- Successful company meetings that get results
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Previously Retired: Now Back in Business

In November 2011, I wrote an article about my success in the appliance service business, and how PSA was an integral part of my success. I mentioned a new business I started up here in Southern Alabama, after selling our previous business in Minnesota 12 years earlier.

My wife Cheryl and I started coming to Gulf Shores, Alabama 26 years ago. Ten years ago we started investing in land, condominium's, commercial properties, and bought a home down in Summerdale, Alabama. We had no idea just how bad the downturn in the housing, stock, and investment properties arena was going to be. The year 2008 changed my retirement plans completely, as well as millions of other people. When we saw that we would not be able to retire like we wanted to, Cheryl and I decided to start a service business in South Alabama.

I went to all the management companies in Gulf Shores as well as knocking on all the realtors doors - any that rented homes to people. I then spoke with a guy that worked for one of these management companies at church, and he got me in the door with a management company. It was not much work for the first four months, and then summer hit. Then I found out how this was truly a tourist area, as the condominiums filled up and then I was working 12 hour days. That three month busy summer season gave me the desire to build a strong business again. I now do the work for the

two largest management companies in the Gulf Shores and Orange Beach area.

I built the business by giving fast professional service. When people check into a condo on Friday night they want their appliances to work. There are a lot of nights that I have to go out at 8:00 at night to fix an appliance, so I basically work 7 days a week. On Sundays, I do take calls between the morning church service, and the Sunday evening service. I only work maybe 15-20 Sundays a year. I work with the management companies, and not usually with the owners. I do a lot of \$350 refrigerator repairs and \$350-\$700 ice machine repairs. I give them a price, and they say yes or no. When the guests are in an owners unit, and the refrigerator fails, the owner will pay whatever it takes to get that appliance repaired so the management company does not move the guest, so they won't lose their \$1,000-\$2000 rental fee. These management companies know that they can depend on me when they call me at 5:00 in the afternoon and need service—they know that I'll be there.

Having sold my business 7 years earlier, I really had not done much of the service calls myself for a number of years, I had techs that did that for me and I just supervised. I did not even know the different refrigerants to use. I asked once on the PSA Net what the replacement was for R12? Linda Knudson replied and said "Boy, you sure have

been out of it for a long time." I really relied on the PSA members that I knew, and especially the PSA Net which is vital to me for the technical support I can access when encountering all the new technology and energy efficient machines that are out there, it was a real life saver for me!

One of my local servicers, Jay from Scotts Appliance has been real helpful by covering my territory when I need to take some time off. He does all my sealed system work, like putting compressor and evaporators in the under counter ice machines. He has become a good friend and asset to me. This is why you need to get to know the servicers around you, so you can work together. Get your local servicers to become part of PSA like I did with Jay. He is now on the PSA board and growing his business, and he has taken on two new techs in the last 13 months. Each tech he hired before a PSA Convention which he brought them to in order to really give these guys a jump start.

Let's all use PSA to better ourselves, but let's all help PSA to continue to get better by getting involved. **RO**

*Ron Kostreba
1st Choice Appliance
Service Inc.
Beautiful Alabama Beaches
Proud member of PSA for
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1st Source Servall Launches New Digital Marketing Solutions

PROFIT PARTNER SOLUTIONS IS THE FIRST WITHIN THE INDUSTRY TO OFFER FULL SUITE OF DIGITAL MARKETING SOLUTIONS DESIGNED FOR APPLIANCE AND HVAC SALES AND SERVICE BUSINESSES

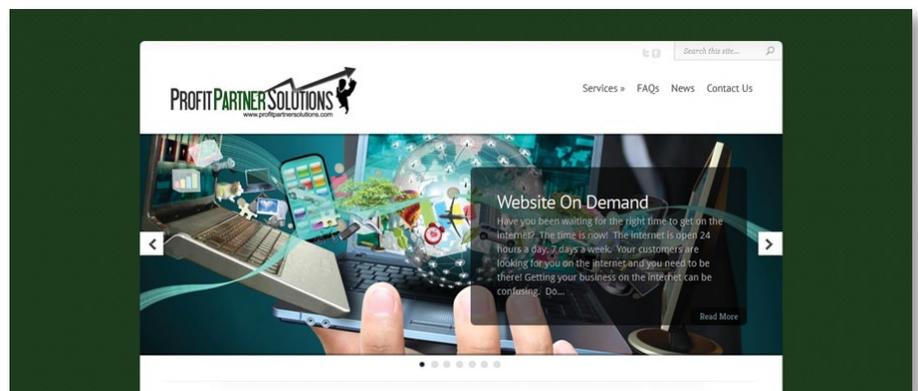
One of the largest distributors of appliance parts in North America—1st Source Servall—announced it has launched a new digital marketing services division - Profit Partners Solutions - to assist small businesses in the appliance parts and services industry. The new suite of services provides small businesses the opportunity to utilize various web based platforms, including website development and social media to enhance brand awareness, services and name recognition.

Profit Partners Solutions is designed to assist small appliance service and HVAC businesses that wish to incorporate digital marketing applications into their business model but either do not have the expertise or the budget to hire an outside consultant to develop and implement.

“We strongly believe that the small appliance sales and service businesses

throughout the country are the backbone of our industry, but the reality is that many of these businesses do not have access to web based marketing, which will eventually have severe economic ramifications on them and the entire industry,” said Kim Adler, president, 1st Source Servall. “This is why we are offering this cost efficient digital marketing service to ensure smaller businesses can establish an online marketing presence to survive in the digital commerce age. If they prosper, the entire industry prospers.”

1st Source Servall’s Profit Partners Solutions offers a full suite of digital marketing options that are specifically designed for the appliance & HVAC sales and service industry. Business owners can either select the full suite of options or choose individual services that best fit their business needs.





Marketing Service for Appliance Businesses

PROFIT PARTNERS SOLUTIONS OFFERS THE FOLLOWING DIGITAL SERVICES:

- **Website on Demand** is ideal for the company that may not have a website, or a current site, to refresh the businesses digital image as well as ensure easier access for their customers. Services to be provided include full website creation, with design and creative aspects by digital media experts who understand the appliance industry. Businesses can choose from template website designs that have been uniquely developed to accommodate and showcase industry specific needs and services. This service includes Google Analytics, website based email addresses and individualized URL.
- **Social Media on Demand** is a service that helps a company establish a social media presence to increase brand recognition in order to interact with customers as well as engage potential new customers. Profit Partners Solutions works with their clients to create unique Facebook, Google +, Twitter and LinkedIn accounts and provide training on how to use these platforms to keep customers and prospects engaged. The service is also available to businesses that may already utilize social media, but want to learn how to better use it as a sales and communication tool or enhance its social media identity. Profit Partners Solutions social media experts will analyze current social media presence, assist in making the presence more aesthetically pleasing and engaging, and will train the business how to better utilize the tool to engage customers.
- **Local Search on Demand** helps businesses ensure that they are found on the internet by customers and are optimized on the most popular local directories. Profit Partners Solutions will claim a business' listing for the company on the top 10 local directories in the desired market, such as Google, Bing, Yahoo and other local directories, and add all of the specific details that lead to improving search optimization rankings. All listings will be optimized with important information about the business and will include a company logo and photos of the business.
- **e-commerce on Demand** creates a web-based sales division for traditional brick and mortar businesses by providing a modern parts website branded specifically with the company logo and colors. Each business is provided appliance parts lookup functionality, detailed parts descriptions with pictures, a fully functional secure shopping cart and web chat availability. This will transform any business into a 24 hour operation with limitless growth potential, without adding any extra work. 1st Source Servall will offer access to their extensive inventory, ship all ordered parts directly to the end consumer in the name of their client, process all credit card payments and handle all customer service aspects. In addition, every sale through the business' ecommerce webpage will result in a rebate from 1st Source Servall.
- **Parts Department on Demand** offers customers the opportunity to have 1st Source Servall act as their customer contact and sales center for appliance parts. Each business receives a unique branded toll free number, 7 day per week consumer call handling by parts experts, access to the largest appliance parts inventory in the US and a rebate earned on all sales.
- **Parts Promo on Demand and Truck Stock on Demand** are both designed to help business owners maximize their profitability through discounted parts agreements and inventory guarantees. Parts Promo on Demand assists businesses on a quarterly basis to identify highly sold appliance parts and ensure the best pricing possible on them. Truck Stock on Demand offers appliance service companies' assistance in identifying highest used appliance parts in a service business and then determining the right amount to stock on their service trucks. The service guarantees the sale of the initial inventory, allowing small businesses to add inventory and improve profits without taking long term financial risks.

"1st Source Servall takes great pride in creating a business service that has the potential to greatly benefit small appliance businesses across America through a digital presence in order to enhance their visibility and market share," Adler said.

For more information of Profit Partners Solutions, visit profitpartnerssolutions.com or call 1.800.519.7800. **RO**

Image Is Everything: Delivery Trucks are Your Mobile Billboard What Do Yours Say About Your Company?



Your delivery truck is a dual-purpose investment, it not only delivers goods but it also delivers your message, you should always keep that in mind. Take a hard look at your truck, does it have any identifying graphics? If so, are they old and faded, are the letters peeling off? Remember, it is a direct representation of your company.

Your customers are making a big investment with you, which means they are putting their trust in you and your company. If they see their new furniture showing up in a shabby looking truck, with delivery guys that look like they just rolled out of bed, what image does that project about the quality of your products and service? You may have top quality products, but if they are delivered in mediocre style it can negatively impact your customers perception of you and your company. It is a mobile billboard with truck graphics shouting your name. Make sure it is saying the right thing.

Image is everything. Your truck exposes your message to the public 24 hours a day. How long have you had the same ad on your vehicle? 2-3-4 years? If you keep the same look for years and your customers have seen it over and over it loses its impact. Imagine not changing the showroom floor for a few years - no new products, nothing different and your customers have seen it all before. If it is boring and they will lose interest in a hurry. It is important to keep your general branding consistent so maintain the same general look so that your business is still recognizable but modern.

In today's world of ever evolving technology people expect things to change and update rapidly therefore constantly keep their attention and

that should be foremost in your mind when it comes to vehicle advertising. You can keep your brand look while giving it new life by just making a few updates. Pick out the latest product images from your vendors to keep your truck advertisement modern and timely. Use the "buy local" slogan to remind them to support their community. Out of date product images make you look out of touch, keep it updated so you appear to be on the forefront of today's market. Give your customers an advertising campaign that never gets old. Do this and you will create opportunities for your business to expose your customers to new products and fresh promotions that will keep them engaged, and boost your sales.

A well-branded truck wrap will have more impact because consumers will retain your brand name and message over your competition. A well-branded delivery truck enables your staff to become ambassadors for your company and invariably, because the truck looks sharp and polished, they are able to portray a more professional image. Your customers will feel much more comfortable and confident that they bought from a quality company. That is the image you want.

In today's economy many businesses are looking to get an edge on their competition, showing that you are on the top of new trends and concepts is a great way to look like the expert in your field. Keep it fresh and keep them coming back! **RO**

Author: Jordan White—Marketing Manager, TruckSkin, LLC



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Coming Clean.

How KitchenAid® Dishwashers Achieve the Results That Matter Most to Cooks

In recent years, there's been a lot of shouting about how quiet a dishwasher needs to be. Certainly having a dishwasher that doesn't interrupt the flow of conversation is important. And KitchenAid dishwashers have some of the quietest sound ratings in the industry. But ultimately it's clean, dry dishes that speak the loudest.

"A KitchenAid dishwasher is a critical part of our product line," says Gail Bruce, Senior Brand Manager. "It's meant to handle the needs of cooks who want a dishwasher to get their dishes clean and dry the first time so they can get back to doing more of what they love to do."

TWO WASH SYSTEMS – ONE COMMITMENT TO CLEAN

KitchenAid® dishwashers offer two distinct wash systems that allow your customers to select a dishwasher that addresses their everyday concerns. Whether they choose our dynamic, filter-based EQ wash system or our classic, disposer-based system, your customers are assured of getting better results vs. the competition.*

And with a KitchenAid dishwasher, they will no longer have to settle for an "it washes, you dry" system. Selecting the Heat Dry option activates a dedicated heating element that pulses on and off at regular intervals to ensure dry dishes at the end of the cycle. In addition to a heating element, every model has a 100% stainless steel tub that retains heat from the rinse water for improved drying results.

SPECIALTY CLEANING OPTIONS

In addition to providing exceptional washing and drying performance, select KitchenAid dishwashers add specialty features that enhance performance and ease of use.

The most noticeable of these features is the ProScrub® Option. Thirty-six spray jets positioned behind the lower rack are an ideal solution for casserole dishes and other large platters that require concentrated cleaning of caramelized or baked-on messes.

Select dishwashers offer two additional features, the ProWash™ Cycle and ProDry™ Option. Each gives you intuitive, one-touch control

that takes the guesswork out of getting exceptional washing and drying performance.

The ProWash Cycle is our most advanced cycle. Using sensor technology, the dishwasher adjusts the wash cycle based on load size, soil amount, and toughness of soil for optimal cleaning using only the amount of water and energy needed.

And when the ProDry Option is selected, a fan works with the recessed heating element to deliver the best drying performance.

HOLDS A COOK'S TOOLS OF THE TRADE

"When you love to cook and entertain, you use a lot of dishes," says Bruce, "so having a dishwasher that can hold up to 16 place settings is important. At the same time, in our customer's day-to-day life, the true benefit of a dishwasher's capacity is measured in the flexibility it provides." From the top rack to the bottom, a KitchenAid dishwasher offers versatile features to ensure every dish, glass, and spatula can be properly loaded for optimum wash results.

For example, our dishwashers have ample space for water to flow through the racks. This ensures that no matter which dishwasher they choose, your customers will get clean dishes without having to pre-rinse a single dish. And every model has at least one row of tines that can fold down to allow large dishes to lay flat.

What about those hard-to-clean items? Select KitchenAid dishwashers create dedicated space with features like the third level Culinary Tool Rack or Culinary Caddy® Utensil Basket, which also provide secondary locations for silverware.

DESIGNED FOR EVERY KITCHEN AND EVERY COOK

KitchenAid dishwashers feature a variety of console styles and feature four, five, or six cycles and up to seven options depending on the model selected. In addition, every dishwasher meets ENERGY STAR® and CEE Tier 1 qualifications.

**Based on combined wash and dry results of leading premium brands' highest MSRP models; dry testing conducted without rinse aid.*

RO



SPARKLING AND READY
FOR THE NEXT
CULINARY ADVENTURE.



KitchenAid®

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Inspired to deliver better results vs. the competition*

We love cooks. That's why we design appliances that let them do more of what they love to do. Our dishwashers help create space for every dish, platter, and whisk. And they feature a powerful wash system that delivers impeccable washing and drying.

*Based on combined wash and dry results of leading premium brands' highest MSRP models; dry testing conducted without rinse aid.

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