

The RetailObserver

February, 2010

YOUR RESOURCE GUIDE TO THE INDUSTRY

Vol. 21, Issue 2

2010 INTERNATIONAL CES

LAUNCHING THE NEXT DECADE OF INNOVATION

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Getting Connected...

Our focus for this year is to get connected... and as you can see, we're focusing on that this month! After all, this is *your* magazine and I really want to hear from you, so I've added "Mailbag" on pg. 12 to get the dialogue started. I'll also be reviewing books to benefit your retail business and team building efforts in "Book Review". What's on your bookshelf that you'd like to share?

This month's "Showroom Spotlight", our newest ongoing feature, is Gabowitz TV & Appliance. Want to have your store featured? Is your showroom updated, strong and thriving? If so, let us know who you are and what you are doing differently to create success in this rapidly changing environment, and we may possibly feature you in one of our upcoming issues.

ON THE ROAD AGAIN...

I'm writing this on the plane back from Las Vegas following the International Builders Show – one week after travelling to Las Vegas for CES. Then it's off again to Las Vegas World Market and the MSA convention just one short week later. Yes - it's that time of year again when we will see our family, home and office less than we will see the inside of convention centers, airplanes and restaurants for the next 4 months.

As we travel thru the expo halls and meetings rooms, two things hold constant—relationships and education. Everywhere we go we meet new people, hear new stories and see new things. We watch associations grow, see manufacturers create new products and programs and meet the people who bring it all together and make it happen—you, the Retailer. Without you, none of this would matter—you are the backbone of the economy and are truly the ones working hard to make the American Dream a reality.

We sure live in a big place, these United States... and we get to meet quite a few of you along the way in your own hometowns as we visit your stores and meet your family and staff. It's fun to see all the great stuff our dealers, distributors and manufacturers are up to, but we can't possibly get to see you all; so we added "Retailers Observed", a fun snapshot-filled page of our readers participating at trade shows, showroom openings and special events. Here's where you can spot your industry buddies and see what they are up to. So, in order to get "framed", send us your hi-res photos and captions and maybe you'll end up on our Wall of Fame.

We look forward to hearing your feedback and comments on past issues as well as your suggestions for upcoming ones, so please take the time to write and tell us what you're reading and what's on your mind.



Let's get connected and exchange ideas...

Eliana Barriga
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CELEBRATING OUR 21ST YEAR

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How Do You View?

TVs, 3D, TABLETS AND MORE

Flat-panel TVs have gotten bigger, better, thinner, and sleeker looking over the years. So what's left in terms of innovation? Here are some of items we found at the 2010 CES that we thought to be the most promising. (Pics to come in March 2010 issue).

Internet connectivity really took off in 2010 with pretty much every major manufacturer offering networked displays that can access content wirelessly or through ethernet connection to the internet. Stream movies, access social networking sites, view YouTube videos—the possibilities being endless. The big push this year was Skype, making and receiving video calls using your TV. Imagine chatting with your co-workers or boss while you're away on business and seeing their face fill a 42" screen (ok, maybe that's not so great) or talking to and seeing your family just because you miss them.

One of the most forward-moving developments was 3D technology, with manufacturers like Panasonic, Samsung, and LG all committing to launch 3D-ready displays in 2010. There will be no shortage of video to watch as plenty of Blu-ray titles will hit stores in 3D, and several TV channels and programs set to launch in 3D, like DirectTV, Discovery, and ESPN.

The TV's integration with computers has long been realized, and now it seems it's the mobile phone's turn. Companies are using phones such as the iPhone to be used as a remote control for the TV, toy controller or for starting your car before you get in. Mobile also means portable mobile TVs that let you tap into over-the-air television content while on-the-go.

The remote control has become cool again. Samsung, LG and Monster are innovators in this category. In Samsung's case, it's with the remote for the C9000 that has its own small LED/LCD display for viewing one source of content while you're watching another on the actual TV. LG, on the other hand, is taking a design hint from the popular Nintendo Wii gaming console, with a control that it calls the Magic Remote. Monster Cable also came up with a vast array of remotes that make it simple even for an adult to use.

While 2010 has been dubbed the year of 3D TV, it's also shaping up to be the year of the giant PDA, the E-reader, Slate, or Tablet. Books, newspapers and magazines will soon be available at the touch of a button. The most amazing reader will be the flexible Skiff—soon to be launched by Sprint—and the Que from Plastic Logic, which are both the size of a sheet of paper and just as thick as the magazine you are now reading.

Over the next few months, we will be featuring many of the more than 20,000 new products launched at CES.



Happy Retailing,

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The
RetailObserver

FEBRUARY 2010

VOLUME 21, NUMBER 2

CELEBRATING OUR 21ST YEAR

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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RECORD NUMBER OF NEW PRODUCTS
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More than 2,500 technology companies introduced more than 20,000 new products at the 2010 International CES®, kicking off the next decade of technology innovation. “Our pre-show events created tremendous anticipation on the eve of the 2010 International CES, as the world eagerly awaited the next generation of technology innovation,” said Gary Shapiro, president and CEO, CEA. Gary also noted during his keynote address, that “2009 was the most challenging year of our lives,” and followed that up by saying “we’ve come back from the brink – the products unveiled at CES have exceeded our expectations with their innovation, optimism and excitement and will forever change the face

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of the global technology industry. What a great way to kick off the new decade.”

The 2010 International CES was packed full of cutting-edge technology trends that wowed crowds throughout the show floor. “Featuring a record 330 new exhibitor areas on the floor, CES highlighted cutting-edge technology trends that will redefine our industry,” said Karen Chupka, senior vice president, events and conferences, CEA. The show was charged with hope and vigor as exciting products and technology trends unveiled the advancements in 3D TV technology, mobile DTV, connected TV, embedded internet technologies, tablets, netbooks, eReaders, apps and green technology.

| continued on page 10 |





Major innovations created a buzz including the Android OS, Lenovo's IdeaPad U1 Hybrid, Microsoft's Project Natal and Sprint's 4G networks. "The iLounge Pavilion included 100 companies and featured the latest apps and accessories for iPod, iPhone and Mac products – the largest display of its kind in CES history – and areas such as Living in Digital Times unveiled the next generation of innovation for consumers of all demographics."

At CNET's Next Big Thing SuperSession, IPTV was announced as the next big thing that will have the greatest influence on consumer technology in the coming year. The session focused on giving consumers choice, voice and control over their content like never before. The panelists acknowledged that many challenges exist to delivering content over the top of existing cable structures, including choice of content, piracy and DRM. Consumers want to enjoy a common experience across their devices, with the selection of content they want and an easier user experience.

The popular Last Gadget Standing SuperSession, hosted by Robin Raskin, has been a CES favorite for nine years. The standing room-only session featured 10 finalists vying to win over the audience with their four minute product demos. The winner was The Boxee Box by D-Link—an open-source media player with integrated social networking features and a large selection of online content. The online winner was the SHOWWX Laser Pico Projector by Microvision that was playfully demoed by Dr. Evil that uses lasers instead of LEDs, fluorescent or incandescent lights and fits in a pocket or purse. Other finalists included in order of demo: Neato Robotic's Neato XV-11, The Acer Aspire 5738D 3D laptop, the Que proReader, the Haier Trainer, NVIDIA's ICD Ultra Tablet, the Sony dash Personal Internet Viewer, the Intel Reader and Motorola's Droid.

New product announcements featured LG, which announced an Ultra Slim 6.9 mm LED TV; Toshiba, which introduced CELL TV, converting all content from 2D to 3D; and Panasonic, which announced the world's largest—65 inch—plasma 3D HDTV.

Blu-ray players will continue to grow after a strong 2009. Blu-ray unit sales rose 155 percent in 2009 with more than seven million units being sold, generating more than \$1 billion in revenue. The trend will continue in 2010,



with unit sales projected to top 11.5 million and revenues to increase to \$1.4 billion.

The television market has been one of the primary revenue drivers the past several years as consumers made the transition to high-definition, flat-panel sets. Unit sales will climb to more than 37 million in 2010 but price drops will cause display revenue to decline slightly to \$22 billion. Innovation in TV displays, such as 3D, Internet connectivity and OLED technology, will continue to grow and help maintain revenue in the display category. CEA projects sales of more than 4 million 3D television sets in 2010.

More than 250 conference sessions took place over the four days of the show spanning industry topics ranging from distracted driving to social media. The new conference program focused on entertainment content.

CES was a celebrity-filled event with entertainment and sports figures on the CES show floor, including Taylor Swift, Lady Gaga, Dr. Dre, Drew Carey, P.Diddy, Tommy Lee, Joba Chamberlain, and Prince Fielder, author James Patterson, Bette Midler and CBS Sportscaster James Brown.

At show close, preliminary registration figures indicate more than 120,000 industry professionals attended the 2010 International CES, up from the 2009 CES which hosted 113,085 verified attendees. International attendance also increased over the 2009 CES by more than 1,000 attendees. More than 5,000 reporters, analysts and bloggers attended the show, generating significant global media coverage of the 2010 CES. CEA conducts an independent audit of International CES attendance and the final verified figures will be released in the spring.

CEA released its Global CE Sales and Forecast, according to new data from CEA and Gfk, consumer electronics sales worldwide in 2010 will generate \$681 billion in retail revenue. The U.S. Consumer Electronics Sales and Forecast 2005-2010 (January 2010) is published twice a year, in January and July. It was designed and formulated by CEA, the most comprehensive source of sales data, forecasts, consumer research and historical trends for the consumer electronics industry. The complete report is available free to CEA member companies. Non-members may purchase the study for \$2,000 at mycea.CE.org.

The 2011 International CES will be held in Las Vegas, January 6-9, 2011. **RO**



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The *Retail Observer* is interested in featuring you in our new 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. Send to: production@retailobserver.com

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Mailbag

The feature on FIXTURES was a beautiful presentation and concept of what a showroom experience can be for the client. This showroom truly made me want to start cooking more and even remodel my kitchen. I especially liked the concept of the cooking classes and spa & kitchenware items offered for sale. Sounds like a destination spot!

The solar piece on harnessing the sun's energy was a nice read, and good news about greening the industrial sector. The amount of energy that will be saved over the years is a big commitment to the environment and it's great to see the involvement of the local businesses and the community.

*Dimone Gabler,
Boulder Creek, CA*



I just wanted to drop you a quick e-mail to let you know the new layout of the magazine looks great. The online interactive version rocks. Using your online version, I downloaded the magazine and sent it out to our entire company and everyone appreciates it. Very convenient and easy to use. Again, great job.

*Zack Gasiorowski
Glendale Heights, IL*

As a remodeling contractor, I want to tell you how easy the new digital format is to use, and compliment you on how full of educational articles, as well as how entertaining this publication has become. We really look forward to the next issue. We wish you continued success.

*Steve Strong
Fremont, CA*

(Missed the original article to which these letters refer? They are available online at www.retailobserver.com)

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THERMADOR'S SEVEN 2009 GOOD DESIGN™ AWARDS REPRESENT A KITCHEN-WIDE WIN FOR THE LUXURY APPLIANCE BRAND

CALIFORNIA-BASED BRAND HONORED FOR COOKING, CLEANING, REFRIGERATION AND VENTILATION IN THE SAME YEAR

Thermador® Continuing proof of its pioneering design heritage, Thermador has received seven separate 2009 GOOD DESIGN Awards, representing one of the few times that an entire luxury appliance line has been recognized with the coveted industry award during the same year.

Sponsored jointly by the Chicago Athenaeum Museum of Architecture and Design and The European Center for Architecture Art Design and Urban Studies, the GOOD DESIGN Awards are widely regarded as the world's most prestigious awards for product design excellence. The annual awards were originally created in 1950 to honor Chicago's founding fathers of modernism, including Eero Saarinen and Charles and Ray Eames, and have evolved into a worldwide design accomplishment.

Thermador received separate 2009 DESIGN Awards for the following Thermador-branded products in the following multiple years:

- Thermador High Performance Dishwashers
- Thermador Mirror Induction Cooktop
- Thermador Pro Harmony Range

- Thermador Masterpiece Built-in Oven (2008)
- Thermador Masterpiece Built-in Oven (2006 and 2007)
- Thermador Framed and Pre-Assembled Modular Refrigeration Collection
- Thermador Masterpiece Series Easy Lift Hood

“The fact that the entire Thermador kitchen was honored— from cooking and refrigeration to cleaning and ventilation— shows how we're able to extend our commitment to premier design, innovation and performance across the entire line,” explained Zach Elkin, director, Luxury Division, BSH Home Appliances Corporation. “We're delighted that this represents one of the few times when cooking, cleaning, refrigeration and ventilation products from the same brand have been honored during the same year.”

A record number of entries were received for the 2009 GOOD DESIGN Awards, representing the most accomplished players in the worldwide design industry. Award organizers ultimately narrowed the field down to 500 products and firms from more than 35 nations.

Winning Thermador appliances will join other honored products on display during the GOOD DESIGN SHOW, scheduled for June 2010 in Chicago.

A frequent GOOD DESIGN Award winner, Thermador received 2006 and 2007 GOOD DESIGN honors for its Induction Cooktops, and GOOD DESIGN awards for other products 2004-2007. 2009 marks the first time the brand has received seven awards in a single year, and simultaneous awards in cooking, cleaning, refrigeration and ventilation,

For more information on 2009 GOOD DESIGN Award honorees, go to <http://www.chi-athenaeum.org>.

ABOUT THERMADOR

Thermador is part of BSH Home Appliances Corporation, a fully-owned subsidiary of Bosch and Siemens Home Appliance Group, the third largest appliance manufacturer in the world. For more than 75 years, Thermador has been empowering America's cooking enthusiasts with revolutionary products – from the world's first wall ovens, to gas cooktops with the patented Star® Burner, and a speedcooking oven that reduces cooking time by 50 percent. Thermador continues to fuse state-of-the-art cooking functionality with classic American style to create the ultimate in powerful luxury kitchen appliances. For more information, visit www.thermador.com. Thermador®, An American Icon™ and Star® Burner, Quartz™, Emerald™, Sapphire™, Crystal Protect™ System, Sapphire Glow™ Lighting System, Chef Tool Drawer™ and Sapphire™ Racking System are trademarks of BSH Home Appliances Corporation; all rights reserved.

AHAM TO LAUNCH REFRIGERATOR AND FREEZER ENERGY VERIFICATION PROGRAM IN 2010



The Association of Home Appliance Manufacturers (AHAM) will launch a third party industry verification program to verify manufacturer energy ratings for refrigerators and freezers. This program will validate the energy ratings made by manufacturers through random third party testing conducted by an independent laboratory. The program will be open to AHAM members and non-members alike.

While this program will be voluntary, AHAM has received preliminary commitments from the vast majority of refrigerator and freezer manufacturers eligible for participation in the program, which is expected to begin in mid-2010.

AHAM has been working closely with the US Department of Energy (DOE) to put in place a credible third-party verification program that is consistent with

DOE test procedures, which are the basis for measuring appliance energy use for both DOE appliance standards and ENERGY STAR®.

Joseph M. McGuire, AHAM president, stated that “While manufacturers already test and self-certify all models to DOE, the industry's interest is to strengthen confidence among the public and government in refrigerators and freezer energy claims through random third party verification tests. AHAM's long history of administering third party verification services will add assurances that products have been independently tested and will match the energy claims by the manufacturer.”

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 and is headquartered in Washington, DC. You can visit the AHAM web site at <http://www.aham.org>

NO LEAD, IT'S THE LAW!

BODY GLOVE WATER FILTERS ARE CALIFORNIA COMPLIANT



In response to the nation's toughest lead content standard, the environmentally-green Body Glove water filter systems assure no-lead compliance—with added benefits.

A year after the official launch of the 3M-manufactured Body Glove Water Filter Systems, Master Distributor, Water, Inc. continues to set the standard in water filter quality and compliance. Following the new California no-lead legislation AB 1953, all Body Glove Water Filter Systems are California compliant and meet and exceed the no-lead requirements. Effective January 1st, 2010, AB-1953 sets lower levels of lead that can be present in water appliances and parts that make contact with drinking water.

AB 1953, introduced by past California Assemblywoman Wilma Chan, D-Oakland, lowers the maximum lead content level of new drinking water plumbing to 0.25%, making it essentially lead-free. The Bill will amend existing language in section 116875 of the Health and Safety Code making the legislation a statutory obligation for all companies selling any applicable | *continued on page 16* |

products into California. "From a corporate perspective, Body Glove Water Filter Systems continue to comply with all state and national regulations to ensure its products meet the highest level of quality and performance," indicates Major Avignon, owner and president of Water Inc., official licensee of Body Glove Water Filters. "When we first introduced Body Glove water filters," Avignon adds, "the advanced systems already qualified as no-lead drinking water devices, a year ahead of the statutory deadline."

Body Glove water filters were introduced in 2008 as a solution to the many non-green, non-recyclable and aging filter systems in the marketplace. Body Glove created the first recyclable water filter system with the help of 3M manufacturing. Each advanced filter system lasts about a year. When the time comes to replace the filter, master distributor Water, Inc provides a toll-free recycling hotline and website that allows users to send the used filter back to the distributor for responsible recycling. "The filter recycling program has always been a cornerstone of the Body Glove experience," comments Rick Tarantino, EVP Sales for Water, Inc. "While some companies are trying to integrate a filter recycling program into their existing technology, Body Glove built their filter system on the original premise that the technology must be recyclable." Body Glove Filters are received and prepared for recycling at the Water, Inc. facility in Carson, CA, with recycling drop-off locations throughout the country. The filters are then sent to a processing plant for recycling. Consumers may call toll free 1-888-62Reuse to have a filter recycling kit sent to them. For more information on Body Glove Water Filter Systems go to <http://www.bodyglove.com/filter> and get daily Body Glove updates at www.bodygloveartbox.blogspot.com.

ABOUT BODY GLOVE

Founded in 1953, Body Glove is a leading, worldwide watersports brand specializing in wetsuits, swimwear, clothing, footwear, accessories, and technology accessories. The company sponsors one of the most respected surf and wakeboard teams in the industry with such powerhouse names as pro surfers Dusty Payne, Mike Losness, Alex Gray and Holly Beck and wake boarders Rusty Malinoski, Harley Clifford, Shelby Kantar and Bob Soven. Through Reef Check, SIMA's environmental fund, and the Surfrider Foundation, Body Glove works to preserve the purity of the waters it loves. Body Glove products are sold in the U.S. by a network of independent retailers. Body Glove is also sold in approximately 50 countries internationally.

ABOUT WATER, INC.

Water, Inc. is a premier worldwide distributor of high-end water filtration systems and luxury water products for the home and office, including the 3M manufactured, eco-friendly Body Glove brand distributed through a network of over 2,500 dealers and distributors worldwide. A partnership with Body Glove provides a way to further reduce plastic bottle waste in landfills, oceans and waterways. Since 1977, Water, Inc. has delivered premium | *continued on page 18* |

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service and products to the Kitchen and Bath, Plumbing Wholesale and appliance markets. For more information and updates, please visit <http://www.waterinc.com>. To find out how you can get Body Glove Water Filter Systems in your retail location contact: Rick Tarantino—Official Licensee of Body Glove Water Filters 1-800-322-WATER (9283).

BROOKLYN SPORTS & ENTERTAINMENT ANNOUNCES HAIER AMERICA AS A PARTNER OF THE BARCLAYS CENTER IN BROOKLYN



Brooklyn Sports & Entertainment (BSE), an affiliate of Nets Sports and Entertainment, LLC, today announced that Haier America, a national leader for home appliances and digital consumer electronics products, has become a partner for the planned Barclays Center in Brooklyn.

The “Haier Experience Store,” which will be part of the Barclays Center and accessible to the public from outside of the arena during event and non-event days, will provide an opportunity for patrons to interact with the Haier brand and its array of products. Haier will also receive a fully integrated marketing platform within the arena and will be a sponsor of the NETS. The sponsorship alliance will provide Haier with a multitude of assets to extend its growth in North America.

A range of Haier appliances will be featured exclusively in luxury suites and other areas of the arena, and Haier will receive marketing exclusivity in the home appliance and portable media device categories with both the Barclays Center and the NETS.

“We are proud to become partners with Haier America and to help expand its brand identity in Brooklyn and throughout New York City,” said Brett Yormark, president and CEO of Brooklyn Sports & Entertainment. “Haier’s commitment demonstrates its enthusiasm about the Barclays Center, the entire Atlantic Yards development, and in bringing major professional sports and entertainment to Brooklyn. This announcement is another example that the marketplace continues to express excitement about the Barclays Center and the significant resurgence of the borough.”

“The sponsorship of the Barclays Center provides Haier America with an extensive platform to promote both the Haier brand and our expansive line of innovative appliances and electronics,” said Michael Jemal, Chairman of the Board of Haier America. “This opportunity aligns with our expectations for future brand growth and perpetuates the roots we are building in the local community fabric with what will be one of the most technologically advanced arenas in the nation.”

Haier America joins a stable of best-in-class companies which have signed on as partners for the Barclays Center, | *continued on page 22* |

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Eurochef USA Announces Trio of New Ranges

EUROCHEF USA DELIVERS SELECTION AND VALUE

EuroChef USA founded in 2000, introduced America to a new, high end line of imported cooking products from Italy; Verona, DeLonghi, Fratelli Onofri and ILVE. EuroChef now announces the addition of 3 new 30" pro-ranges to compliment their unique range brands.

EuroChef brands are imported from Europe's finest manufacturers, each with proven track records in the world market. Each brand is unique with innovative features offering EuroChef dealers a selection of range styles at value prices satisfying and complimenting a consumer's "all special kitchen". Ranges from EuroChef are offered in a European contemporary style, a restaurant pro-range design and an increasingly popular old world styling. Dealers in the U.S. know EuroChef offers appealing products at value pricing and backs these with parts inventory and a national network of service companies.

NEW 30" MODELS INTRODUCED—EuroChef USA provides 24", 36", 40", 48" and 60" free standing pro ranges in both all-gas and dual fuel models. EuroChef now introduces 3 new 30" pro-range models. The new introductions offer 2 models in all-gas and 1 in dual fuel.

VERONA ALL-GAS RANGES—Two of EuroChef's new 30" ranges will be all-gas from its own brand, Verona complimenting the Verona line of cook tops. The new 30" models are restaurant style pro-ranges offering great culinary features. The model VEFSGG31SS has 4 high performance brass burners with a super low simmer control, down to 400 BTU/hour. The same brass burners are capable of achieving a robust 18,000 BTU/hour for maximum cooking performance. Convection cooking and infrared broiling is offered in both models. The Verona model VEFSGG30SS is offered at \$2,599 and the Verona VEFSGG31SS is \$3,199.

ILVE DUAL FUEL RANGE—European flare and old world elegance characterize the Majestic Dual Fuel Range line from ILVE. These are substantially built ranges offering the most flexible cook top on the American market. ILVE range cook tops offer an interchangeable griddle, grill and grate and are sized to meet American specifications. EuroChef now introduces a new 30" ILVE in addition to the 36", 40", 48" and 60" sizes. All ILVE Majestic styled ranges are 27 5/8" deep.

ILVE Ranges are often described as "the most beautiful ranges in America". The new 30" range, model ILUM76DMP has a feature laden oven with Quick start in all oven models, a visual temperature indicator, rotisserie and European convection and boosts a wide temperature range of 75 degrees to 525 degrees. Each range comes standard with a warming drawer. Retail prices on ILVE ranges are offered from \$4,449 - \$13,499. ILVE has a large assortment of culinary accessories to enhance the cooking experience.

Contact our distributors or corporate office for dealer information or visit www.eurochefusa.com for more details. **RO**

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including: ADT, Anheuser-Busch, Cushman & Wakefield, EmblemHealth, MGM Grand at Foxwoods, MetroPCS Communications, High Point Solutions, Jones Soda Co., and Phillips-Van Heusen.

The Barclays Center will be a world-class sports and entertainment landmark facility, which will be the home of the Brooklyn Nets and host 225 events annually. In January 2007, Barclays, a leading global financial services company, and the Nets announced a multi-faceted strategic marketing and media partnership that includes a 20-year naming rights of the arena.

- For more information on the Barclays Center, please visit www.barclayscenter.com.
- For more information on Haier America, please visit www.haieramerica.com

SPECIALTY ELECTRONICS NATIONWIDE BUYING GROUP ANNOUNCES EDUCATIONAL PARTNERSHIP WITH CUSTOM ELECTRONICS DESIGN & INSTALLATION ASSOCIATION



Specialty Electronics Nationwide (SEN) the buying group unveiled details of their educational partnership with the Custom Electronics

Design and Installation Association (CEDIA). SEN announced that CEDIA is co-sponsoring two free instructional seminars at the SENationwide PrimeTime! and CashBack Now! event at the MGM Grand in Las Vegas, February 28–March 3, 2010. These two seminars are featured sections in SEN’s popular PrimeTime! University.

CEDIA CEO Utz Baldwin will be presenting the first seminar on March 1, 2010 entitled “Five Strategies to Managing a Successful & Profitable Custom Installation Business.” This session is designed to help business owners, CEOs and upper management dedicate their time and energy to proactively work on the systems within their business. This course will provide participants with implementation tools on how to stop wasting precious time reactively putting out the daily fires that inevitably flair up and help them spend more time constructively managing the business.

On Tuesday, March 2, 2010, Steve Firszt of Fast Forward Business Coaching will present the timely course “Compensation Strategies & Realities: How to Pay for Performance Without Busting the Budget.” Compensation plans can create a culture that will increase employee potential, performance and loyalty. By rewarding employees fairly one engages them, improves morale, inspires retention and ultimately achieves better bottom line performance. Attend this course and learn how to create a plan that works! Both Utz Baldwin and Steve Firszt are CEDIA Certified Instructors. Each CEDIA presentation is two hours long and participants will each receive one free Continuing Education Unit for attending each presentation.

“We are very pleased to announce this exciting new partnership with CEDIA” remarked Jeannette Howe, executive director of SEN. “Although we have been exhibiting at CEDIA EXPO for years, we proudly joined CEDIA as a buying group in 2009. As a long time industry veteran, I have tremendous respect for the quality of education CEDIA has been delivering and we are honored to be able to offer this caliber of education at our PrimeTime! University event in 2010.”

“Successfully running an electronic systems contracting business is a challenge that many business owners struggle with,” said Utz Baldwin CEDIA CEO. “The two seminars that are being offered at SEN PrimeTime! from CEDIA University’s curriculum provide a solid foundation for those who are looking to build a more strategic and simplified approach to running their business.”

To attend the SENationwide PrimeTime! and CashBack Now! event February 28–March 3, 2010 at the MGM Grand in Las Vegas, or to learn more about the buying group and the free CEDIA co-sponsored education, please contact SEN Director of Membership Barrie McCorkle at 970-984-0545 or bmnationwide@gmail.com.

ABOUT SEN

Specialty Electronics Nationwide is the Specialty Consumer Electronics division of the Nationwide Marketing Group. Nationwide Marketing Group is the umbrella for several other buying groups including Nationwide (appliances and mainstream CE), Rent Direct (Rent-to-Own Buying Group) and Furniture Smart (Furniture Buying Group). The SENationwide Buying Group is dedicated to the specialty independent dealer offering custom installation services. | *continued on page 24* |

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The Nationwide Marketing Group represents a whopping \$12 billion in annual sales, of which over \$1 billion is generated by 460+ SENationwide members.

ABOUT CEDIA

CEDIA is an international trade association of companies that specialize in designing and installing electronic systems for the home. The association was founded in September 1989 and has more than 3500 member companies worldwide. CEDIA members are established and insured businesses with bona fide qualifications and experience in this specialized field. For more information on CEDIA, visit the association's website at www.cedia.org.

WHIRLPOOL CORPORATION FEATURES DEDICATED 'NEW WAYS OF INVESTING IN BUILDERS' EXHIBIT AT 2010 IBS



In addition to the latest appliances from Jenn-Air, KitchenAid, Maytag, Whirlpool, Amana and Gladiator brands during the 2010 International Builders' ShowR (IBS), Whirlpool Corporation is offering builders an overview on how the company is working better together with builders to help them build their businesses. Attendees of the show can tour The Inside Advantage™ section of the booth, an exhibit dedicated to new ways Whirlpool Corporation is investing in the building community. "The past couple of years in the building industry have been challenging, to say the least," said Tracy Frye, senior contract marketing manager at Whirlpool Corporation. "We've positioned ourselves to meet the challenges of today's marketplace, refocusing our people and processes around our trade customers. We've also invested in a complete continuum of support, resources and services to make it easier and more beneficial to do business with us."

The exhibit begins with a hands-on demonstration of The Inside Advantage™ which is designed to meet the needs of Whirlpool Corporation's trade customers and other building and design professionals. More than a program, The Inside Advantage™ is defined by four pillars, which are demonstrated throughout the exhibit:

- Powerful Brands – learn more about items of interest within each specific established brand

- Innovative Products – view unique products that entice homeowners and make it easy to specify, use and install Whirlpool Corporation appliances
- Market Insight – examples of how Whirlpool Corporation keeps its eye on housing trends and develops innovations and products to anticipate market demand, including products that meet universal design, open floor plan, sustainable, multi-cultural and generational customers and other needs
- Targeted Services – special services that enable building professionals to best serve their customers, including the Quality Express Delivery Service and Finishing Touches™ Program

As part of the exhibit, attendees can also learn more about the Green Touch™ Program, which makes it easier to design, build and market sustainable homes. The program provides builders with a variety of practical solutions to help make a sustainable difference, such as sustainable products, design tools and marketing assistance. "Our Green Touch™ Program is a perfect example of how we're helping builders meet today's new challenges," said Frye. "We consult with our builder customers to provide them with appliance packages that meet the requirements of today's sustainable homes, while also fitting homebuyers' lifestyle needs, including kitchens, laundry rooms, HVAC products and beyond. Additionally, we provide our builder customers with access to an exclusive portal, which is a ready resource for the latest information pertaining to sustainability."

ABOUT WHIRLPOOL CORPORATION

Whirlpool Corporation works to exceed expectations with appliances that help building professionals create homes of distinction. The Inside Advantage™ is designed to meet the needs of Whirlpool Corporation's building community customers. More than a program, The Inside Advantage™ provides trade customers with the strength of Powerful Brands, Innovative Products, Market Insight and Targeted Services, all from one company. For more information on Whirlpool Corporation and its offerings for building professionals, please visit www.insideadvantage.com or call 1-800-952-2537.

Follow Whirlpool Corporation's dedicated program for the building and design community:

<http://twitter.com/insideadvantage> **RO**

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Bosch Home Appliances Wins Top Honors

CLAIMS A COMBINED 11 AWARDS ACROSS CLEANING, COOKING AND COOLING CATEGORIES AT THE ADEX AWARDS

Bosch, the only U.S. manufacturer with entire product lines of ENERGY STAR® qualified dishwashers, washers and refrigeration, was recently recognized with a combined 11 Good Design™ and Design Excellence (ADEX) awards, representing Bosch's commitment to efficient performance without compromise.

"Consumers demand the very best in style and substance from their products. The numerous GOOD DESIGN and ADEX awards Bosch won prove that efficiency, style and performance go hand-in-hand," said Michael Traub, president and CEO of BSH home appliances.

Presented by The Chicago Athenaeum, the GOOD DESIGN Awards are the oldest and the world's most recognized program for design excellence worldwide. Bosch received awards for the following:

- **Ascenta Dishwasher**, delivering superior performance with exclusive features including the EasyLoad™ Rack and QuickWash™.
- **800 Series Linea Refrigeration**, a counter-depth, side-by-side refrigerator that delivers efficient cooling performance with a premium, built-in appearance.
- Separate awards for the **300, 500 and 800 Series Vision Laundry Pairs**, full-size front-load laundry line featuring AquaStop® leak protection and advanced EcoSmart™ technology to deliver the most efficient performance available

with superior cleaning results.

- **Vision Washer** in Anthracite Color
- **AutoChef Cooktops**, featuring an innovative sensor that measures the temperature from the bottom of the pan and applies only the perfect amount of energy to the element in order to deliver precise cooking results, every time, and without waste of energy.

Sponsored by *Design Journal* magazine, the ADEX awards recognize superior product design of furnishings marketed through the international design trade. Bosch products receiving 2009 ADEX awards include:

- **Linea Refrigeration** (Platinum Award)
- **TASSIMO** (Platinum Award), a single-serve hot beverage system offering more than 40 drink options-made with just the touch of a button.
- **Axxis Laundry** (Gold Award), a 24" compact and stackable laundry pair perfect for high rises or homes looking to save on space, energy, water and money.
- **Ascenta Dishwasher** (Silver Award)

For more information, visit www.bosch-home.com/us or call 800.921.9622 to request a catalog.

Connect with Bosch on Twitter at [@BoschAppliances](https://twitter.com/BoschAppliances) or become a fan at [Facebook.com/BoschAppliances](https://www.facebook.com/BoschAppliances). **RO**



Ascenta Dishwasher



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

CES CONTINU STRONG K TO THE

WHERE ENTERTAINMENT, TECHNOLO



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Alan Mulally, president and chief executive officer of Ford Motor Company, kicked off the 2010 International CES with an opening keynote address. Mulally gave an overview of Ford's 2009 success with Sync as an example of how smart technology integration such as the "myFord Touch," a new in-dash customizable interface, which helps consumer's to better access content and control features seamlessly, while increasing connectivity and decreasing driver distraction." Ford announced exciting partnerships with leading CE industry companies that, as Mulally stated, "Ford has already shared the Sync SDK platform with Pandora, Stitcher.com and Twitter and developed apps for the new "myFord Touch" interface. Based on that success, Ford is now opening its platform to additional third party app developers for future connected innovation."

Steve Ballmer, CEO of Microsoft Corporation, delivered his second pre-CES keynote at the Hilton Center. Ballmer focused on the importance of changing screens for the television and PC, cloud computing across multiple platforms and the evolving natural user interface. Ballmer, along with Ryan Asdourian, senior product manager for Windows, showed off a wide variety of innovative Windows 7-compatible PCs and software.

Next, Robbie Bach, president of Microsoft's Entertainment and Devices Division, discussed the exclusive content available in 2010 on the XBOX Live console. Bach wowed the audience by saying the popular video game series Halo will come out with a new title, Halo Reach, in the fall of 2010. Microsoft also announced that Project Natal, its revolutionary new video game that requires no game controllers, will be in stores by the holiday 2010 season.

Paul Otellini, chief executive officer of Intel, was the afternoon keynote, speaking to a packed audience, Otellini stated his belief that Intel's job is to invent the future. To that end, the company demonstrated a plethora of new technologies including 3DTV, as well as IPTV, a Home Energy Management System, and a new technology Intel calls Wireless Display or "WiDi". The

1. Lady Gaga makes an appearance with Monster Cable's CEO Noel Lee, Jimmy Lovine and Dr. Dre 2. Microsoft CEO, Steve Ballmer, presents his pre-show keynote at the 2010 International CES in Las Vegas Wednesday evening 3. Gary Shapiro CEA president and CEO, welcomes Alan Mulally, president and CEO of Ford Motor Company, to the stage to deliver his opening keynote 4. Dr. Paul E. Jacobs, Qualcomm chairman and CEO, delivers his keynote address 5. Jason Oxman, CEA senior vice president, Industry Affairs, delivers his comments before the Qualcomm keynote Friday

WAYS TO BRING KEYNOTES TO THE TABLE

TECHNOLOGY AND BUSINESS CONVERGE

WiDi technology has the ability to connect a PC to an HDTV for streaming photos, videos and other content.

Keynote speaker, Dr. Paul Jacobs, Qualcomm CEO took the stage to talk about convergence in the wireless world, health care and FLO TV. Jacobs noted that “wireless has the power to change our lives for the better,” by having all devices linked together and driving growth and innovation across the world. Jacobs also highlighted how wireless is changing health care to help manage and monitor patients’ health. Jacobs showcased Qualcomm’s new Snapdragon processing chip which was displayed in the Lenovo Skylight smartbook. Mirasol, which will bring color and video capable display technology to eReaders and smartbooks, was also featured on stage. Jacobs then highlighted Qualcomm’s N-Stream technology, which manages digital entertainment in the home with a dual-band wireless LAN connection. Qualcomm also announced FLO TV will soon be coming to the iPhone and iPod.

Hisense Chairman Zhou Houjian delivered the keynote as part of the TEC Program. Zhou made history by becoming the first leader of a Chinese company to deliver a keynote at CES. During his address, Zhou discussed how Hisense progressed from a small regional company 40 years ago to a global multibillion dollar conglomerate by always looking to the future with a clear vision, sound strategy, efficient organization and innovative technology. Hisense has become a household brand in China consisting of four segments: consumer electronics, home appliances, communications and information technology.

Hisense has a history of industry leadership switching from CRT to flat panel TVs early on, launching the first LCD module production line among all Chinese television brands and becoming one of the first companies to introduce LED TVs. Now they are striving to continue the push to turn large screen TVs into networked devices connecting the home. “Hisense’s goal is to become a worldwide leading consumer electronics brand,” said Zhou. **RO**



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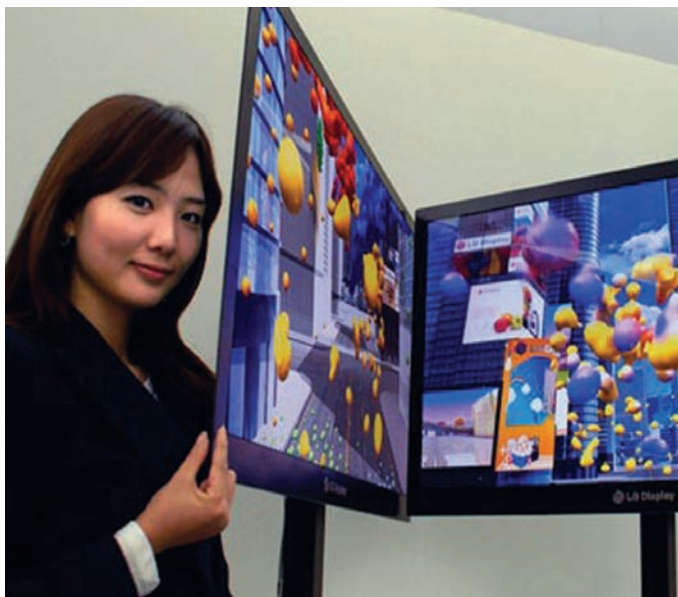


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6. CEA President and CEO Gary Shapiro, introduces Paul Otellini, Intel president and CEO, at Thursday afternoon’s keynote address 7. Robbie Bach, Microsoft’s president for entertainment and devices, talks about Project Natal 8. CEA President and CEO, Gary Shapiro moderates the SuperSession panel *A Global Perspective on Retail* at the 2010 International CES 9. Gary Shapiro, CEA president and CEO, delivers his annual state of the industry address 10. Officials and distinguished guests join in the ribbon cutting ceremony to open the 2010 International CES



HAIER DISPLAYS FIRST COMPLETELY WIRELESS TELEVISION AT CES

Haier Haier displayed the first completely wireless television at the Consumer Electronics Show in Las Vegas. With WiTricity's wireless electric power transfer technology, Haier displayed a 32" LCD television powered wirelessly from a distance. In addition, the content for the television was provided via a wireless link from an accompanying Haier prototype Blu-ray player. "With the eye of the technology world clearly on CES, this is an important time for Haier to show that we are and will be an innovator in the marketplace," said Zhang Tiejian, director of Haier's Global Branding Operations. "Presenting a completely wireless television is an exciting advancement for the future of our Digital Products business." "We are very proud that Haier has chosen to work with WiTricity Corp. to demonstrate the world's first completely wireless TV," said Eric Giler, CEO of WiTricity Corp. "Eliminating TV power cords will provide consumers with an unprecedented level of convenience and ease of installation" he commented.

WiTricity technology uses *highly resonant magnetic coupling* to exchange energy between a WiTricity power source, and a WiTricity power capture device embedded in the Haier TV or other electronic device. By using magnetism to transfer energy, the WiTricity system can power devices through walls and other obstructions in a manner that has been shown to be safe and highly efficient.



PHOTOGRAPH © WILSON ROTHMAN, GIZMODO.COM

Haier's HD wireless video technology utilizes AMIMON's wireless technology. It is based on the WHDI™ (Wireless Home Digital Interface™) standard, provides a high-quality, uncompressed wireless link which can support delivery of 1080p, 1080i and 720p content in the 5GHz unlicensed band with a range beyond 100 feet, through walls, and latency is less than one millisecond.

LG DISPLAY UNVEILS WORLD'S THINNEST LCD TV PANEL—2.6MM



LG Display Co., a leading innovator of thin-film transistor liquid crystal display (TFT-LCD) technology announced that it

has developed the world's thinnest LCD TV panel measuring 2.6mm. The development of extremely slim LCD panel was possible by applying the company's accumulated "slimming" technologies including the use of an ultra-slim, edge-lit LED backlight system and proprietary optical film technology.

The 42-inch panel weighs less than 4 kilograms — making it ideal for wall mounted TVs. Moreover, the new product offers 120Hz refresh rate technology with full HD (1920 x 1080) resolution for clear and sharp image.

In May, LG Display broke the record by unveiling 42- and 47 inch LCD TV panels measuring 5.9mm - the world's thinnest panels at the time. By nearly halving its record in just seven months, the company maintains its position as the technology leader in ultra-slim LCD panels.

Dr. In Jae Chung, LG Display's CTO and executive vice president noted, "With the development of the world's thinnest LED LCD TV panel that is only 2.6mm thick, LG Display has once again demonstrated its technical prowess to satisfy customer demand for high resolution and slim design products. We will continue to spur R&D activities in order to provide our customers and the market with the differentiated products that they desire."

“AMIMON is the market leader in providing wireless technology to TV manufacturers. Consumers will begin to see a plethora wireless HDTVs based on AMIMON’s wireless technology in 2010 at increasingly affordable prices,” said Shimon Greenberg, vice president of sales for AMIMON.

D-LINK DEBUTS BOXEE BOX AT CES 2010, DIRECTLY LINKING INTERNET ENTERTAINMENT SERVICES TO TVs



D-Link® D-Link made lots of geeks and early adopters happy by introducing the revolutionary Boxee Box by D-Link, winner of the CES Best of Innovations award in the Home Entertainment category.

The Boxee Box by D-Link reinterprets what TV should be. The Boxee Box delivers movies, TV shows, music, and photos from a user’s computer, home network, and the Internet to their HDTV with no PC needed. Additionally, Boxee’s core social features make it easy for friends to discover new content from each other through social networks like Facebook, Twitter, and more.

INTERNET ENTERTAINMENT

Boxee is a popular software program that lets users watch hundreds of thousands of popular TV shows and movies. Instead of sifting through millions of confusing Web sites, when users search on Boxee, TV shows and movies are delivered to them with the click of a remote control. Nearly a million Internet users around the world have already downloaded Boxee to enjoy their online entertainment. The Boxee Box by D-Link takes the same popular software and offers it up as a great device -- the perfect companion to a high definition TV.

In addition to video content, Boxee users can access great music from sites like Pandora, last.fm, shoutcast, and We are Hunted as well as stunning photos from sites like flickr, Picasa and Facebook.

PERSONAL ENTERTAINMENT

For entertainment lovers who have built their own collections of

digital media stored on their computer hard drive or home network, Boxee automatically identifies their content and downloads relevant cover art, synopses, reviews, subtitles, lyrics and more.

SOCIAL FEATURES

The Boxee Box by D-Link keeps people connected with social features to help users discover new content from friends, experts, and tastemakers. The first step to discovery is sharing, and Boxee makes this easy by letting people recommend any playing content to friends. Since anyone can build on top of Boxee’s open App platform, users can craft their own truly custom experience by creating or downloading plug-ins, add-ons, games, and more.

TOSHIBA UNVEILS POWERFUL CELL TV™— MORE THAN JUST A TELEVISION

CELL BROADBAND ENGINE™ NOW POSITIONED TO POWER THE FUTURE OF HOME ENTERTAINMENT



TOSHIBA

Toshiba has developed groundbreaking home entertainment technology and is introducing the ZX900 Series CELL TV™ into the U.S. market.

The state-of-the-art CELL TV will provide consumers with a new level of home entertainment experience. At the heart of the CELL TV is the CELL Broadband Engine™, designed for superior multimedia processing and previously used in advanced PCs and high-end gaming consoles. By incorporating the CELL Engine into CELL TV, Toshiba has designed an unparalleled TV with an exciting array of advanced features that were previously unthinkable.

“Creating a TV around the CELL Engine has removed previous limitations and allowed Toshiba to create an ultra-premium TV that is also an easy to use home entertainment server,” said Scott Ramirez, vice president of TV Marketing for Toshiba America Consumer Products. “By combining the CELL Engine with the new KIRA2™ LED panel technology, Toshiba engineers have developed all-new levels of stunning performance and comprehensive functionality. CELL TV provides more brightness, more contrast, more detail, more 3D, more | *continued on page 32* |

robust connectivity, and more fun than anything we have ever created. CELL TV is the new gold standard.”

The heart of CELL TV is the powerful CELL Engine which has 143 times the processing power available in current TV models. This massive power manifests itself in incredibly enhanced picture quality that is certainly the new state-of-the-art. This process enhances both SD and HD signals for the clearest possible 1080p Full HD picture. Net Resolution+ adds Compression Noise Canceling to significantly enhance Internet content. This system detects noise compression inherent in low resolution internet content and separates and corrects the image data to produce sharper, cleaner internet images, even on super large screens. In addition, AutoView™ RGB combines an ambient light sensor, and a new RGB sensor, to automatically set the brightness, contrast, gamma, sharpness, color saturation, and now color temperature, to ensure the best possible picture in any lighting condition. CELL TV also boasts ClearScan™ 480Hz Frame Rate, for a clear, crisp picture for fast motion video.

CELL TV has true 3D TV capability, and much more. For native 3D content, CELL TV utilizes a Frame Sequential System that changes from 240Hz in 2D mode, to 120Hz for the right eye and 120Hz for the left eye in 3D mode. This system accepts multiple 3D input formats.

Going beyond the realm of television, CELL TV is also a high-end Home Entertainment Server. With a built-in 1TB HDD, BD Player, and 802.11n Wi-Fi® capability, CELL TV can store media content (video, music, pictures, etc.), and then display it, or transmit it to other displays in your home. Content can be downloaded from the Internet, transferred from your PC, or recorded directly onto the HDD from the BD Player. With CELL TV you have unprecedented access to your content, all of the time, virtually anywhere in your home.

Taking connectivity to another level, CELL TV also includes new Video Phone capability. This Home Video Conferencing over IP allows you to see and hear people with compatible devices, adding a whole new dimension to social networking. By combining this with Net Resolution+, Cell TV can provide clear images, even on super large screens.

The CELL XV900 Series is the first CELL TV Series, and will be available in large 55” and 65” (diagonal) screen sizes. This two piece system features a sleek Set-top Box, and a display in the new Genesis Design with a black brushed aluminum bezel with acrylic trim.

For more information on the CELL TV, please visit www.ToshibaTV.com.

FULTON INNOVATION DEMONSTRATES THE WIRELESS POWER LIFESTYLE AND REVEALS NEW PRODUCTS AT 2010 CES



Fulton Innovation—the creator and exclusive licensor of eCoupled™ intelligent wireless power technology—demonstrated wireless power in a variety of environments in their booth at CES.

The booth environments showed wireless power integrated into the mobile lifestyle from car to the airplane to lounge areas, coffee shops, hotels, and offices. Throughout these environments, Fulton demonstrated the low, medium and high power capabilities of the eCoupled wireless power solution powering devices from cell phones to kitchen appliances. The wide range of devices was demonstrated with a variety of wireless power surfaces from counters and tables to a car console, tool chest and wall system.

In addition to demonstrating how eCoupled technology can be used, focus was placed on the eCoupled-enabled products already in market. Fulton's partner, case-mate, has just announced a new wireless power case and charging pad for use with the iPhone™ 3G/3GS. The case-mate Hug is a lightweight yet durable protective case for the iPhone and comes complete with a charging pad for convenient wireless charging. In 2009, Fulton launched two other eCoupled-enabled products with key partners. The Dell™ Latitude™ Z laptop with wireless power dock was launched in September. The Energizer® Hard Case® Professional® LED Swivel Light with a Gamber-Johnson charging mount was launched in September with partners Energizer and Leggett & Platt. All three products will be on display in the Fulton booth at CES.

“We were thrilled to be back at CES this year with products in market and more than three dozen demonstrations of eCoupled wireless power in our booth,” said Dave Baarman, director of Advanced Technologies for Fulton Innovation. “The dedication of our partners to integrating and commercializing wireless power is making this a reality for consumers. The fact that we have more than 25 partner companies supporting us in our booth this year clearly demonstrates the widespread acceptance of wireless power as a viable commercial technology. The key to making wireless power easy to integrate for manufacturers and easy to use for consumers will be the universal standard. The Wireless Power Consortium was present in the Fulton booth to represent and discuss progress of the Qi standard.”

For more information and a complete listing of the broad range of partner companies represented in the Fulton booth, please visit www.ecoupled.com/CES. **RO**



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Ken Kohn and his mother, Lillian, are surrounded by floor samples in their appliance store on Route 18 in East Brunswick.

DICK COSTELLO/Staff photographer





Showroom Spotlight

Gabowitz

TV & APPLIANCE

Seventy-five years of service and still going strong, Gabowitz Radio was founded by Herman Gabowitz in 1934 when he opened the very first location in a tiny store on Nelson Street in New Brunswick, NJ. Owned and operated by the family, Herman was joined by his sister Lillian who helped run the store for him and continued to do until her retirement in 2006.

At that time, radios were the wave of the future and that was our main business—radio sales and repair. As the industry moved more towards televisions and consumer appliances Gabowitz Radio needed to change with the times as well, hence the new name Gabowitz TV & Appliance. 1975 was a banner year for the company. Two major events occurred; Herman's nephew, Kenneth Kohn joined the company full time after working with the company since the young age of 16 and later that year they also opened an additional store in East Brunswick, NJ which became the flagship location as a result of the redevelopment in New Brunswick by Johnson & Johnson.

In 1993, a major change of hands took place when Kenneth Kohn acquired the family

business. Since then, Kenny has been the company's President, as well as the icon for Gabowitz TV & Appliance. Five years later we moved once again in East Brunswick, where we remained for 10 years. In 2008, in an effort to satisfy the growing industry demands, we opened our brand new showroom located at 261 Route 18 South, East Brunswick, NJ.

When you first walk into Gabowitz TV & Appliance, you will see the difference with an outstanding selection from the most trusted brands in the business. Our sales teams' product knowledge is unmatched, with an average of 18 years experience selling appliances and electronics. They continue to go through extensive product training—more than most other appliance and electronics stores in order to help the customer make an informed decision that they will be happy with. Customer satisfaction is our #1 goal. We believe a good product education, customer service and great pricing has made the difference for us and has kept us strong in the good times and bad. Gabowitz TV & Appliance has kept the traditional values of honesty, courtesy, great prices and service, which is our formula for success. **RO**

“Buy Local” is on the Minds of More Shoppers



More holiday shoppers deliberately sought out locally owned businesses this year, according to a national survey of more than 1,800 independent businesses. Holiday sales for independent retailers were up an average of 2.2%. That contrasts with the Commerce Department figures, which show that overall retail sales were down 0.3% in December and up 1.8% in November.

The survey also found that independent retailers in cities with active “Buy Local” or “Think Local First” campaigns reported stronger holiday sales than those in cities without such campaigns. These campaigns have been launched by local business alliances in more than 100 cities and towns. Independent retailers in these cities reported an average increase in holiday sales of 3.0%, compared to 1.0% for those in cities without an active Buy Local initiative. Nearly 80% of those surveyed said public awareness of the value of choosing locally owned businesses had increased in the last year (16% said it had stayed the same).

“We’ve had many customers say they are making a real effort to ‘Buy Local’ this year. A number of customers said they saw an item at a chain store or online, and came back to us to purchase it,” said a retailer in Maine. A bookstore owner in Oregon added that the growing public awareness and support for independent businesses

“has been critical to our ability to stay in business during down economic times.”

The survey was conducted by the Institute for Local Self-Reliance, a nonprofit research organization, in partnership with several business organizations, including the American Booksellers Association, American Independent Business, Business Alliance for Local Living Economies.

“This survey adds to the growing body of evidence that people are increasingly



bypassing big business in favor of local entrepreneurs,” said Stacy Mitchell, senior researcher with the Institute for Local Self-Reliance. “Amid the worst downtown in more than 60 years, independent businesses are managing to succeed by emphasizing their community roots and local ownership.” “These results reinforce what we’ve heard from our local affiliates -- that their campaigns are yielding real dividends and shifting local spending,” said Jennifer Rockne, director of the American Independent Business Alliance. “That’s

good news for their local economies. Studies show that small businesses keep more dollars circulating locally and generate the majority of new jobs.”

“For the third year in a row, this study demonstrates the bottom-line impact of local business alliances running Think Local First campaigns,” said Michelle Long, executive director of the Business Alliance for Local Living Economies. “Local entrepreneurs are the bedrock of the U.S. economy and, when they work together, they make our communities more resilient, unique, and rewarding places to live.”

“This survey demonstrates how important a Buy Local/Local First campaign is in helping independent businesses achieve greater sales,” said American Booksellers Association CEO Oren Teicher. Shopper’s value authenticity, they want to connect with and to strengthen their communities, and they recognize that bigger is not always better. Because of that, we believe that this is a time of great potential for locally owned businesses that are committed to working together.” **RO**

Author: Stacy Mitchell. For more info on “Buy Local Campaigns” contact: Stacy Mitchell, Institute for Local Self-Reliance, www.ilsr.org, Alissa Barron, Business Alliance for Local Living Economies, www.livingeconomies.org, or Jennifer Rockne, American Independent Business Alliance, www.amiba.net.

Book Review

Customer Driven Change

AUTHOR: BUD TAYLOR

It all boils down to the customers—without them, you don't have a business. “*Customer Driven Change: What Your Customers Know, Your Employees Think, Your Managers Overlook*” is a book about business and change, a necessary practice to keep up in today's hectic business world. Emphasizing the value of employees, author Bud Taylor offers his opinions on many problems ranging from acquiring competitors to downsizing. “*Customer Driven Change*” is a realist's business book, highly recommended reading for managers and leaders.

He teaches organizations how to make effective company-wide changes based on the relationship they have with their customers (making change from the outside, where the customers are, to the inside, where the employees are). Taylor argues that focusing on the customer provides a perspective that is different from what business leaders and managers typically consider when initiating organizational change. He uses examples from his own experience as a change consultant to illuminate why and how “passionately creating loyal customers for life” can establish unity and drive positive transformation within a business.

Throughout the book, Taylor provides practical tips for uncovering what needs to change in an organization and how to begin implementing successful change. Much of his advice has to do with establishing firm relationships with customers and fellow employees through efficiency, productivity, and reliability. Customer loyalty is essential to the success of the business.

Taylor introduces the concept of a VIP cycle, which stands for Vision-Innovation-Precision. Each of these components describes a particular type of person that is essential in the change process, as well as describing a certain stage of the change process. Each word also connects to a nineteenth-century French artist. Taylor uses an example of each artist's work to further explain each section of the cycle.

Overall, Taylor's message is that change and customer, two words that are not often used together, should be considered in conjunction with one another. When change is discussed, its potential effect on the customer should be examined. When customers express themselves, change should be made accordingly. **RO**

“Customer Driven Change:
What Your Customers Know,
Your Employees Think,
Your Managers Overlook”
Author: Bud Taylor
Brown Books Publishing Group
www.customerdrivenchange.com



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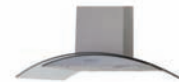
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GE TO MANUFACTURE NEW "SMART" WASHERS AND DRYERS IN LOUISVILLE



- GE to create 430 new manufacturing and engineering jobs
- Latest partnership with city and state brings number of new jobs announced for Appliance Park to 830
- High-end GE Profile™ front-load washing machines and new GE Profile dryers will meet proposed new 2014 ENERGY STAR® standards and will be smart-grid enabled

GE's Consumer & Industrial division announced its plans to manufacture high-end energy efficient front-load washers and dryers in Louisville, Kentucky, at GE's Appliance Park facility beginning in 2012. GE has been working with the Kentucky Cabinet for Economic Development and the Metro Louisville government on a package of economic development incentives to encourage the Company to expand the Appliance Park operation to increase employment and economic development opportunities in the region.

Production of the new products, together with plans to in-source manufacture of appliance components and to significantly increase the number of engineers at the facility, would result in the creation of more than 430 new jobs at the Louisville operation. When combined with the hybrid water heater jobs announced earlier this year, the total number of new GE Appliance jobs announced would reach 830, further building upon GE's vision of an "American Renewal" fueled by

a reinvigorated U.S. manufacturing sector.

In addition to new jobs, GE's plans call for an investment of more than \$80 million. The state preliminarily approved GE for an incentive package for the hybrid water heater project in May 2009, with the expansion of the original proposal to include production of the new laundry products and appliance component manufacture, the Cabinet for Economic Development has committed to seek approval of an amended package that will increase the incentives to a total package of \$21.5 million. In addition, Metro Louisville provided incentives in the amount of \$2.5 million and today introduced an ordinance before the Metro Council to amend the funding mechanism to increase the city's incentives.

"These new highly featured, energy-efficient laundry products will be a terrific addition to our portfolio and significantly enhance our leadership position in front-load laundry," said GE Consumer & Industrial President and CEO Jim Campbell. "We are making big investments in new products and in energy-efficient technologies that are creating American jobs."

Kentucky Governor Steve Beshear said, "Over the last several years GE management, and its union leaders, have made tremendous strides in revitalizing its manufacturing presence at Appliance Park. So, when the management reached out for help to bring the new hybrid water heater to Appliance Park, I immediately started to work alongside Mayor Abramson to develop competitive incentives to encourage new growth and jobs. In over a period of less than six months, GE plans to invest more than \$150 million to bring three major product lines to Louisville that, together, will expand their workforce by more than 800 jobs and create millions of dollars in positive economic impact for our state. These are good-paying jobs in the growing 'green technology' sector, and we are elated that GE is investing in these innovations right here in Kentucky."

GE's most innovative efficiency technology will enable the new laundry products to meet the proposed new 2014 ENERGY STAR standards. They will also incorporate smart-grid technology that will enable these products to communicate with utility smart meters to help reduce energy demand during peak usage times with features that will empower consumers to control their energy consumption and save money in areas where time of use pricing is in effect. "This new washer and dryer line not only brings new jobs to Louisville, it brings green and energy-efficient appliances to our city," Louisville Mayor Jerry Abramson said. "The future of GE in Louisville, which once was in jeopardy, is now very bright."

The washing machine would go into production in the third quarter of 2012 and the new dryer in the third quarter of 2013. Steam technology, specialty fabric cycles, advanced vibration-reduction technology and washer-dryer communication will deliver great performance and convenience for the consumer. Currently, 90 percent of GE's front-load washers dryers are manufactured outside the U.S. Production of the laundry units is the second new product platform to be introduced in Louisville, with the first being the GE Hybrid Water Heater – which is GE's first commercially available smart-grid enabled product. The hybrid water heaters will go into production in mid-2011 as part of an investment program creating approximately 400 jobs. The water heaters are ENERGY STAR qualified and will save approximately \$320* annually compared to a traditional electric water heater. The hybrid is currently made by a supplier and available for sale.

“We can't make these products in the U.S. competitively without everyone coming to the table --unions, the Company, employees, local/state/federal officials. “We are grateful to the state and the city for their continued support in bringing these new products and jobs to Appliance Park,” said Campbell. For more information, visit www.ge.com.

GE Consumer & Industrial - spans the globe as an industry leader in major appliances, lighting and integrated industrial equipment, systems and services. Providing solutions for commercial, industrial and residential use in more than 100

countries, GE Consumer & Industrial uses innovative technologies and EcomaginationSM, a GE initiative to aggressively bring to market new technologies that help customers and consumers meet pressing environmental challenges, to deliver comfort, convenience and electrical protection and control. General Electric, imagination at work, sells products under the Monogram[®], Profile[™], GE[®], Hotpoint[®], SmartWater[™], Reveal[®] and Energy Smart[®] consumer brands, and Entellisys[®], Tetra[®], Vio[™] and Immersion[®] commercial brands.

MIELE'S ENERGY EFFICIENT APPLIANCES QUALIFY FOR FEDERAL STIMULUS REBATE PACKAGE

STATE ENERGY EFFICIENT APPLIANCE REBATE PROGRAM LAUNCHED IN 25 STATES

Miele Miele is proud to announce that all of its dishwashers, clothes washers and refrigerators/freezers qualify for the State Energy Efficient Appliance Rebate Program (SEEARP). In fact, the new G 2002 dishwasher series is so advanced it exceeds ENERGY STAR standards through their posted 2011 requirements. Miele's 30" bottom mount refrigerator is ranked #1 in energy efficiency by ENERGY STAR[®], and Miele's washer has a unique Honeycomb Drum[™]—proven to help clothes last four times longer so you save much, much more than energy and water,” McCormack adds. In addition to jumpstarting sales of new appliances, the Department of Energy hopes the program will further stimulate the economy by saving families money on their energy bills. “Consumers will absolutely benefit from this government-sponsored incentive program,” says Paul McCormack, senior marketing manager for Miele. “Rebates will vary in amount, and by state, but could potentially go up to \$200, which in today's economic times will surely be useful.

Refrigerators are, traditionally, one of the most energy-hungry appliances in the home. Miele's groundbreaking Independence[™] Series 30" bottom mount refrigerators are rated #1 by ENERGY STAR—proving 33% more efficient than the current federal standard. In fact, Miele's entire Independence Series is ENERGY STAR qualified and uses high-performance dual compressors, improved insulation and | *continued on page 40* |

PLUG INTO THE SMART GRID



more precise temperature and defrost technology to boost efficiency. “Achieving a greener refrigerator that complied with ENERGY STAR was a design goal when we developed the Independence Series,” states Matthew Kueny, senior product manager for Miele. “Our proprietary technology and quality standards have helped us redefine just how much energy a refrigerator could save – far more than an average refrigerator – or even an average ENERGY STAR model.” Looking forward, Miele engineers are at the forefront, developing technology that will enable appliances to work even smarter with the emerging infrastructure of Smart Grid. These advancements will deliver further economic and environmental benefits to consumers.

Engineered to be the greenest Miele dishwashers yet, the new G 2002 series uses only 5.1 gallons of water in its Normal cycle, with many models exceeding ENERGY STAR’s future 2011 water and energy standards. Miele’s previous Normal program used only 6.1 gallons of water per load, making the new series 17% more efficient – saving about a gallon per load. In its Economy cycle, the new Miele series only uses 1.2 gallons (for those who want to save even more water and energy).

Being one of the greenest appliance companies on the planet, Miele has a long history of environmental leadership. Every detail is considered from the production process and shipping, to household use and the appliance’s ultimate disposal. Miele’s production facilities operate to strict DIN EN ISO 14001 environmental performance standards and Miele recently signed the CECED code of conduct to support human rights and environmental protection globally. In operation, Miele constantly strives to make every product respect our natural resources. As an example, since 1990 Miele has reduced water consumption by 42.4% and electricity by 29.2% in domestic washing machines. The same environmental ingenuity has been applied to domestic dishwashers where in the last 15 years water consumption has been reduced by 50.3% and energy use cut by 33.8%. An unprecedented quality pledge guides Miele to produce appliances that are designed to last for 20 years of continuous use—far longer than the average. And their high metal content and clearly marked plastic components are ready for recycling once the product’s useful life is complete—reducing landfill waste and conserving raw materials for future generations.

For more on appliance rebates, log on at www.energy.gov or www.energystar.gov. For further information on Miele’s green standards, please visit www.mielepressroom.com and download our fourth, comprehensive Sustainability Report.

ECO-CENTRIC COMPANIES ARE RECOGNIZED FOR SUSTAINABLE PRACTICES AND GLOBAL RESPONSIBILITY



BAZZEO Kitchens, FAGOR Home Appliances, KACO New Energy and CISCO BROTHERS Furniture were granted the Evergreen Assured Standard for their commitment to sustainable manufacturing practices, as well as their ongoing support for community and global environmental issues and causes. In addition, the Standard assures the consumer that the above companies subscribe to a policy of continued improvement to their products, manufacturing practices and business systems.

The above companies were officially recognized at the Green Build Expo in Phoenix. Accepting the Standard for KACO NEW ENERGY was KACO CEO, Mr. Peter Flachsmann. “We are very proud to be recognized by Evergreen for our commitment to a greener tomorrow” said Flachsmann at the reception, “and we will make every effort to live up to the ideals and goals that the Evergreen Standard embodies.”

The Evergreen Assured™ Standard of Commitment recognizes and supports companies, and their associated products and services that are dedicated to a more sustainable world. The Standard was developed to provide a guide for consumers who are looking to make eco-centric choices and to support eco-friendly businesses.

“The Evergreen Assured Standard was created as a way for consumers to identify at a glance that they are purchasing a product or service from a socially responsible company”, said Gordon Hattersley III, founder and CEO of Evergreen Earth, in his opening remarks at the reception. He went on to say “The Standard tells consumers that they can trust that a product or service goes beyond “Green” and reflects the company’s commitment to true sustainability”. The Evergreen Earth family of companies is committed to helping companies and individuals meet the challenges of our time by providing innovation, education, development and operational services for all facets of renewable energy integration and sustainable building practices.

For more information regarding Evergreen Earth and the Evergreen Assured Standard—www.evergreenassured.com. Forward any questions or comments to: info@evergreenearth.com. **RO**

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Making a World Famous Difference

What if you had qualified candidates waiting in line to work for you? What if they stopped by week after week hoping you might finally have an opening? What if you never had to place a help wanted ad, but routinely staffed your store with engaged, motivated and enthusiastic team members? What if those team members were always focused on your well-articulated vision?

John Yokoyama, owner of World Famous Pike Place Fish Market in Seattle has built just that kind of place. Selling fish gives him the opportunity to make a *world famous* difference. In his book *When Fish Fly*, written with Joseph Michelli, Ph.D., Yokoyama notes that “anyone can sell fish, but few can make a world famous difference doing it.”

In addition to his purposeful vision of *world famous*, Yokoyama cites that as an owner his responsibilities are to:

1. Make a world famous difference in the lives of everyone who comes into his business.
2. Empower the creative people he works with so that they can make a world famous difference for each other, the customers, the community, and beyond.
3. Demonstrate what is possible when your employees become empowered.

During the first twenty years in business, the Pike Place Fish Market was a pretty bad place to work. Sales and profits were

sagging; employees were fighting with each other and with their customers and turnover was rampant. But fortunately, recognizing an old saying in the fish world, “The fish stinks from the head,” Yokoyama realized that the smell in the market came from him.

Over time and with the help of consultant Jim Bergquist, John changed the culture of the market from a more typical command and control management style to one that truly encourages his team members to own the world famous vision themselves. Each staffer brings his or her version of how they will make a world famous difference.

In hiring new team members, Yokoyama invites them to “come to work and affect the world for the better. You can matter in the lives of others. You can share a powerful vision with our team and create break-through success, and yes, you can do all that while throwing and selling fish.” In accepting the offer, new hires make a big commitment to others on the crew, to the company and to their customers.

Managing this big vision isn’t as easy as it seems. Yokoyama has had to learn to be open to his staff’s new ideas and not immediately respond by saying “that will never work” or “that will cost too much” or “we don’t have the people to get that done.”

The entire crew has evolved in the past fifteen years. Communication skills include: speaking responsibly as well as

creating a safe listening environment, have given every team member the opportunity to air their complaints, knowing that those he’s speaking with will listen and creatively help solve problems together.

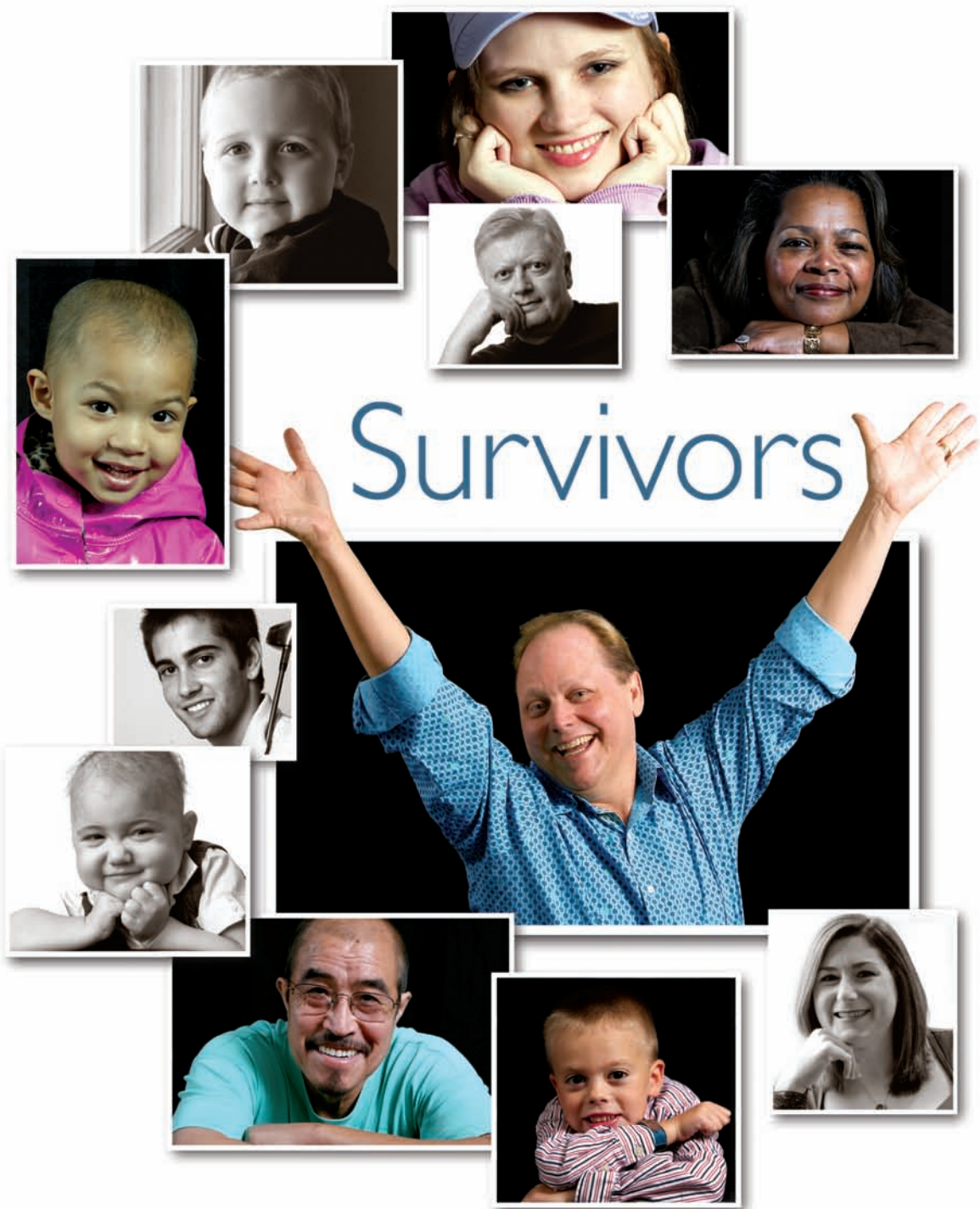
Personal responsibility has become a cornerstone at the World Famous Pike Place Fish Market. There’s no blame game when crew members look to themselves for the power to fix things. Everyone at Pike Place Fish is a coach. Leadership isn’t top down, but shared throughout the organization. Instead of just one coach, every team member can coach and be coached by anyone else on the team. They learn to accept coaching with grace, in order to help coach others and to make a world famous difference.

I’ve been to the World Famous Pike Place Fish Market. It’s experiential retailing at its best. Team members working 52-hour weeks; shoveling tons of ice each day; arriving at 6 a.m. to create the “show” for their customers; really do make a world famous difference.

Visit the market. Watch them in action at www.pikeplacefish.com/webcam.html. Read the book *When Fish Fly*. Make a world famous difference in your business. **RO**

*Elly Valas is an author, retail consultant and speaker. She is the co-author of *Guerrilla Retailing*. She can be contacted at elly@ellyvalas.com or at her website: www.ellyvalas.com.*





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Empowerment: IS IT A MYTH?

Empowered employees and satisfied customers are the key to a successful business. In fact, I would guess that most companies don't really understand what empowerment is. My definition of empowerment is this: Giving employees the authority to bend and break the rules to take care of a customer on the spot to the customer's, not the company's, satisfaction. The reality in most organizations is that empowerment is a myth because most employees are afraid they will be fired or forced to pay for whatever they give the customer as compensation for a problem they experienced with the company.

Here are five steps to make empowerment a reality in your organization:

1. Train every employee including the managers and supervisors on customer service and empowerment: what it is, how to use it, and how to enforce it. Most employees feel it's safer to bump a problem up the ladder, but the magic of empowerment occurs when a frontline employee handles a customer's problem—quickly and to the customer's satisfaction. When employees are trained and empowered to handle customer complaints, not only will they maintain customer loyalty, they will restore it.
2. Eliminate policies and procedures that get in the way of empowerment. Most policies and procedures are geared to protect the company from ignorant employees and dishonest customers. You can't tie employees' hands with cumbersome policies and procedures and expect them to provide exceptional service in an empowered way.
3. Eliminate the "fear factor." Management fears empowerment because they think customers are liars and cheats who will take advantage of employees and employees will "give away the store" when trying to assuage upset customers. Employees also fear empowerment because making empowered decisions means taking risks. Let employees know that it is ok to make a mistake in the process of working to win customer satisfaction.
4. Reinforce. When an employee is empowered to make decisions that will benefit the customer, everyone wins. Reinforce that employees will not be reprimanded or fired for making empowered decisions. Employees gain self-confidence, managers and executives have more time to address other issues, and the organization will have loyal customers who wouldn't dream of doing business with anyone else.
5. Recognize. Celebrate the empowered actions of your employees; feature them in your organization's publication, give them a round of applause in front of their peers and a prime parking spot near the door for a month and send them a congratulatory e-mail—and copy it to upper management. When you recognize your empowered employees, you send a message to the rest of the workforce that empowerment is important. Make heroes of your empowered employees—and get rid of those employees who refuse to make empowered decisions.

Empowerment is the most critical skill an employee can master and a company can drive in order to lure—and keep—customers. If empowerment is a myth in your organization, I suggest you begin now to empower your employees and create the magnet that will draw customers—and their money—through your doors and keep them coming back to you. **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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Ditch the Door-to-Door Sales Approach

BUILD TRUST INSTEAD

Not long ago, I was out shoveling the driveway after another Wisconsin snowstorm when I was approached by a door-to-door salesman. He was walking around in freezing temperatures, trying to “sell” free carpet cleaning services. When I said I wasn’t interested (we have hardwood floors), he asked me to fill out a form with my name and e-mail. “So my boss knows I was working,” he said.

This experience got me to thinking about how companies, especially those selling products and services for the home, can generate awareness and even sales in neighborhoods, but I can’t imagine a less effective strategy than this one.

First, he was interrupting people in their homes, while asking them to open their doors and let in the cold, while he looked like he just didn’t want to be there. People just don’t respond well in those situations. Secondly, he was trying to catch people on the off-chance that they were in the market for carpet cleaning, which people maybe do once or twice a year, so this was a huge time waster for everybody. Instead, his goal should have been to have them think of his company when the time comes. Thirdly, the carpet cleaning company had no established brand and therefore no level of trust and familiarity with homeowners. If you must bother people in their homes, you should make sure they know who you are. If you have to bother them to explain who you are,

you’ve already lost. And lastly, he asked for personal e-mail addresses without earning the trust required to obtain them. These days, people don’t want to give out their information, especially to someone they just met. So don’t ask.

So you may be asking, “Okay, Smart Guy. What do you suggest?” Well, here are some ideas for introducing your company and service to the community, earning people’s trust and maybe even generating some sales.

- Assuming you already have at least a few customers, offer them a referral incentive—\$5, \$10, \$50 cash for any new customers they steer you toward. People trust their friends and neighbors, so referrals are very powerful things.
- Create a compelling Web site and make sure people see it. Your site doesn’t need to be elaborate or expensive, but it does need to contain good information that your customers can use.
- On your Facebook page offer your free carpet cleaning deal to your “fans.” If you don’t have a Facebook page for your company, you should look into creating one. Facebook has established itself as a go-to site for people to get all kinds of information.
- Join your local BNI Chapter. BNI is a business networking organization that is especially helpful for local businesses.
- Create a simple brochure with tips for cleaning your carpet and keeping it clean

for the holidays. Make sure it has your brand and your “free offer” on it. Put it on your Web site, hang it on doors, mail it to target neighborhoods.

- Offer a post-holiday free cleaning. If there is one thing people want, its help cleaning up the house after all the parties are over and the decorations are down.
- Find ways to co-market with other companies. In the case of the carpet cleaners, they could partner with a maid service to share referrals and package services.
- Get involved in the community. Get to know people.

These are just a few ideas for a carpet cleaning company. Change a few things, and they might work for retailers, kitchen remodelers, heating & cooling contractors, roofers, landscapers, and many other home service providers.

The bottom line is you should avoid dated marketing techniques like door-to-door sales. It annoys people, and it just plain doesn’t work. **RO**

BUILD

Christopher Thiede owns BUILD Communications, a branding and PR firm. Read Chris’ blog at www.buildcommunications.com.



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H20445

Time To Saddle Up! NOT TO GET PHILOSOPHICAL...

Anyone who has taken the time from their busy schedule to breeze through our series of articles is painfully aware that business process analysis and technology are not always the most engaging topics. It's about methodology, analysis, and detail - pretty dry stuff, and not subject to philosophical interpretation. My January article was a continuation of where we left off in December, with no reflection on the past year, or a listing of the challenges we faced through the 1st decade of the new millennium. Logically, most of us take the time to reflect and make our resolutions for the New Year in January. I choose February to write the obligatory reflection article, as this is the "snap back to reality month" for most of us. Come on admit it, it's already been 3 weeks since you have been to gym, fast food is back on the menu, and you're ready to light-up your nicotine patch to get a real fix.

ARE YOU REALLY THAT CYNICAL?

I am an Aquarian—I prefer realist as opposed to cynic. I am not about to step up to the pulpit and begin preaching to the masses about the virtues of setting realistic goals or how to plan for personal success—that's someone else's article, and it's been written a million times. Being a realist, I know how difficult it is to drive change in your business. A good friend of mine and successful business owner

sums it up best:

"I would wake up every morning with new ideas, things that I knew we needed to do that would make the business better, more profitable, but that was as far as it would ever get. The day's routine and problems would rush in, and all of the ideas and things I knew we needed to do, just never got done".

We all have the best of intentions when we reflect and make our New Year's resolutions, or plan to implement the changes to our business that will make us more profitable. The day shows up, however, and the new elliptical in the bedroom is now a very expensive coat hanger.

WOW, CHANGE IS REALLY HARD...

Business analysis, process improvement, and new technology are all topics we have covered over the last several months. These are all methodologies, concepts, or tools that have the **potential** of significantly improving efficiency and your bottom line. Change only occurs, however, when you implement something. There is a great advertising campaign from IBM titled "Stop Talking, Start Doing". In the ad, Innovation man (picture super hero in tights with a big I on his chest) is preparing to kick-off the innovation workshop. A co-worker asks "what does the letter I on his outfit represent"? He boldly responds, "I- for Ideation, I- for Incubation, I- for Invigoration"... the co-worker excitedly interjects, "I- for Implementation"? Innovation man

says "oh, I knew I forgot something"! Change is hard to implement in any business. All of the process analysis, technology, and business strategy meetings are just idle discussions around the conference table without a clear plan for implementation.

IT TAKES COURAGE...

If I had to choose one word to describe the 1st decade of the 21st century, it would be **courage**. Change is not easily embraced by most people, and as business leaders, it takes courage to implement new concepts, technology, or ideas that allows your business to stay competitive—or even viable in this chaotic environment. There is a great quote on courage that my sister-in-law shared with me while she was battling cancer a few years ago.

The word courage as defined by John Wayne:

"Courage is being scared to death, but saddling up anyway"

It takes courage to implement the changes that will guide our businesses through the next chaotic decade. Now, time to stop talking...and **saddle up.** **RO**

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Kelly M. Rigdon for R2 – Resources, in partnership with David LaFollette, developing business processes to grow the bottom line. www.r2-online.com



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Signs: Harnessing Your Silent Salespeople

Signage is the single most powerful and underutilized resource that home retailers have at their disposal. Signs can fill many roles both on the inside and outside of your store, but the bottom line is that they help you sell more without having to do more.

I'm often asked if there's a set of rules or guidelines for creating the perfect sign. What are the essential elements a sign has to have to be effective? What criteria can be used to differentiate a good sign from a bad one?

In attempting to answer these questions, I've developed The I.S.E.E.E. Formula. The formula spells out the five functions a sign can have. In order to be successful, a sign must fulfill one of these functions and ultimately, you'll want to have a sign that combines two, three, or even all five functions.

THE I.S.E.E.E. FORMULA:

I—IS FOR INFORM

Signs can inform the public, as well as identify sale merchandise, pinpoint new items, and provide direction to the bathroom. The majority of signs should be informational—spelling out product benefits and the difference between lookalike merchandise is one way to help customers; detailing store policies, hours of operation, delivery and payment options is another.

S—IS FOR SELL

Sell signs are far and away the signs you're most familiar with. If you have only

a handful of signs in your store, I'd bet dollars to donuts that they're sale signs. These are the signs that act to make the sale on your behalf. They pique interest, capture the imagination, and persuade the customer to buy. This can be done by using sale words:

- New • Exciting • Must-Have • Hot
- Two-for-One • Did You See This?
- You'll Also Need...

E—IS FOR EDUCATE

The best signs can educate the customer, telling them something about the merchandise you're offering. You can highlight benefits this way—for example, explain how upholstery fabric resists stains and would be easy to care for. Another way to use this technique is to explain how a product can be used. For example, signs showing 'the ideal room' of furniture, helps the customer envision how they could arrange pieces in their own home. Furniture systems (such as closet organizers) absolutely need signs to showcase all of the possible combinations.

E—IS FOR ENTERTAIN

Retailing has changed fundamentally. Nobody needs to go shopping anymore because anything and everything in the world can be found online. Going into a store is now just as much about the experience as it is about actually purchasing an item: shoppers want to be entertained.

No longer is it enough for a retailer to have a clean, well-lit store and offer good

merchandise at good prices. You have to do more. You have to offer an entertaining, engaging, fun time to your customers. Signs that tell stories—such as IKEA's Billy Bookcase line—work very well here.

E—IS FOR EMOTIONALIZE

OK, emotionalize is not a word—but it should be! When I say emotionalize, I mean "Forge an emotional connection with the customer"—changing the formula to ISEEF, which just doesn't work.

So, anyway, emotionalize—using signs to pull at the heartstrings and get customers to feel—hope, love, hunger, optimism, nostalgia—whatever emotional response you need them to feel in order to buy your merchandise. Show Grandma in that rocking chair with her grandkids beaming, show the happy family gathered around the dining room table.

There you go: the I.S.E.E.E. formula, spelled out in detail. Use any one of these elements in your signage, and see your sales go up. When you really want to give a product a real boost—a 300–400% sales increase, combine the elements of the I.S.E.E.E. formula for a super powerhouse of a sign! **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





TRADE SHOWS, SHOWROOM OPENINGS AND SPECIAL EVENTS



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③



RIGGS DISTRIBUTING, INC.

RIGG'S DISTRIBUTING

1. The luncheon on Dec 16, 2009 at Riggs Distributing also expressed our appreciation for our dealers' sales performance in 2009.
2. Dealers from throughout Northern California and Western Nevada attended this special appreciation event at Riggs Distributing.
3. A special Dealer Luncheon was held at Riggs Distributing, Inc.'s Burlingame Showroom to honor Jack Kobernus, who has been a consultant for Riggs Distributing, Inc. for over 12 years. A Rhodes Scholar, Jack was with General Electric for 31 years reporting directly to Jack Welch, and handled several different markets including California, Illinois, Hawaii, Mexico, and Puerto Rico.

SPEED QUEEN - MAR 2010

1. Andy Magnotto, president of Northern Plains Distributing; Jeff Rogerson, sales manager at Northern Plains; and Chuck Melton, Speed Queen home laundry national sales manager.
2. Sales training event Speed Queen hosted for Fargo, North Dakota-based Northern Plains Distributing and its dealers. Attendees learned about the strengths of Speed Queen's commercial quality products, their strong warranties and the overall efficiency that runs across the entire product line. The group also toured the manufacturing and testing facilities here in Ripon, WI.



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NKBA Elects 2010 President & Executive Committee

The National Kitchen & Bath Association announces the election results for the 2010 NKBA Executive Committee, which will be led by 2010 President Mark L. Karas, CMKBD of Stoneham, Massachusetts. Current Vice President David Alderman, CMKBD of Chesapeake, Virginia will become the President-Elect, while current NKBA Treasurer Alan Zielinski, CKD of Niles, Illinois has been elected Vice President. The NKBA is also proud to announce the two newest members of the Executive Committee. John Morgan of Glyndon, Maryland was elected as 2010 Secretary, while Michael Alba of Coral Springs, Florida has been elected Treasurer.



**PRESIDENT—MARK L. KARAS, CMKBD,
ADAMS KITCHENS, INC. – STONEHAM, MA**

With over 30 years of industry experience, Mark L. Karas, CMKBD, is the general manager of Adams Kitchens, Inc. in Stoneham, Massachusetts. Active in the NKBA for more than 20 years, Karas has served as President, V.P. of Communications, and V.P. of programs for the Northern New England chapter. Nationally, he has served on the Board of Governors of Dealers and the Ad Hoc CAD Design Committee, as well as chair of the Certification Subcommittee, Professional Development Committee, Ad Hoc Sustainability Committee, and Certification Task Force. Mark is also a member of the NKBA Ambassadors' Club and teaches at the Boston Architectural College, an NKBA-accredited school.



**PRESIDENT-ELECT—DAVID ALDERMAN, CMKBD,
DAVE'S CABINET, INC. – CHESAPEAKE, VA**

David Alderman, CMKBD started Dave's Cabinet Inc. in Chesapeake, Virginia in 1980. Today, he and his partner manufacture custom moldings, millwork, radius stairways, and solid surface countertops. An NKBA member since 1984, Alderman served the Virginia State Chapter as President, Chapter Representative, Vice President of Programs, Vice President of Professional Development, and Treasurer. He has also served nationally as Chairman of the Chapter Leadership and Development Committee, Chairman of the Membership Committee, and a member of the Board of Directors. He has received the Certified Kitchen Designer National Merit Award three times.



**VICE PRESIDENT—ALAN ZIELINSKI, CKD,
BETTER KITCHENS, INC. – NILES, IL**

Alan Zielinski, CKD is the president and CEO of Better Kitchens, Inc., a 50-year-old design firm selected as one of the industry's Top Leaders by *Interior Design Magazine*. With 25 years of kitchen and bath experience, Zielinski is a talented and creative designer with great technical knowledge. Very active within the NKBA, he has served as a Chapter President and member of the Board of Directors. Zielinski has been a judge for both the NARI Contractor of the Year Award and the NKBA Design Visions Award.



**SECRETARY—JOHN MORGAN,
MORGAN PINNACLE LLC – GLYNDON, MD**

John Morgan is a 20-year kitchen and bath industry veteran. A manufacturer's representative, consultant, and trainer serving on the advisory councils of two major companies, he currently represents nationally-known cabinet and technology companies through his agency, Morgan Pinnacle. Morgan has participated in the NKBA since 1985, having proudly served on the Advisory Council of Manufacturers' Representatives, Ad Hoc CAD Design Committee, Ad Hoc Governance Committee, Nominating Committee, Certification Task Force, and Board of Directors.



**TREASURER—MICHAEL ALBA,
CREATIVE KITCHENS – CORAL SPRINGS, FL**

Michael Alba began his career as a kitchen designer in New York more than 25 years ago. Since then, he has built three successful dealerships of his own based on his work and reputation as an expert kitchen designer. Alba's success has been driven by word of mouth, as his commitment to ensuring the satisfaction of his customer's results in consistent referrals. An NKBA member for more than 20 years, Alba has served as the V.P. of Membership, Strategic Planning Chair, and President of the NKBA South Florida chapter, as well as a national Board representative for the NKBA. **RO**

“Our membership in the NKBA has increased our industry recognition and brought in more business.”

◀ **John Petrie, CMKBD - Member, NKBA Board of Directors**
Mother Hubbard's Custom Cabinetry, Mechanicsburg, PA
NKBA Member Since: 1991

Favorite Member Benefit: NKBA courses help our company by keeping us up to date on the latest design and business practices.

◀ **Les Petrie, CMKBD - NKBA Past President**
Mother Hubbard's Custom Cabinetry, Southern Shores, NC
NKBA Member Since: 1991

Favorite Member Benefit: Networking at NKBA chapter events has really helped our business grow.

Strengthen your business.

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The benefits of membership:

Education, Networking, **Leadership**, and Business Tools

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www.msaworld.com

1-5
WINTER 2010 LAS VEGAS WORLD MARKET
Las Vegas Market
LAS VEGAS, NV
www.lasvegasmarket.com

17-20
ASTI 2010 - PSA/USA NATIONAL JOINT CONVENTION
Disney Coronado Springs Hotel
ORLANDO, FL
www.unitedservicers.com

28-MAR 3
NATIONWIDE PRIMETIME! CONVENTION
MGM Grand
LAS VEGAS, NV
www.nationwideprimetime.com

MARCH

11-13
HPB EXPO
(Hearth, Patio & Barbecue)
Orange County Convention Center
ORLANDO, FL
www.hpbexpo.com

11-14
MEGA GROUP USA SPRING NATIONAL CONVENTION
Rosen Shingle Creek Hotel
ORLANDO, FL
www.megagroupusa.com

14-16
INTERNATIONAL HOME & HOUSEWARES SHOW 2010
McCormick Place
CHICAGO, IL
www.housewares.org



15-16
2010 HIGH POINT PRE-MARKET
High Point Furniture Market
HIGH POINT, NC
www.highpointmarket.org

24-27
EHX ELECTRONIC HOUSE EXPO
Orange County Convention Center
ORLANDO, FL
www.ehxweb.com

27-31
BRANDSOURCE SUMMIT CONVENTION Hilton Anatole
DALLAS, TX
www.brandsourceconvention.com

APRIL

7-10
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www.nari.org

10
NARI - EVENING OF EXCELLENCE
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14-18
K/BIS 2010
McCormick Place
CHICAGO, IL
www.kbis.com

17-20
2010 NARMS SPRING CONFERENCE & EXPOSITION
Saddlebrook Resort
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www.narms.com

17-22
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2010 Winter Olympics

ILANAAQ: VANCOUVER 2010 OLYMPIC WINTER GAMES EMBLEM

For centuries, the Inuit people of Canada's Arctic stacked rock in human form to create the inukshuk, a steadfast guidepost that provided direction across the vast horizons of the North. Over time, the inukshuk has become a symbol of hope and friendship, an eternal expression of the hospitality of a nation that warmly welcomes the people of the world with open arms every day.

The Vancouver 2010 Olympic Winter Games emblem is a contemporary interpretation of the inukshuk. It is called



Ilanaaq which is the Inuktitut word for friend. This is the symbol of Canada's Games—our friend who will help us greet the world in 2010.

The emblem was chosen by an international judging panel from more than 1,600 entries from every region of Canada submitted through the Vancouver 2010 Olympic Emblem Design Competition. Rivera Group of Vancouver submitted the design, created by a team that included Company Principal and Creative Director, Elena Rivera MacGregor and Designer, Gonzalo Alatorre.

HISTORY OF THE OLYMPIC GAMES

The first modern Olympic Games were held in the summer of 1896. The organizers added skating to the Summer Games in 1908 (ice rinks could be kept cold even in the hottest weather)—but eventually decided that winter sports were perhaps best left to the winter. The first Olympic Winter Games were held in 1924, in Chamonix, France.

The first gold medal at the first Olympic Winter Games went to speed skater Charles Jewtraw of the United States, but Finnish speed skater A. Clas Thunberg



was the overall star. He earned medals in all five speed skating events: three gold, one silver and one bronze. The Canadian ice hockey team won all five of their matches, outscoring their opponents 110 to 3.

In that first Olympic Winter Games, 16 nations participated, bringing 258 athletes (11 women, 247 men) to compete in 16 events. During the Vancouver 2010 Olympic Winter Games, many more athletes—approximately 2,500—will compete in 15 sports and over 86 separate medal events.



Do I Really Need a Technician?

The following troubleshooting checklist was included in the United Servicer's quarterly newsletter so their clients to know what they can do themselves to take care of the problem before they need to call the service technician for help. After all, it's easy to take household appliances for granted. They make life simpler by cooking and preserving food, cleaning laundry and dishes, and handling otherwise time consuming tasks. When an appliance fails, the effects are stressful. Food spoils or can't be prepared and laundry piles up. It can be hard to find time to schedule a service appointment. One of the most common questions asked to customer service reps is "do I really need a technician?" The truth is sometimes you don't. Here are some tips to help avoid appliance emergencies, and improve the lifespan of your machines.

PLUG IT IN

If it won't start, check the power. If the fridge isn't cooling and the light bulb won't turn on – power supply is the likely culprit. The same goes for any appliance. Check to make sure the plug is in a working receptacle, the breaker is on, and the proper voltage is being delivered to the unit.

Leaks are usually caused by loose connections. Make sure that all your fill and drain hoses are securely attached. If your dishwasher or washer is leaking around the door, make sure nothing obstructs the seal. Any weakness in the seal may cause leakage.

UNPLUG IT

Most appliances rely on freely flowing air or water to function. If your dryer is taking too long to dry clothes, check the venting. Make sure the tube behind your dryer is not kinked, and the outdoor vent is unblocked.

Your dishwasher likely has a filter that prevents waste from entering your plumbing. If your dishes aren't cleaning, build-up in this area could be restricting water flow. Always make sure that none of your dishes interrupt the path of the spray arm. Any residue build-up should be cleaned regularly. Soap compartments should be rinsed and lint traps cleared after every load.

If dust is starting to build-up on your refrigerator's condenser system, vacuum it. Dust can cause unnecessary pressure that will shorten the lifespan of the cooling system. Your refrigerator usually has cold air supplied through the freezer. If your fridge section doesn't cool evenly, make sure the area around the fan is not over-stuffed.

Lastly, if computerized controls seem to be locked or frozen, unplug the unit from its power supply for 10-15 minutes, allow it to reset, and plug it in again. If the problem persists, call for service.

DO YOUR HOMEWORK

If you recently purchased a new machine, it is important to read the use and care guide thoroughly. It will outline proper guidelines for

installation and maintenance, as well as the warranty coverage. It is also important to realize that new appliances won't always sound or function the same as your old appliances due to technological advances or new energy efficient processes. Most warranties won't cover a technician coming out for cosmetics, education, or issues caused by improper use or installation.

BEFORE YOU CALL

If those three steps fail to solve the problem, it may be time to call a repair service. But don't give up hope. A call center agent or a technician may be able to walk you through a quick fix. Always have your model and serial number ready so they will know what appliance you have, or can look up the appropriate manuals. Always do your best to pinpoint the problem. It's hard to recommend a fix for something that is simply "not working." Following these tips can improve the function of your appliances, extend their lifespan, and save you money on service.

Why share these tips? Because we want you to call for service when you really need a technician, and good service is always taking the best care of the customer first. **RO**

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Publix's Randall "Todd" Jones to Address NARMS Spring Conference



Member attendees of the NARMS International Annual Spring Conference will have the special opportunity to take part in “A Conversation with Randall “Todd” Jones”, president of Publix Super Markets, Inc. Jones will address the NARMS event on Monday, April 19; capping the 2010 Manufacturer/Retailer Connection Session, a forum where individual manufacturers/retailers will share news of their new initiatives, new systems and/or business philosophies with NARMS membership.

Jones’ near storybook 30-year ascent to Publix company president began as a part-time front service associate while in high school. Along the way, he progressed through the ranks of retail management, including ten years as a store manager before escalating into operational leadership at various points in the Jacksonville division. In 2005, Jones was promoted to senior vice president of product business development; then moved into the role of company president in 2008 where retains the responsibility for the retail operations and supply chain functions for the supermarket chain.

Publix, the U.S.’s largest employee-owned supermarket chain, operates over 1,000 stores in Florida, Georgia, South Carolina, Alabama and Tennessee. The company has earned

many honors and achievements, including recognition as one of America’s top 100 companies to work for and is one of America’s most admired companies.

NARMS’ nearly 450 member companies perform well over \$3 billion in merchandising services, sales marketing, event marketing, demonstration and other retail services annually. The international trade association serves as a “central gathering point” for the retailing industry; promoting and establishing industry standards; providing critical industry research studies and educational information about the industry while acting as a voice for its diverse membership of service providers, manufacturers, retailers, and associates. NARMS represents all classes of trade including: grocery, drug, mass, department, home and building centers, computer and office supply, electronic, value retailers, specialty, and convenience retailers.

The varied educational offerings supporting improvement and excellence in retailing practices are part of NARMS—U, the educational arm of NARMS International. Additional NARMS information is available at www.narms.com, including full details about the 15th NARMS Spring Conference & Exposition at Saddlebrook Resort in Wesley Chapel, FL on April 17-20, 2010. **RO**

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NAHB CONNECTS BUILDERS WITH NEW FINANCING SOURCES AT THE 2010 INTERNATIONAL BUILDERS' SHOW®



Wall Street and Main Street came together at the International Builders' Show® in January, thanks to an exciting new offering called the Partnership Pavilion that was developed by the National Association of Home Builders. "The severe lack of available credit for acquisition, development and construction financing constitutes a significant threat to thousands of home building and development companies, as well as to the immediate and long-term future of the housing industry," said NAHB Chairman Joe Robson, a home builder from Tulsa, Okla. "Given the current situation, an innovative approach was called for to help our members find new sources of debt and equity financing while reinvigorating the traditional sources of housing credit, and that was the aim of the Partnership Pavilion.

"NAHB members build roughly 80 percent of all new housing in this country every year, and about 95 percent of them are the key decision-makers within their business—including presidents, CEOs, owners and managing partners," Robson continued. "Many of whom travelled to the International Builders' Show (IBS), which is the largest and best-attended annual building industry tradeshow in this country. It just made sense to provide a confidential setting within that venue for such professionals to meet one-on-one with potential new backers for their projects." The pavilion was a centrally located forum with private office spaces and concierge services. There, NAHB members had the opportunity to discuss their funding needs with representatives of a variety of capital sources and financing advisors.

"At a time when credit for housing production is extremely difficult to come by, we hope that the Partnership Pavilion was able to provide a new channel through which home builders, developers and potential investors can communicate and conduct business while

attending our industry's most important trade show of the year," said Robson. Additional information is available at: www.nahb.org/partnership.

ABOUT NAHB:

The National Association of Home Builders is a Washington-based trade association representing more than 200,000 members involved in home building, remodeling, multifamily construction, property management, subcontracting, design, housing finance, building product manufacturing and other aspects of residential and light commercial construction. Known as "the voice of the housing industry," NAHB is affiliated with more than 800 state and local home builders associations around the country.

WHIRLPOOL CORPORATION ACCOUNT MANAGERS ACHIEVE CERTIFIED GREEN PROFESSIONAL DESIGNATIONS FROM NAHB



Whirlpool Corporation recently announced that Sue Reed, senior account manager Florida Contract Sales, and Mark Peterson, senior account manager Southern States Contract Sales, have earned Certified Green Professional (CGP) designations from the National Association of Home Builders (NAHB). The CGP distinction recognizes Reed and Peterson as building industry professionals with knowledge of the best strategies for incorporating green building principles into home building.

As an almost 24-year member of the Whirlpool Corporation team, Reed plays an integral role in a number of building groups. Her recent accomplishment positions Reed to speak on various environmentally friendly building elements, including waste management, materials, construction and sustainable practices. In addition to her recent CGP certification, Reed has received a Green Advantage Certification.

Peterson, a 23-year member of Whirlpool Corporation's

team, is well versed on building sustainably without driving up the cost of construction. As a CGP-certified professional, he helps promote the importance of increased indoor air quality and energy and resource efficiency.

“Whirlpool Corporation congratulates Reed and Peterson on their recent accomplishments,” said Tracy Frye, senior contract marketing manager at Whirlpool Corporation. “The CGP certification is not an easy task and we commend them for their dedication to better serving our company, its trade customers and the building industry. With these credentials, we can further educate our customers about sustainable building practices, while reducing the building industry’s carbon footprint.”

The CGP curriculum incorporates training by leading building industry practitioners on a range of topics, including strategies for incorporating green building principles into homes using cost-effective methods of construction, and how green homes provide homeowners with lower maintenance and good indoor air quality. Reed is required to maintain the designation by completing 12 hours of continuing education every three years, a portion of which pertains to green building activities.

For more information on Whirlpool Corporation and its offerings for building professionals, please visit www.insideadvantage.com or call 1-800-952-2537.

NEW HOME ENERGY-EFFICIENCY INCENTIVES COULD BOOST RECOVERY



The National Association of Home Builders commended President Barack Obama as he proposed a new initiative to create jobs and make today’s homes more energy efficient. In a speech at a Home Depot in the suburban Washington, D.C. area, the president called on Congress to extend energy-efficiency tax credits for home owners as part of an \$8 billion effort to reduce energy use. “This is the kind of thinking that is going to get America back to work - and make a big difference in many home

owners’ monthly utility bills,” said NAHB Chairman Joe Robson, a builder and developer in Tulsa, Okla.

NAHB estimates that 11,000 jobs, \$527 million in wages and salaries, and \$300 million in business income are generated by every \$1 billion in new remodeling and home improvement activity. “That’s a huge impact just in the short run, and in the long run, the energy savings for participating home owners can be quite significant,” Robson said. “This also bolsters a very important message and something we have been saying for years: If we really want to make an impact on the nation’s energy use, we need to take significant steps to make the existing housing stock more efficient,” Robson said. He pointed out that state and local home builder associations affiliated with NAHB can be instrumental in the effort to weatherize older homes and make them more energy efficient.

For example, the Builders Association of Minnesota served as the conduit for federal stimulus program funds provided to the state for its energy-efficiency programs. The association trained nearly 1,000 remodelers and other residential contractors and funneled the money to 1,300 Minnesota home owners to help them make needed improvements. Minnesota home owners got extra incentives for choosing projects like attic insulation, which some consumers don’t do because it’s something that’s not immediately visible, but when combined with incentives can bring a payback on utility bills within a year or two, depending on the climate.

“President Obama is right that these kinds of projects don’t seem ‘sexy,’ but saving money is very attractive, and so is providing jobs,” Robson said. “These are efforts that the Administration should consider on a much larger scale,” he continued. “They provide employment, stimulate the economy and help us reduce our dependence on fossil fuels - that’s three great outcomes. NAHB can help make this happen all over the country.”

The White House Council on Environmental Quality invited NAHB to explain how home builders, product manufacturers and remodelers can be part of the Administration’s “Recovery through Retrofit” solution with programs like Minnesota’s. “We’re anxious to help with these efforts,” Robson said. “It’s what our members do, and do well - and they all want to get back to work.” **RO**



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Whirlpool Corporation and Beazer Homes Form Strategic Partnership

PROVIDING HOMEOWNERS WITH ENERGY- AND WATER- EFFICIENT APPLIANCES

Whirlpool Corporation announced that the company will be the exclusive supplier of energy- and water-efficient appliances to one of the country's largest home builders, Beazer Homes USA, Inc. Headquartered in Atlanta, Beazer Homes has ongoing operations in 16 states across the country, building high-performance homes designed to appeal to homebuyers at various price points across a wide-range of demographic segments. As part of the agreement, Beazer homes will now include in all of its homes ENERGY STAR® qualified Whirlpool brand dishwashers, which incorporate advanced technologies that use 10–50 percent less energy and water than standard models. In addition, homebuyers can select from a wide-range of other Whirlpool Corporation kitchen appliance brands, such as Whirlpool or KitchenAid.

“Partnering with Whirlpool gives us the tools to provide homebuyers with high-quality homes that feature appliances to complement their individual lifestyles,” said Tony L. Callahan, senior vice president of national purchasing, planning & design at Beazer Homes. “Whirlpool has shown a true commitment to building professionals and trade customers through their Inside Advantage™ program, as well as other quality service initiatives, making them an ideal partner for Beazer Homes.”

The Inside Advantage is designed to meet the needs of Whirlpool Corporation's trade customers and other building and design professionals. More than a program, The Inside Advantage allows the customer to leverage the strength of powerful brands that consumers recognize, innovative products, market insight and targeted services, all from one company. “This partnership leverages technologies and resources from both companies and shows Beazer Homes' commitment to offering its homebuyers sustainable solutions for conserving water and energy through everyday home appliances,” said Kelly Safis, national director of contract

sales at Whirlpool Corporation. “We look forward to a long, successful working relationship with Beazer Homes.” As part of Beazer Homes' SMARTDESIGN® initiative, the builder includes up to 10 eco-friendly features in every home it builds, including CFL bulbs, programmable thermostats and ENERGY STAR dishwashers. Other standard features include water-saving faucets and showerheads, as well as MERV-8 air filters and low-VOC paints and carpet, which contribute to healthier indoor air quality.

ABOUT WHIRLPOOL CORPORATION

Whirlpool Corporation works to exceed expectations with appliances that help building professionals create homes of distinction. The company's The Inside Advantage program offers powerful brands, innovative products, targeted services and market insight to support building professionals. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Consul, Bauknecht and other major brand names to consumers in nearly every country around the world. For more information on Whirlpool Corporation and its offerings for building professionals, please visit www.insideadvantage.com or call 1-800-952-2537.

ABOUT BEAZER HOMES USA, INC.,

Beazer Homes USA, Inc., headquartered in Atlanta, is one of the top ten homebuilders in the United States, based on the number of homes closed. Its operations are geographically diversified in 16 states across the country and their homes are designed to appeal to homebuyers at various price points across various demographic segments. Beazer's long-term business strategy focuses on providing its customers with a higher measure of home. Beazer Homes' legacy includes building homes for America's families for over 50 years—over 100,000 in the last 10 years alone. **RO**

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