

# The *Retail Observer*

March, 2008

The Monthly News Magazine With Personality

Vol.19, Issue 3

## INTERNATIONAL BUILDERS' SHOW ORLANDO NOT JUST ANOTHER MICKEY MOUSE EVENT

COMPILED BY MOE LASTFOGEL

Over 92,000 building industry professionals from around the globe convened at the Orange County Convention Center, February 13-16 in Orlando, Florida. The National Association of Home Builders (NAHB) event was held in one of the largest convention centers in the country featured the most cutting-edge designs, technologies, products and services in the industry.

More than 1,900 exhibitors displayed across more than one million net square feet of exhibit space. Suppliers spanned more than 300 product categories ranging across every aspect of the residential and light commercial construction fields.

The show kicked off with a Grand Opening Ceremonies extravaganza which contained characters from many of the local amusement parks and showgirls



from Las Vegas to announce the new venue for the 2009 show. The Keynote Speakers this year were husband and wife political analysts James Carville and Mary Matalin.

For the first time ever, NAHB held Green Day, celebrating all things Green in the building industry. Green Day began with a session by William McDonough on The Promise of Cradle to Cradle to Design: Sustainable Architecture for the 21st Century. In addition, green education was held throughout the day and NAHB officially launched the NAHB National Green Building Program and the Certified Green Professional designation.

Other show highlights include the Daily Featured Speaker sessions by Mark Jarvis, Chief Marketing Officer at Dell and

| *continued on page 6* |



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**Celebrating Our 19th Year!**

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## WHAT'S IN IT FOR ME? (WIIFM)

How often do we hear that phrase? How lazy is the person who puts it out? As a manager in both food and beverage and retail, I've heard it way too often. What's worse, I now hear it at home with my kids and my friends' kids. Where has our society gone? What has happened to a real work ethic? We're fat!!! Not overweight, although I could lose a few, but lethargic in our efforts.

I remember my mom saying, "Clean your room before you go play" and "Yes, Mother" was my response. Today you ask for the room to be cleaned and you get a heavy sigh, a head turned towards the TV and an "Ok, right after American Idol" response. Of course, after American Idol comes an hour of phone calls and text messages, then the un-done homework and of course bed time. "Oooops, I forgot to clean the room". What happened to dealing with the request when it happens? What happened to listening to authority? Where is the responsibility we once had? It happens both at home and work.

My uncle was the guy you hear about that started in the mail room and worked his way up to the top of the William Morris agency. How to succeed in business without trying is a fallacy. What will it take to get that work ethic back in America? What are you doing to increase your employees' and your own productivity to a level that matches the position? I get tired of hearing people say that there are illegal immigrants in this country that are harder workers than the average American Citizen. Let's take a look at the past and see how lucky we are today.

The year is 1907:

- The average life expectancy in the U.S. was 47 years old.
- The average wage in the U.S. was 22 cents per hour.
- The average U.S. worker made between \$200 and \$400 per year.
- A competent accountant could expect to earn \$2000 per year.
- A dentist made \$2,500 per year.
- A veterinarian made \$1,500 per year.
- And a mechanical engineer about \$5,000 per year.
- Canada passed a law that prohibited poor people from entering into the country for any reason.
- Two out of every 10 U.S. adults couldn't read or write.
- Only 6 percent of all Americans had graduated from high school.
- More than 95 percent of all births in the U.S. Took place at HOME.
- Ninety percent of all U.S. doctors had NO COLLEGE EDUCATION! Instead, they attended so-called medical schools, many of which were condemned in the press and the government as "substandard."
- Sugar cost four cents a pound. Eggs were fourteen cents a dozen. Coffee was fifteen cents a pound.

Just try to imagine what it may be like in another 100 years! Try to imagine it if we had the work ethic that brought us to where we are today. All I have to say is clean your room. NOW!!!!

*Moe Lastfogel*



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**U-LINE**  
CORPORATION

Ken Schmidt, formally with Harley-Davidson Motor Company. Thursday's Luncheon Impossible featured The Food Network Star of "Dinner Impossible" Chef, Robert Irvine.

The four days packed full of education, exhibits and special events made IBS 08 a huge success!

Here are just some of the many exciting innovations that builders saw:

**ASKO Appliances, Inc.** showed the world's first fully integrated washers and dryers. These products blend seamlessly into their surroundings and are capable of transforming the laundry room into a pleasant and stylish environment. Also from their Ardo line they showed the new Home Pub beer Refrigerator.

**Brizo®**, a new premium fashion faucet brand from Delta, revealed the Belo™ pull-down kitchen faucet. Inspired by the graceful lines of a swan, provides consumers with both functionality and durability with its (m)Lock™ magnetic docking station, four-function pull-out wand, diamond-embedded ceramic valve, and one-piece PEX waterway.



Gaggenau wine units coupled



Miele's expanding hood



ARDO's new Home Pub

**Delta Faucet Company** debuted its patented Diamond™ Seal Technology. This new patented water delivery system uses real diamonds which crush minerals in the water, guaranteeing protection from leaks and drips, and offering consumers lead-free waterways by prohibiting water from coming in contact with potential metal contaminants.

**Gaggenau** introduced "First Professionals," a complete professional-grade kitchen for around \$15,000, in which each appliance embodies gourmet design and cultural experiences for a sophisticated life, at an affordable price.

**Maytag** showed its ENERGY STAR®-qualified dishwashers with the SteamClean option to get glassware clean the first time and every time. With this high-heat option, the dishwashers remove even the most stubborn residue and spots from glassware, delivering more powerful cleaning performance than ever before.

**Miele** showcased its new MasterCool™ collection. MasterCool embodies Miele's legendary quality and innovation from its high-performance dual-cooling system and intuitive MasterCool touch controls to its patented Wi-Fi RemoteVision™ technology that delivers total peace of mind as it protects valuable food and wine investments.

| continued on page 8 |



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imagination at work

**GE Café™**

**Siemens Home Appliances** highlighted its avantGarde™ iSlide™ convection oven and avantGarde™ touchSlide™ cooktops, both offering the ultimate in control, performance and style. Perfect for loft spaces, these built-in innovations bring Siemens' signature German engineering, technological innovation and pure European flush design to the American kitchen.

**Thermador** showcased its sleek new electric cooktops, which boast infrared sensor technology to accurately monitor temperature for precise results and time savings. Thermador's redesigned gas cooktop line features the next-generation exclusive Star Burner® and now offers the most powerful 30-inch gas cooktop on the market today.

**TurboChef** showed off its 30-inch single- and double-wall Speedcook ovens, featuring the company's restaurant-proven technology, adapted and enhanced for today's home cook, allowing one to prepare meals up to 15 times faster than conventional methods with exceptional quality. A 12 lb. turkey that once took four hours now cooks in 42 minutes in the TurboChef oven.

**Whirlpool Corporation** featured a completed, sustainable kitchen featuring a number of different manufacturers. They also highlighted many of the new product launches from Amana's new delicates washer shaped like an egg; new product colors in laundry **RO**

NEXT YEAR, THE INTERNATIONAL BUILDERS' SHOW MOVES TO VEGAS! PLAN TO JOIN THEM JANUARY 20-23, 2009.



The many new colors of Viking



Thermador's paired



Metallo Arts' new lineup



Whirlpool's Laundry takes on new colors



Whirlpool's Dispensed 36" shallow depth



Thermador's new showroom display—beautiful and functional design (shown closed and open)



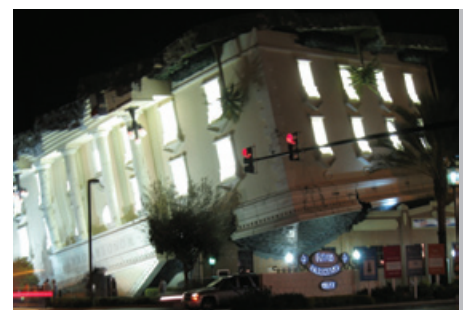
Amana's line-up hatches a new look



GE highlighted their twin drawer French door



Kitchenaid's 14 inch downdraft with new cooktop



NAHB turned the town upside down.



# *The* **Retail Observer**

The Monthly News Magazine With Personality

## 2008 OPPORTUNITIES 2008

### **Classified section**

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### **Highlight your event**

**We know what you did last summer; now tell us what you're going to do this next year.** Send an e-mail to [info@retailobserver.com](mailto:info@retailobserver.com) and let us know what kind of event you've had or are having at your showroom, factory or country club. We will be glad to discuss what information we would need to create a nicely highlighted follow-up to your event. Deadline for editorial is the 10th of the month previous to the edition.

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### **Give us your view**

**Did you ever want the opportunity to be a journalist?** Well, this isn't it, but we would like to hear what you have to say anyway. Send us your comments on industry related topics and we will take a look at them. We will compile the ones that won't cause political unrest or global crisis and set them in this new section. Those unused will be filed for a rainy day. Send an e-mail to [info@retailobserver.com](mailto:info@retailobserver.com). Maximum content of 300 words. Deadline for editorial is the 10th of the month previous to the edition.

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### **Calendar section**

**Attention Buying Groups, NKBA and NARI Chapters, Distributors and Manufacturers:** Please submit your meeting schedules to [info@retailobserver.com](mailto:info@retailobserver.com) ASAP so they may be included in our Coming Events Column.

## NATION'S HOME BUILDERS ELECT LEADERSHIP FOR 2008

February 15, 2008—Members of the National Association of Home Builders (NAHB) elected four Senior Officers to top leadership positions within the federation today during the association's International Builders' Show in Orlando.

With more than 800 affiliated state and local home builders associations (HBAs) and 235,000 members across the country, NAHB is the "voice of the housing industry" representing the interests of the nation's housing professionals through advocacy, education and research efforts. Its members construct about 80 percent of the new homes built each year in the United States. All together, housing-related goods and services account for approximately 16 cents out of every dollar spent in the U.S. economy.

Taking the helm as NAHB president this year is Sandy Dunn, a second-generation West Virginia home builder who has provided affordable housing to Mountain State residents for more than three decades. Dunn is president of Point Pleasant, W. Va.-based B.J. Builders, Inc., a company founded by her father in 1953 that specializes in single-family, entry-level homes.

"Our primary objective in 2008 will be to work with the nation's lawmakers and administration to implement policies that will resolve the credit crunch in housing finance markets and revitalize home building as the engine of economic growth," said Dunn. "Concurrently, we will strive to ramp up the political involvement of our 235,000 members so that home builders and their affiliates have the strongest possible voice in Washington during this election year and beyond."

Also moving up on the association's leadership ladder during NAHB's Orlando board meeting was Tulsa, Okla.-based home builder Joe Robson, who was elected by unanimous consent to the position of NAHB First Vice President. A leader in the Tulsa area home building and development industries for more than 25 years, he is the founder and president of The Robson Companies, Inc., developers of residential communities and commercial properties.

Meanwhile, Bloomfield Hills, Mich.-based home builder Bob Jones was elected to the post of 2008 NAHB Vice President and Treasurer. As president of Robert R. Jones Homes, he specializes in land development and the design and construction of single-family luxury homes throughout metropolitan Detroit. During Jones's 35-year career, he has earned a reputation for excellence and established a continuing commitment to the home building industry across the local, state and national levels.

Reno builder Bob Nielsen joined the NAHB leadership ladder with his election to the post of Vice President and Secretary. Nielsen has over 25 years of experience in the industry and has overseen the development of more than 45 new home communities housing 4,500-plus families. He is president of Shelter Properties, a building and development company headquartered in northern Nevada that has constructed communities across the state as well as in California.

2007 NAHB President Brian Catalde, from El Segundo, California, remains on the leadership ladder as Immediate Past President. A driving force in the Southern California home building industry for more than 30 years, Catalde is president and chief operating officer of Paragon Communities, which develops and builds single-family and multifamily communities as well as commercial properties.

Rounding out the association's leadership is NAHB Executive Vice President and CEO Jerry Howard, from Washington, D.C. Howard heads up a professional staff of more than 300 working out of the National Housing Center in Washington. [RO](#)




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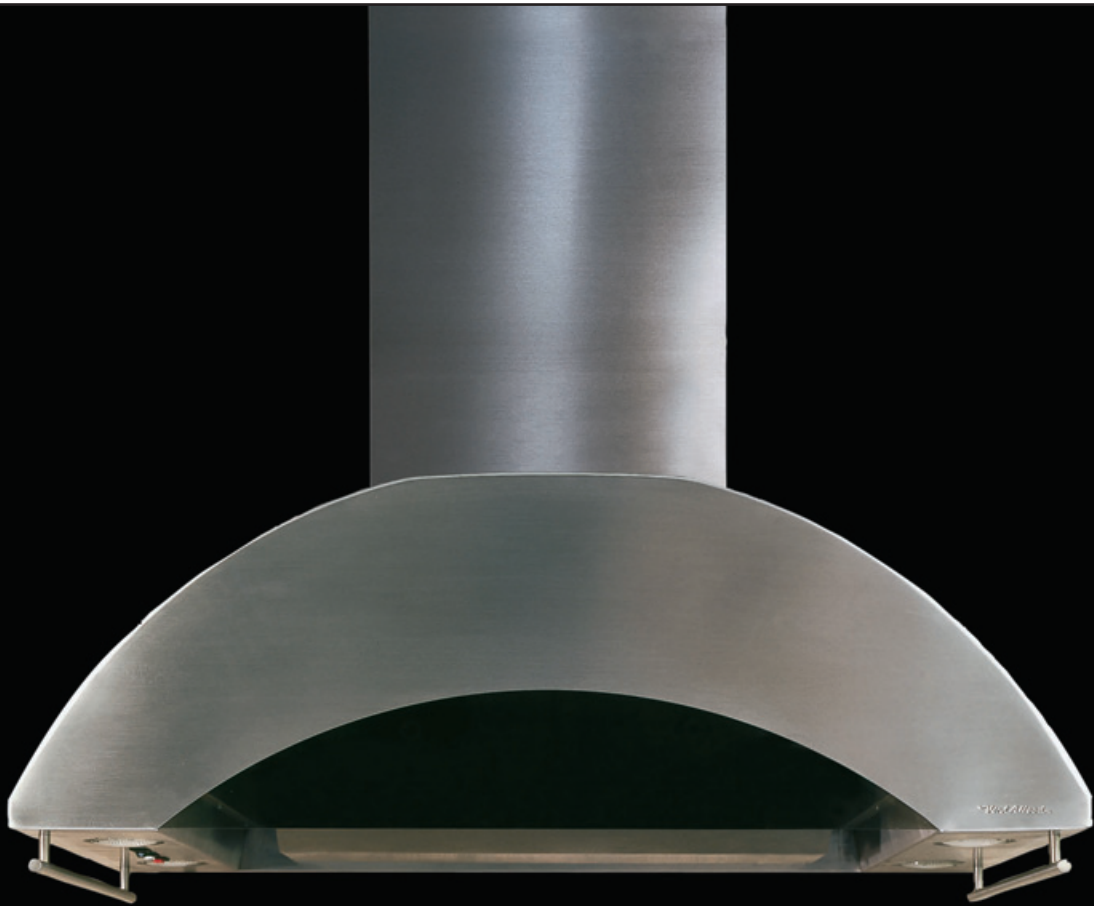
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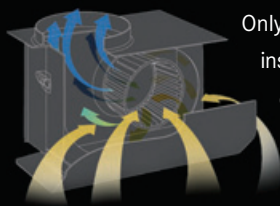
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# KBIS 2008 PRESHOW GUIDE—

## KITCHEN/BATH INDUSTRY SHOW & CONFERENCE SET TO TAKE THE WINDY CITY BY STORM WITH STAR POWER



THE LARGEST ANNUAL KITCHEN AND BATH INDUSTRY EVENT RETURNS TO CHICAGO WITH MORE NEW PRODUCTS, CELEBRITY-STUDED CONFERENCE SESSIONS AND UNMATCHED NETWORKING OPPORTUNITIES.

CHICAGO – This April, the Kitchen/Bath Industry Show & Conference (K/BIS®) is blowing through the “windy city,” bringing with it the latest and greatest in kitchen and bath products and information. Owned by the most authoritative voice in the kitchen and bath industry for more than 40 years, the National Kitchen & Bath Association (NKBA), and produced by Nielsen Business Media, K/BIS returns to Chicago’s McCormick Place, April 10-13, 2008.

As the world’s largest international trade show event dedicated to the kitchen and bath industry, K/BIS sets the tone for the industry. With innovative product launches, emerging trends, cutting-edge information, and the largest gathering of kitchen and bath professionals and manufacturers worldwide, there’s something for everyone on the show floor.

“This year’s K/BIS promises to be the biggest and best show yet—we’re bringing together more than 900 exhibitors and more than 40,000 national and international dealers, designers, architects, distributors, retailers, and home centers. The anticipation surrounding this year’s show in Chicago is tangible,” said Michael Kelly, Chief Executive Officer of the NKBA. “In the pre-show buzz, you can already get a true sense of the vitality in the kitchen and bath industry.”

K/BIS is the premier showcase for innovative ideas and continued learning in the kitchen and bath industry, and features the largest array of product displays and demonstrations, engaging keynote speeches and conference sessions, NKBA professional development courses, and interactive roundtable events. K/BIS Connect, back by popular demand, is a user-friendly, interactive floor plan combined with an integrated agenda planner, making personal show planning simple, helping attendees to balance their time, see a greater number of booths, spend more time with exhibitors, and find the useful products they need.

A must-see for all K/BIS attendees, the New Product Pavilion, sponsored by K+BB magazine, is a one-stop-shop for the best in the industry and will showcase the newest innovations on the show floor. Other new pavilions to see include the Multi-Family Pavilion, which will showcase design ideas for one of the fastest growing industry trends, and the Custom Build Pavilion, one of the most popular attendee segments.

For the third year in a row, the NKBA and Meredith Corporation are partnering to bring the latest trends and products in kitchen and bath design to K/BIS. The Design Idea Center features a unique collaboration between five of Meredith’s most popular consumer publications—*Better Homes and Gardens*®, *Kitchen and Bath Ideas*®, *Traditional Home*®, *Country Home*®, and *Midwest Living*®—and is guided by the design ideas of NKBA members. With the most innovative and creative kitchen and bath plans, the Design Idea Center will provide enough inspiration to last all year.

| continued on page 14 |



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K/BIS will also offer innovative education and conference sessions and lively roundtable discussions led by industry experts and celebrities. Attendees have access to conference sessions that cover topics from sustainability and kitchen architecture to executive mental fitness, internationally-influenced urban design, client budgets and more. Leading designers, dealers, distributors, manufacturers and retailers come to K/BIS to network and to improve their craft—this year’s lineup of events is more impressive than ever.

“The workshops and event schedule at this year’s show focus on the strengths of the kitchen and bath industry and what we as an industry can do to increase the forward momentum of the industry,” said Cory Smith, Vice President of the Kitchen and Bath Group, the division within the Nielsen Company that produces K/BIS. “Incorporating new, cutting-edge information and the best, highest-quality products are what keep this industry moving forward. The conference sessions are one of the many ways K/BIS puts this information into the hands of the industry.”

This year’s conference schedule features industry icons and celebrity appearances presenting relevant and engaging topics. A few highlights include:

- **Kitchen & Bath Makeovers:** Candice Olson, host of HGTV’s “Divine Design” and one of North America’s leading professional interior designers, offers a tour through some of the dramatic kitchen and bath transformations featured on her top-rated series. In this Thermador-sponsored Design & Inspiration session, Candice will share practical insights and a wealth of before and after photos that illustrate how she brings a signature style that incorporates creativity, practicality and timelessness to create sophisticated, yet accessible designs. *(Sunday, April 13th, 10:30 a.m. – 11:30 a.m.)*
- **Implementing Sustainability:** What constitutes a sustainable approach to kitchen and bath design? This workshop, presented by Jonas Carnemark, Certified Remodeler (CR) and Certified Kitchen Designer (CKD), takes an in-depth look at what it means to be sustainable in this industry. Find out what companies across the country are doing to implement environmentally sensitive design and construction and learn the tips and tricks that can help you develop a consistent policy of environmental stewardship within your company. *(Friday, April 11th, 3:30 p.m. – 4:30 p.m.)*
- **Executive Mental Fitness:** Becoming Mentally Prepared for Extraordinary Performance: This informative presentation by Nikki Nemerouf, corporate mental health coach and management advisor to top companies like Price-waterhouseCoopers and Verizon, will help attendees gain information and tools to form the basis of a mental fitness program that can be practiced daily. This session will teach attendees the art of disciplined focus and positive mental rehearsal, allowing for improved feedback and accelerated growth. *(Friday, April 11th, 2:00 p.m. – 3:00 p.m.)*
- **Integrating Architecture into Kitchen Design:** Today’s ultimate kitchens have a variety of different architectural details incorporated into them in order to give the client the beautiful, dramatic kitchen they dream of. Architects are adding more archways and higher ceilings to make the kitchen

| continued on page 16 |



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look larger and more welcoming, while using windows to brighten them with more natural light. This session is presented by Dominick Tringali, AIA, founder and president of Dominick Tringali Architects and sponsored by Art for Everyday. (Saturday, April 12th, 2:00 p.m. – 3:00 p.m.)

- **K/BIS 2008 NKBA Roundtable Events:** These popular roundtable discussions allow an open dialogue and great networking opportunities. Each moderated forum will focus on seven of the hottest topics in the industry today.

**Saturday, April 12th, 4:00 p.m. – 5:00 p.m.**

- Design Trends – Unique Material Combinations
- Technology Use in Kitchens & Baths: Look How Far We’ve Come
- Sustainable Design: Functionality & Pricing
- Urban Design with International Influences
- Outdoor Spaces in Challenging Environments
- Surviving the Current Housing Market
- Setting the Standard: Sustainable Design & Remodeling Standards

**Sunday, April 13th, 1:00 p.m. – 2:00 p.m.**

- Outdoor Spaces & Lighting
- Sustainable Kitchens & Baths: How Green Is Green
- Luxury Market: Present & Future
- Media Influence – Timelines & Client Expectations
- How to Expand Beyond a Regional Market
- More Bang For Their Buck: Client Budgets
- New Business Moving to Profitability

- **NKBA /Meredith Corporation’s Design Idea Center:** This popular booth featuring kitchen and bath designs from Meredith Corporation’s most popular consumer publications returns for its third year. The 10,000 square foot design center is themed, “Your Kitchen and Bath, Your Way: Designs for Every Lifestyle & Life Stage” and brings together the latest design trends and products to create different looks for each type of woman from *Kitchen and Bath Ideas*®, *Better Homes and Gardens*®, *Traditional Home*®, *Country Home*® and *Midwest Living*®. Spaces include: eco-friendly design, aging in place, indoor/outdoor living, technology, organization and storage. (Open during show floor hours, Booth: S4058)

- **NKBA Annual Business Luncheon:** Including the presentation, “The Changing Face of Today’s Customer: Think Globally to Sell Locally,” this annual hotspot is more than just an opportunity to mingle with other NKBA members. This thought-provoking presentation from Doug Lipp, internationally-acclaimed expert on customer service, leadership and diversity, discusses immigration trends, today’s consumer, and the connection to your business. Learn the ways that companies such as Starbucks, Procter & Gamble, Intel, and Disney have adapted to the global marketplace and how you can benefit from those lessons. (Saturday, April 12th, 2008, 12:00 p.m. – 1:30 p.m.)

For complete descriptions of events and speakers at the 2008 Kitchen/Bath Industry Show at Chicago’s McCormick Place, April 10-13, 2008, please visit [www.kbis.com](http://www.kbis.com). **RO**



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# KBIS PRE-SHOW



# FLOOR GUIDE

## COOKING

American Range .....	S6170
Bath & Kitchen Buying Group .....	S5934
Bertazzoni Spa.....	N8122
Bosch Appliances .....	N7906
Brew Express by Lance Larkin.....	N9820
BSH Home Appliances Corporation.....	N7906
Duro Corporation .....	N9809
Electrolux Home Products .....	S4860
Evo Inc .....	N8173
Fisher & Paykel Appliances Inc .....	N7310
Fivestar Professional Cooking .....	N9017
FRATELLI-ONOFRI .....	N8255
Gaggenau .....	N7906
GE Consumer & Industrial.....	N7100
Haier America .....	N7839
Ilve Spa.....	N8260
INDUC (Qingdao) Commercial Electrics Co Ltd.....	N7357
Kenyon International Inc .....	N9217
Kitchen Center Tri-County Consultants	L10217
La Cornue .....	N8119
LG Electronics USA, Inc. ....	N8517
Mod 3 Cabinets & Home.....	S3244
Peerless-Premier Appliance Co .....	N9733
Sears .....	S4925
Sharp Electronics Corporation .....	N9045
Siemens .....	N7906
Tecnowind S.p.A. ....	N9158
Thermador.....	N7906
TurboChef.....	N8539
Wind Crest by CNP Industries .....	S4478
Wood Stone Corporation .....	N9729
Zephyr.....	N855

## LAUNDRY

Amba Towel Warmers - Jeeves.....	L10514
ASKO Appliances, Inc. ....	N9021
Bath & Kitchen Buying Group .....	S5934
Bosch Appliances .....	N7906
Breezedry .....	L10319
BSH Home Appliances Corporation.....	N7906
Ceco .....	N7228
Electrolux Home Products .....	S4860
Enviro-Trash Concepts .....	L12109
Fisher & Paykel Appliances Inc .....	N7310

GE Consumer & Industrial.....	N7100
Haier America .....	N7839
HC Sanitary Co Ltd.....	N9857
Iron-A-Way Inc.....	S1749
Lambro Industries Inc .....	N9635
LG Electronics USA, Inc. ....	N8517
Mustee, El & Sons, Inc .....	S5930
Rev-A-Shelf.....	S2634
Sears .....	S4925
Siemens .....	N7906

## OTHER

ASKO Appliances, Inc. ....	N9021
Bosch Appliances .....	N7906
Bosch Water Heating .....	S1137
Brew Express by Lance Larkin.....	N9820
BSH Home Appliances Corporation.....	N7906
Electrolux Home Products .....	S4860
Enviro-Trash Concepts .....	L12109
Eternal / Grand Hall.....	S1040
Fivestar Professional Cooking Equipment.....	N9017
Gaggenau .....	N7906
GE Consumer & Industrial.....	N7100
Lambro Industries Inc .....	N9635
Oliveri by Tasman Sinkware .....	S4624
Optima Service Solutions.....	N9453
Sears .....	S4925
Siemens .....	N7906
Soko .....	S2876
Thermador.....	N7906
U- LINE Corporation .....	S6053
Ultra Lift Corporation .....	L10309
Universal Design Products Inc. ....	L11014
Windsor Vineyards .....	L10530

## REFRIGERATION

Bath & Kitchen Buying Group .....	S5934
Bordino&Manna Inc .....	L12116
Bosch Appliances .....	N7906
BSH Home Appliances Corporation.....	N7906
Electrolux Home Products .....	S4860
Fisher & Paykel Appliances Inc .....	N7310
Fivestar Professional Cooking Equipment.....	N9017
Frigo Design .....	S2193

Gaggenau .....	N7906
GE Consumer & Industrial.....	N7100
Grotto Custom Wine Cellars .....	N8558
Haier America .....	N7839
LG Electronics USA, Inc. ....	N8517
Liebherr-Export AG .....	N9417
Northland Built-In Refrigeration.....	S2356
Scotsman Ice Systems .....	S2879
Sears .....	S4925
Siemens .....	N7906
Sub Zero, Inc. ....	N8506
Thermador.....	N7906
U-LINE Corporation .....	S6053
Ultra Lift Corporation .....	L10309
Viking Range Corporation .....	S4082
Vinotemp International .....	N9817
WC Wood Inc.....	S4034

## VENTILATION

Bath & Kitchen Buying Group .....	S5934
Bosch Appliances .....	N7906
Breezedry .....	L10319
BSH Home Appliances Corporation .....	N7906
Electrolux Home Products .....	S4860
Faber.....	N9151
Fantech Inc .....	S5417
Fisher & Paykel Appliances Inc.....	N7310
Fivestar Professional Cooking Equipment .....	N9017
Fuji Industrial USA Inc.....	L11919
Gaggenau.....	N7906
GE Consumer & Industrial.....	N7100
Ilve Spa.....	N8260
La Cornue .....	N8119
Lambro Industries Inc .....	N9635
Myson Inc.....	L11500
Panasonic Home & Environment Company .....	S3617
S&P(Soler & Palau) USA.....	S1130
Siemens .....	N7906
Sirius Range Hoods (USA) Ltd.....	N8848
Tecnowind S.p.A. ....	N9158
Thermador .....	N7906
Vent-A-Hood .....	S6064
Vernet Sa.....	L12024
Wind Crest by CNP Industries .....	S4478
Yosemite/Magnum .....	N9445
Zephyr.....	N8551

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## NKBA 2008 KITCHEN & BATH HALL OF FAME INDUCTEES



PROFESSIONALS RECOGNIZED FOR THEIR OUTSTANDING  
SERVICE TO THE KITCHEN AND BATH INDUSTRY

HACKETTSTOWN, N.J. (February 5, 2008)—The National Kitchen & Bath Association (NKBA) is pleased to announce this year's inductees into the Kitchen & Bath Industry Hall of Fame, which honors professionals who have made exceptional contributions through long-term dedication to the industry. Hall of Fame nominations are submitted by NKBA voting members and reviewed by the Hall of Fame Committee.

The 2008 inductees are David H. Newton, CMKBD of David Newton and Associates in Knoxville, Tenn.; Kenneth S. Rohl, CEO of ROHL Corporation in Irvine, Calif.; and Eliot Sefrin, editorial director and publisher of Kitchen & Bath Design News in Melville, N.Y.

### DAVID H. NEWTON, CMKBD, DAVID NEWTON AND ASSOCIATES

David's introduction to the kitchen and bath industry came in 1970, managing a building products distributor. In 1986, he became the director of training for the National Kitchen and Bath Association, teaching the three-day Kitchen Specialist Training School and creating the Bath Design course. David left the NKBA in 1989 to begin David Newton and Associates, but continued to teach and develop NKBA training programs.

David was one of the first trainers in the kitchen and bath industry to incorporate PowerPoint-style presentations and also introduced Kitchen and Bath CAD training into his design courses. David developed or co-developed ten of the programs presented by NKBA during 2007, as well as six of the new NKBA web-based seminars. He co-authored Kitchen and Bath Drawing, part of the NKBA Professional Resource Library. The "Kitchen and Bath Business Exam Tips" column, written by David, appears regularly in Profiles Magazine, the NKBA's quarterly publication.

### KENNETH S. ROHL, CEO, ROHL CORPORATION

Kenneth S. Rohl is Chief Executive Officer of ROHL Corporation, a marketer of high-end kitchen and bath products. Ken began his company as Western States Manufacturing in 1983, introducing the pull-out kitchen faucet to the U.S. The company was renamed ROHL in 1991 and its products are now featured in more than 900 luxury showrooms across the U.S. The company has supplied more than 300,000 pull-out faucets to the U.S. market. The ROHL product line continues to grow far beyond the original pull-out faucet. It now includes a wide range of top quality faucets and fixtures.

Ken has also directly contributed to the National Kitchen and Bath Association in a number of capacities, including serving as a member of the Board of Directors, National Strategic Planning Group, National Manufacturer's Representatives Council and NKBA Ambassador's Club, as well as serving as the vice president of the Southern California Chapter for six years.

### ELIOT SEFRIN, EDITORIAL DIRECTOR & PUBLISHER, *Kitchen & Bath Design News*

Eliot Sefrin is the founding editor of Kitchen & Bath Design News, which has now served kitchen and bath trade professionals for 25 years. He was

| continued on page 22 |



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## NATIONWIDE ANNOUNCES NEW LEAD RETRIEVAL SYSTEM FOR PRIMETIME! VENDOR SHOW



WINSTON SALEM, NC (December 7, 2007)—Nationwide Marketing Group announced today the introduction of *CONTACT PLUS*, a new contact management and lead retrieval program for use at its PrimeTime! Vendor Show in Dallas, scheduled for March 2-5, 2008.

This new system will feature the use of RFID (radio frequency identification) chips on nametags worn by members and vendors during the conference. The objective of this new program is to offer Nationwide members a more convenient, accurate way of sharing their contact information with vendors on the showfloor.

Robert Weisner, Executive Vice President of Merchandising and Member Services for Nationwide, commented “our members and vendors have requested a better process for sharing information, and we have responded with the newest, most convenient, and most accurate system available. RFID technology is now used at CES, and we’re the only other show in our industry, to my knowledge, that uses it.”

Held twice each year, PrimeTime! by Nationwide is a member conference, vendor exhibition, and buying show all rolled into one. PrimeTime! features nationally-known keynote speakers, provides educational seminars through PrimeTime! University, and gives dealers the opportunity to receive exclusive savings and view the latest products with manufacturer representatives.

“*CONTACT PLUS* is a purely voluntary program,” said Ed Kelly, president of Nationwide. “Members can elect to offer this information to vendors as they visit booths and vendors can choose to utilize this technology for lead retrieval during our show. We feel the benefits to both our members and vendors will be obvious and we will see a very positive reaction to this new, innovative program from Nationwide.”

Exhibitors, media and non-members interested in learning more about Nationwide Marketing Group’s upcoming convention should visit [www.nationwideprimetime.com](http://www.nationwideprimetime.com). Dealer Members can visit the group’s intranet site, MemberNet to learn more and register today. **RO**

## NKBA HALL OF FAME INDUCTEES | *continued from page 20* |

given the dual title of editorial director and publisher in 1994, and has also served as group publisher for KBDN’s parent company, Cygnus Business Media, with oversight responsibilities for KBDN’s sister magazines *Qualified Remodeler*, *Residential Design/Build* and *Surface Fabrication*.

KBDN has helped shape, define and educate a maturing kitchen and bath industry marked by growth, new forms of competition and an increased fashion emphasis. In the process, the magazine has helped raise the professionalism and profitability of its 50,000 monthly readers. In partnership with the NKBA, KBDN also co-produced the highly successful “Designing for Profit,” “Profitable Showroom Design” and “Pathways to Profit” seminars aimed at delivering education to kitchen and bath professionals in key metropolitan markets. **RO**



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## SERVCO RECEIVES BEST® AWARD

HARTFORD, Wis., February 8, 2008—Servco Home & Appliance, Honolulu, Hawaii, was recently recognized for its accomplishment in 2007 with Best®, the Italian-influenced, high-end range hood line. In addition to being treated to an awards dinner, the sales team at Servco Home & Appliance received a beautiful lead crystal “fountain and sphere” award, designed by Italian artist Mario Cioni to reflect the elegance and sophistication of the Best line. Broan-NuTone LLC and Servco Home & Appliance representatives are pictured below. **RO**



Pictured left to right are: Steve Swenerton, Senior Vice President, Marketing and Retail Sales, Broan-NuTone LLC; Craig Washofsky, Group Vice President, Servco Home & Appliance; Craig Napravnik, North Central Regional Manager, Broan-NuTone LLC; and Fred Rogers, Director of Retail Sales, Broan-NuTone LLC.

## POINTS TO PONDER

A group of graduates, well established in their careers, were talking at a reunion and decided to go visit their old university professor, now retired. During their visit, the conversation turned to complaints about stress in their work and lives. Offering his guests hot chocolate, the professor went into the kitchen and returned with a large pot of hot chocolate and an assortment of cups—porcelain, glass, crystal, some plain looking, some expensive, some exquisite—telling them to help themselves to the hot chocolate.

When they all had a cup of hot chocolate in hand, the professor said, “Notice that all the nice looking, expensive cups were taken, leaving behind the plain and cheap ones. While it is normal for you to want only the best for yourselves, that is the source of your problems and stress. The cup that you’re drinking from adds nothing to the quality of the hot chocolate. In most cases it is just more expensive and in some cases even hides what we drink. What all of you really wanted was hot chocolate, not the cup; but you consciously went for the best cups...and then you began eyeing each other’s cups.

Now consider this: Life is the hot chocolate; your job, money and position in society are the cups. They are just tools to hold and contain life. The cup you have does not define, nor change the quality of life you have. Sometimes, by concentrating only on the cup, we fail to enjoy the hot chocolate God has provided us. God makes the hot chocolate, man chooses the cups. The happiest people don’t have the best of everything. They just make the best of everything that they have.

Live simply. Love generously. Care deeply. Speak kindly. And enjoy your hot chocolate!”



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## NEW BEST® RANGE HOOD DELIVERS

ULTIMATE FEATURES AND PERFORMANCE

Hartford, Wis., February 13, 2008—The newest addition to the Best line of kitchen ventilation products, the IP29 series of professional island range hoods, offers an elegant combination of form and function that sets this model apart from the typical professional style range hood, according to Brian Wellnitz, marketing manager, kitchen ventilation, Broan-NuTone. “The Best IP29 series offers features to satisfy the needs of any homeowner,” says Wellnitz. “Designed for use indoors, the IP29 series features a seamless welded design which creates a flawless appearance and a professional grade stainless steel finish which gives it lasting quality.” The IP29 series offers several internal and exterior blower options, all of which are certified by HVI to perform at the stated CFM level. The IP29 series features a powerful 600 or 1,200 CFM internal blower.



Flexible design allows installation with an option stainless steel flue or custom soffit design. For customers who want the ultimate in quiet and power, the IP29 series allows the choice of four in-line and four exterior blower options up to 1,500 CFM. “The IP29 series is the first range hood to offer the intelligent linking system networking. The intelligent linking system technology uses the INSTEON platform to allow homeowners to communicate with other enabled products in the home,” says Wellnitz. “With the intelligent linking system networking, homeowners also have the option of a remote device to operate the range hood. This Americans with Disabilities Act compliant option is great for those who have difficulty reaching the control panel on the hood. And since simplicity is so important, the technology requires no special wiring and allows the use of common wiring that already exists in the home.” Another recent breakthrough that is included in the IP29 is the Automatic Sensor Control (ASC) feature. This sensor technology provides convenience and efficiency for the home owner. ASC detects the vapors from cooking activity and will control the hood automatically to achieve the exact level of exhaust, for exactly the correct amount of time.

| continued on page 28 |

# best

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## NEW REFRIGERATION FOR BEHIND CLOSED DOORS

LIEBHERR EXPANDS 24" INTEGRATED REFRIGERATION PRODUCT LINES

BURLINGTON, Ontario—Fueled by the excellent market response to the 24" integrated series, refrigeration specialist Liebherr is expanding the line up with two new models – the Premium Plus HC 1060 and the HC 1011. Blending beautifully with any custom kitchen environment, the integrated products are fully concealed behind cabinet doors.

"The 24 inch is the most common size in Europe, but it was non-existent in the luxury category in North America," states Marc Perez, Vice President, Liebherr North America. "We recognized the need for smaller refrigeration for urban areas, and over the past four years we've succeeded in creating a new category in the industry."

The HC 1060 and the HC 1011 are perfect for condominium projects, small space urban homes, galley kitchens and even for empty nesters who re-do their kitchen with space requirements different from the ones they had when the family was at home. In addition to offering a new mindset for use of space, Liebherr has also enhanced the integrated product line with the following key features:

- Dual refrigeration system with separate cooling systems for the refrigerator and freezer
- Revolutionary new LED light columns and energy-saving LED illumination in both vegetable and freezer drawers
- Re-designed freezer drawer with better use of space
- Easy to install door-on-door technology for better design options
- Soft close door system technology (used by high-end cabinet manufacturers)
- Energy Star® rating according to new standards effective April 2008.

Previously, Liebherr's 24" units were mainly displayed in the showrooms of high-end kitchen studios. Now, these additions will make the perfect retail offering as single units and as 48" side-by-side integrated units expanding Liebherr's reach to appliance dealers. Production begins in March and will be officially launched at K/BIS 2008 in Chicago. **RO**

## BEST® RANGE HOOD | *continued from page 26* |

No more; no less. In effect the act of cooking becomes the ON-OFF switch for the hood operation. This frees the user from thinking about the hood operation while at the same time maximizing good IAQ and minimizing energy consumption. For those who want to take direct control of the hood, the IP29 series features an advanced LCD display electronic pushbutton control that provides many capabilities including last setting memory so it remembers your favorite blower speed, air-refresh setting that silently removes stale air, and multiple speed and light settings to meet the exact needs of the user. And because lighting is so important, the IP29 comes with six to eight halogen lamps that light your cooking creations brilliantly. As with all Best range hoods this series comes with the exclusive Heat Sentry™ system that automatically detects excessive heat and turns the blower on until the heat reduces.

The IP29 is available in 42-inch and 54-inch widths and is 32 inches deep. A drywall trim kit is available for custom design of flue extension, allowing homeowners to create their own unique signature on their kitchen's centerpiece.

For more information, please visit [www.BestRangeHoods.com](http://www.BestRangeHoods.com). **RO**



[WWW.LIEBHERR-APPLIANCES.COM](http://WWW.LIEBHERR-APPLIANCES.COM)

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# Small yet mighty.

Luxury appliances don't have to be big. In fact, good things can come in small packages. That's why Liebherr's 24" options are fulfilling designer and consumer needs for luxury refrigeration in small space and ultra efficient design.

Introducing the new HC 1060 and HC 1011 Premium Plus 24" fully integrated refrigerators, two perfect additions to the 24" product line from the manufacturer of the "greenest" refrigeration in the world. With new advanced features such as revolutionary LED light columns, an enhanced Power Cooling system, easy-to-install door on door hinge technology, and Soft Close doors, it's almost a shame that they're concealed behind cabinetry.



HC 1060 model shown.

[www.liebherr-appliances.com](http://www.liebherr-appliances.com)

**LIEBHERR**

## SCHAEFER'S TV AND APPLIANCE TAKES ON THE BIG BOYS (AND IS LOVING IT)

COMPILED BY MOE LASTFOGEL

Schaefer's is located in Lincoln, Nebraska. They are an independently owned and operated electronic, appliance, furniture, and custom electronics retailer. Schaefer's has been a prominent name in the Lincoln market for more than four decades, originating as a small corner drugstore at 13th & F Street. The dawn of the television set had a future, which led to the expansion of Schaefer's. Today, Schaefer's is a 22,000 square-foot "superstore". The success of Schaefer's is keyed to repeat business. "In today's market, you have to handle good products at a competitive price. But not every retailer focuses on customer service," says executive vice president, Ron Romero. They are a "value added" retailer. If a customer happens to have a problem with a product, Schaefer's will do everything in their power and then some get it solved. Their service center is the largest in the city. A knowledgeable sales staff, express delivery, easy financing, and customer service representatives are just a few of the ways in which they, at Schaefer's, separate themselves from the rest. Schaefer's is a member of NARDA (North American Retail Dealers Association), which offers the company extensive training, consulting, and legal advice. This allows them to better serve their clients. Schaefer's is also a member of Nationwide West buying group which gives them billion dollar buying power so they can offer very competitive pricing. They are not only a member but Ron is the President. Ron was quoted in saying, "We're having people in the industry tell us it's something like they haven't seen before."

Two of the major upgrades over their old location are the increased size and improved accessibility of the parking lot, along with increased showroom floor-space (allowing them to carry a wider variety of brands and product—including Miele, Frigidaire, and Electrolux/ICON Appliances and a variety of new small Appliances, along with Panasonic and Sharp Electronics). The new building is located on the Northwest corner of 48th and R Street, just West of Raising Cane's Chicken Fingers and North of Target. The lot once used as a car dealership by Sid Dillon, and before that by Branker Buick, has been given a complete makeover. The remodel process has joined the two previous buildings into a single L-shaped building, along with expanding and repaving the parking lot and loading dock. Along with adding two highly visible entryway signs, building signage, and landscaping, the exterior is quite an upgrade from their previous location. With the exterior complete, the interior of the building looked to receive enhancements that have set Schaefer's apart from any Appliance and Electronic store in and around the state. Workers stripped down the inside in order to rebuild the look from the ground up. The framing process, dry-walling phase, paint, ceilings, lighting, and flooring were all major steps along the way and can be seen by going to <http://schaeferstv.com/about/newstore.htm> to see pictures that show how the building was truly built from the ground up for their customers.

| continued on page 36 |



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## TAKE STEPS TO SAFEGUARD YOUR BUSINESS IN 2008— ATTEND THE SRC!

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Predictions about the economy for 2008 are not positive. While the experts disagree about what exactly the outcome will be during 2008, we know that you need to prepare your business for a tougher economy.

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Sales training, marketing strategies for retail and service, analyzing your financials, and negotiation skills are just a few of the classes presented by the top experts in our industry. Bring your team to one event for all their training. Your service techs will have the chance to attend hands-on training from every major manufacturer with over 100 hours of tech training to choose from. The trade show, networking events and manufacturer reps attending add extra value to this jam-packed convention.



Registration for NARDA/Service USA members is only \$399, a great investment for your business. Not a member of NARDA/Service USA? Join today and register for the SRC to save over \$80 on the non-member registration fee.

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## INSPIRED BY ITS COMMERCIAL HERITAGE, PERLICK ENHANCES LUXURY & AFFORDABILITY

MILWAUKEE, December 7, 2007—Perlick Corporation revolutionized luxury home entertainment when it first parlayed its 90 years of commercial expertise into a category-redefining line of undercounter products for the home. Now, Perlick shatters industry preconceptions yet again with the introduction of its all-new C-Series line of undercounter refrigeration products. Not only do these 24-inch wide models feature Perlick's attention to aesthetics and superior performance, but they also make it easier than ever for homeowners to afford the luxury that is Perlick.

The models of the Perlick C-Series—including refrigerators, beverage centers, and wine reserves—clearly surpass the current market when it comes to both design and function. Each model features a whisper-quiet compressor which delivers a robust 700 Btu—up to twice the cooling power of other brands; and the interiors feature commercial-grade stainless steel, not plastic. The full-height door, graced by a sleek and sophisticated designer handle, is available in solid stainless steel, insulated glass, or with a wood overlay to perfectly match surrounding cabinetry. Like all Perlick products, each C-Series model is made to order and hand crafted at the Perlick headquarters in Milwaukee. Perhaps even more impressive is the fact that all models in the C-Series are offered at a single price-point, a concept exclusive to Perlick. By offering a single price for all its models, Perlick makes it easier than ever for a consumer or designer to purchase a product that leads the industry in quality and innovation. Now, the connoisseur of good taste can partake in the Perlick lifestyle without compromise. **RO**




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## EXCEL DISTRIBUTING RECEIVES DISTRIBUTOR OF THE YEAR AWARD, 2007 FROM KOBE RANGE HOODS

Excel Distributing was presented with the 2007 distributor of the year plaque, awarded in El Monte California. Stan Wilson Vice President – Sales, Excel Distributing accepted the award from Jenice Lau from Kobe Range hoods. This is their fourth consecutive year receiving this honor. [RO](#)



## EVERPURE PARTNERS WITH MARCONE

APPLIANCE PARTS AND ACCESSORIES DEALER TO PROVIDE NATIONWIDE EVERPURE SERVICE AND SALES

HANOVER PARK, Ill., Feb. 5, 2008—Everpure, LLC, a leading manufacturer of commercial grade drinking water treatment products and water appliances, is proud to announce its partnership with Marcone, which will provide national service and sales for Everpure's residential product line.

"The Everpure team is extremely excited and proud to be partnering with Marcone," says Dave Lenio, director of sales for Everpure. "Marcone will enhance Everpure's ability to offer customer service on a national level to all of our channel partners and the end user."

Marcone has been an appliance parts and accessories dealer and service provider for 75 years, and is now expanding its product offering to include Everpure

residential water filtration and water appliance products. With locations nationwide, Marcone will serve both the appliance servicer and the do-it-yourselfer.

### ABOUT EVERPURE

Since 1933, Everpure has been a leader in manufacturing commercial water filtration products worldwide. More restaurants depend on Everpure for their water filtration needs than any other brand. Everpure has also become a trusted provider of drinking water systems to vending, consumer, marine and aviation markets, and has aided numerous industry leaders in the improvement of their water treatment. For more information, contact Everpure at (800) 323-7873 or visit [www.everpure.com](http://www.everpure.com). [RO](#)

## SCHAEFER'S | *continued from page 30* |

Schaefer's own appliance, electronic, and home integration install teams showed their skill in customizing their new store in the same manner they Schaeferize each of our customers' homes. Everything in the new store demonstrates how Schaefer's expert installers can customize anybody's homes, be it mounting HD TVs, installing appliances, or giving whole home integration (as shown by their multiple room house located inside their new building). Today they carry the following brands in each category:

### APPLIANCES

Air King, Amana, Asko, Beam Central Vacuums, Danby, Electrolux/ICON, Estate, Frigidaire, Jenn-Air, KitchenAid, LG, Maytag, Miele, Sub-Zero, U-Line, Vent-A-Hood,

Viking, Waste King, Whirlpool, and Wolf.

### ELECTRONICS

Atlantic Technology, Bose, DIRECTV, Escient, Elan, Integra, LG, Mitsubishi, Monster Cable, Niles Audio, Olevia, Panasonic, Paradigm, Pioneer, Sharp, Sony, Toshiba, Yamaha, Zenith

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Schaefer's has truly come at Goliath with both sling-shots firing. Ron, you and your team have done an awesome job.

| *continued on page 38* |

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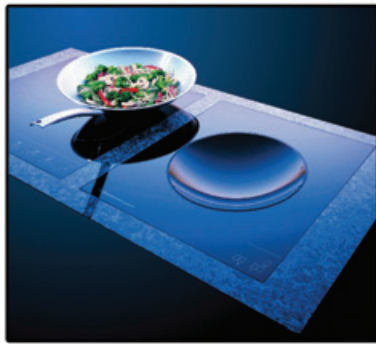


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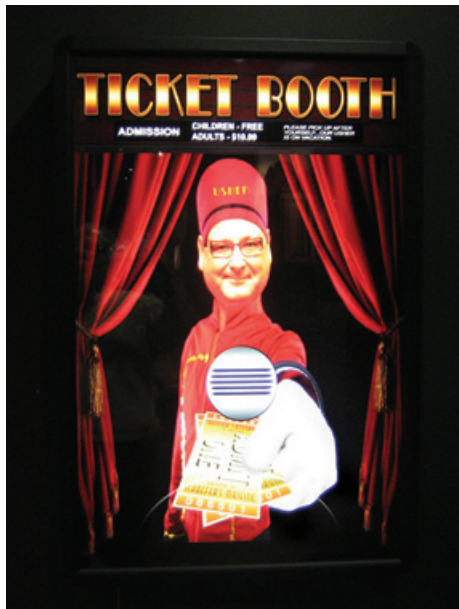
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Front view



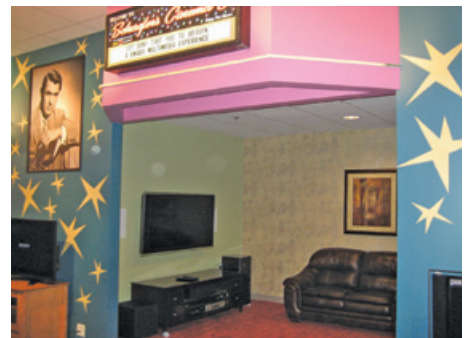
Ron's ticket office



Rear view



Whirlpool suite



Sony vignette



Ribbon cutting ceremony



TV gallery



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# COMING EVENTS

## CALENDAR 2008

### **MARCH 2008**

- 2-5 Nationwide Primetime Spring-Hilton Anatole, Dallas, TX  
 5-8 Bath & Kitchen Buying Group Spring- Arizona Grand Resort, Phoenix, AZ  
 12-15 NARI Spring BOD Meeting-Hilton St. Petersburg, St. Petersburg, FL  
 15 NARI Evening of Excellence- Hilton St. Petersburg, St. Petersburg, FL  
 15-19 Brandsource "The Summit"- Hilton Anatole, Dallas, TX  
 18 NKBA Phoenix- Stonenet, Phoenix, AZ

### **MARCH/APRIL 2008**

- 30-2 NARDA Service and Retail Convention (SRC)-Flamingo Hotel, Las Vegas, NV

### **APRIL 2008**

- 11-13 KBIS-Chicago, IL

### **AUGUST 2008**

- 17-20 Nationwide Primetime Fall-Mandalay Bay Resort, Las Vegas, NV  
 24-28 Brandsource National Convention- Paris Casino and Resort, Las Vegas, NV

### **SEPTEMBER 2008**

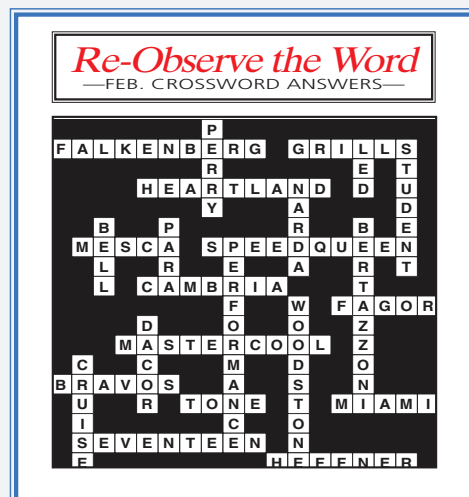
- 7-11 NARI Fall BOD Meeting-TBD, Baltimore, MD  
 9-12 The Remodeling Show-Baltimore Convention Center in Baltimore, MD

### **OCTOBER 2008**

- 22-25 Bath & Kitchen Buying Group Fall - Westin Boston Waterfront, Boston, MA

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*NOTE: Attention Buying Groups, NKBA and NARI Chapters, Distributors and Manufacturers: Please submit your meeting schedules to [info@retailobserver.com](mailto:info@retailobserver.com) ASAP so they may be included in our Coming Events Column. If you would like to receive the Retail Observer please go to [www.retailobserver.com](http://www.retailobserver.com) to subscribe.*





## CLASSIFIEDS

### INDEPENDENT SALES REPS WANTED

KOBE Range Hoods, A North American Leader in Kitchen Ventilation Systems is seeking aggressive sales representatives to help expand our distribution in the appliance channel. This position requires strong knowledge of sales with the ability to train and coach distributors' sales teams and appliance dealers' sales staff. The successful candidates will have a minimum of 3 years of experience in the appliance industry and have other appliance brands you are currently representing.

If you would like to be part of this growing team either e-mail or fax your resume to:

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**Fax: 626-350-1976**

## *In Passing*

### *In Memorium*

#### DICK BLINIGAN

Dick Blinigan passed away peacefully in his sleep, on Monday February 25, 2008. Dick was born on August 2, 1941 in Minnesota. He spent most of his adult life in California working for Continental T.V. and Appliance, Western Appliance, Miller's\McPhails, BID, University Electric, and others

His passion was playing the trombone for the Watsonville Community Band. With the band he traveled through the world and played for Former President Clinton at the White House.

Any memorial donations should be directed to The Watsonville Community Band 9712 Arrowleas Trail, Salinas, Ca. 93907.

Memorial services to be held in mid-March. Please contact University Electric for details. (408) 496-0500

## A SPECIAL



## INVITATION

DEAR READER,

**AS A VALUED FRIEND OF OUR MAGAZINE, THE RETAIL OBSERVER  
WOULD LIKE TO INVITE YOU TO VISIT US AT K/BIS 2008 AS OUR GUEST.**

Kitchen/Bath Industry Show & Conference 2008 will be held April 11-13th at the McCormick Place in Chicago, IL. K/BIS showcases the latest products and cutting-edge design ideas of the kitchen and bath industry. This can't-miss event features an impressive array of product displays and demonstrations, professional development courses, keynote speeches and the opportunity to network with thousands of industry professionals.

**To register for the complimentary Show Floor pass that we have reserved for you, please be sure to use the specific registration link: <http://www.xpressreg.net/register/kbis048/start.asp?sc=RETAILO>.**

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We appreciate your friendship and look forward to seeing you in Chicago!

*Moe Lastfogel, Retail Observer*



# YOUR MONEY DOCTORS

In continuing with our theme of The Four Pillars of Financial Stability, this month we will talk about Accountability. In review, the Four Pillars are Behavior, Accountability, Organization and Education. Accountability is hardly a new topic yet the concept is widely maligned, misunderstood, or missed completely. Accountability is the foundation of freedom and personal power. Everyone should have a person to whom he or she is financially accountable, but we first need to explain what that looks like. And when defining accountability it is sometimes easier to start with what it is NOT: it is not about blame or responsibility.

Accountability is simply: taking responsibility for one's own actions whether they are good or bad, right or wrong. It's not about admitting mistakes or making amends (necessarily), it's about being responsible for what you do in the world.

If we choose to accept and apply the concept of accountability, then no matter what circumstances we encounter, we can choose to accept, learn, and grow, regardless of how challenging it may be.

Accountability can have a forceful and tangible value in, and impact on, achieving goals and overcoming problems or issues. Being accountable takes a tremendous amount of character, courage, and honesty—especially if you desire to do it correctly and seek an accountability partner to help you succeed.

An accountability partner is someone you can trust and respect. He or she is a person you can confide in with your struggles, weaknesses, and insecurities as they relate to the goals and growth you intend to achieve. You must respect and choose this person wisely. Primarily, an accountability partner is a coach, not a mother or a nag and certainly not someone who is going to feel sorry for you. This person will not commiserate with you if you share all your excuses about why you didn't do what you said you were going to do.

There are many individuals in the accountability circle. If you are like most people, you may have an attorney, life insurance agent, financial planner, accountant, property and casualty agent, realtor, investment broker, and any other number of advisers. From an accountability standpoint,

these are the players on your advisory team. This is a lot of brainpower working on your financial life. You can call up any one of them and get a quick and honest answer to your questions—and that is great, and the purpose.

On the flipside, how often have you had them all in the same room working in a coordinated and integrated manner forging the best overall solution to achieving your financial goals? So how do you get all these individuals on the same page with your goals? How do you get them all aligned with your vision? How are they able to keep you accountable?

You have two choices. Your first choice is to personally contact each of your advisors, discuss your overall goals and vision, contact the other advisors to get their opinions on each discussion with all the others... over and over and over again. This cycle is obviously unproductive and not a good choice.

Your second choice is to find one person to oversee all the advice, counsel, and opinion from all your advisors and coordinate decisions among them. This individual is your macro-manager, and will ensure that your best interest is always the priority. This person could be any one of the individual advisors or a person outside the process; the only requirements are: that he/she understands what you want to accomplish; and that he/she understands the dynamics of each of the individual disciplines and how it all fits together—like a conductor of an orchestra who can make a number of separate instruments come alive into a beautiful symphony.

Every day we make choices that will help us achieve our goals and live within our values. When these choices involve money, you and your accountability coach must look at all the consequences—intended and unintended—of each decision in order to make the right one.

*Greg is an active member of the National Association of Credit Counselors and the Project Management Institute®. He can be reached @ 505-332-0737.* **RO**



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#### OUR ECONOMY

There is no recession! Get that word out of your system and out of your life! Recessions do not appear out of the blue—they occur because of excesses that must be corrected. It's true—the economy has lost some of its steam mostly due to the horrible housing situation and chill off of consumer spending. BUT—the usual signs of a recession just are not present: there is no sign of excessive hiring, excessive wages, excessive benefits, excessive inventories or excessive capital spending. Don't be confused—this is an election year and the politicians are going to cater to those who indulge in hysteria about our financial condition, wring their hands, and then prepare to give everyone some extra cash which is about as stupid as you can get! Exports continue to grow, the Feds have cut interest rates, business is sound, consumer spending has dropped off but is still strong, and I refuse to join those who cry about a recession. Even if we have a recession it will be so slight, it will be brief and shallow like the one we had in 2001 when economic growth fell by half a percentage point and unemployment rose approximately 1/2 point from 5.0% to 5.5% or 6%. Let's face it we have a \$14 trillion economy. We are very competitive in the world market. Cost control by business and labor has helped to keep our economy sound. 30 year fixed mortgage rates rose this week—a healthy indication—and I am anticipating a healthy recovery when our fears subside and our focus returns to the fundamentals of business and economy. Washington will stimulate the economy with various crazy ideas such as free money, tax rebates, and who knows what else Congress will vote on and for. The economy has stalled a little bit but world markets have been stabilized by the Federal rate-cut action and we are far short of a Great Depression. There is a touch of hysteria in much of the current developments. The housing slump is vicious but at its peak housing was only 5.5 or 6% of the economy. It's true we have some serious economic problems but a Great Depression is unbelievable and I believe, impossible.

#### IT AIN'T OVER UNTIL THE FAT LADY SINGS!

As I write this Hilary is maintaining a strong lead over Obama and McCain seems to be about to cinch the Republican nomination. By the time you read this it will all be over and done with and Hilary will probably be the candidate for the Democrat's and McCain for the Republicans.

Although I am a registered Republican I am going to vote for Hilary for President as I think that

Bill Clinton will be a great behind the scenes advisor and contribute greatly to her success as President.

#### TAKE A FRESH LOOK AT YOURSELF AND YOUR STORE

It's a good idea to take a good look at what you are doing and how you're doing it. Merely to go ahead and do things as we have done them in the past is to pass up opportunities to improve. This doesn't mean that your methods of doing business and running your establishment need to be changed—it means that you should carefully look at all facets of your business and shore up those areas that are weak and unproductive. One area that can always stand improvement in your store's operation is your sales people. Helping them become more customer friendly and not so mechanical is important. Do they follow the same format in their sales efforts? Do they use the same words, in the same order, as they talk with a customer?

Here are some ideas that I wrote down after listening to a national sales executive (not in appliances—his forte was in advertising). Keep yourself on your toes and you will have your customer on his toes with his wallet in hand. Never forget that your prospect or customer is asking you—either verbally or silently—how can I get the maximum value from this product? This question applies whether you are dealing with a product identical with your competitors or one that is on a class by itself. You make the difference in the sale by convincing him your product will serve him better in his personal situation. Make this your job. Let the customer know that you personally are taking the responsibility to make sure he makes the right choice. If the customer hasn't already informed you then find out all you can about his needs. Let him get the idea that you consider yourself his personal counselor with a genuine interest in making sure he makes a good purchase that will satisfy his needs. Always remember: nobody will resent you taking an extra interest in their purchase. Once you have convinced him that you care about him and you are concerned that he will make the right decision and buy your product then make sure that he knows you will take care of any problems that might arise AFTER the sale. This is important—to establish trust in you and your company and your product. As an old-time appliance salesman once told me—Chuck, I try to make the customer my friend because it's always easier to sell a friend than a customer! **RO**

*Chuck Edmonds*

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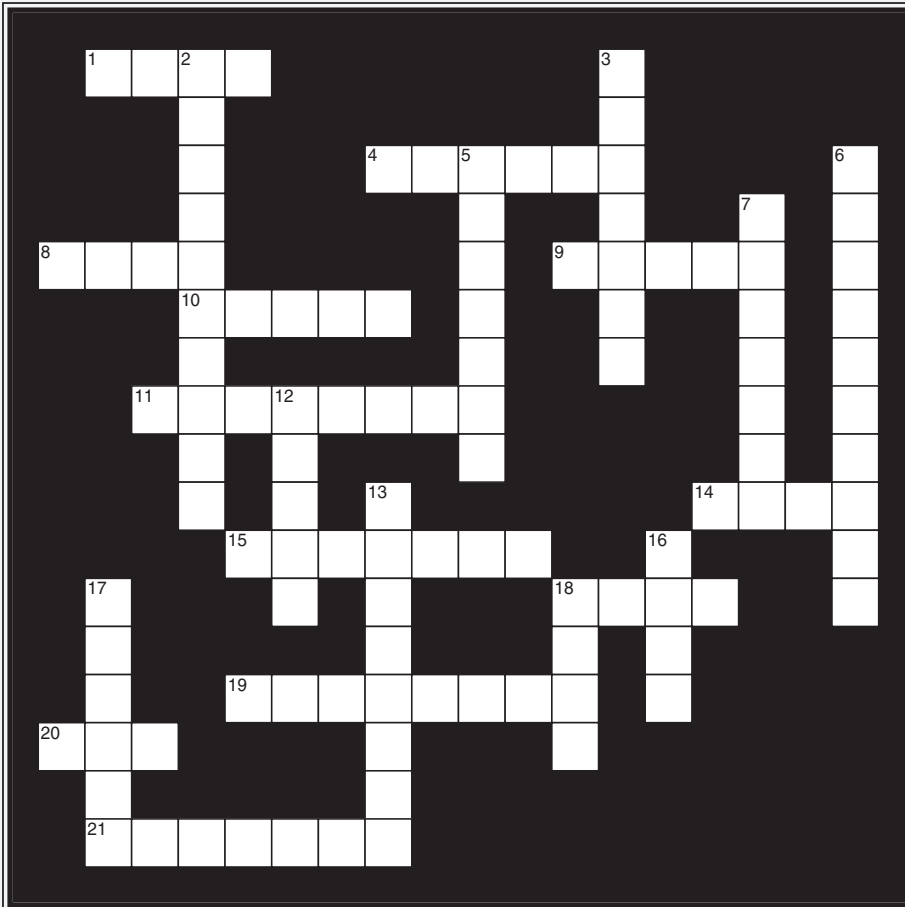
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# Re-Observe the Word

—MARCH CROSSWORD—

( PUZZLE ANSWERS ARE FOUND IN THE EDITORIAL AND AD PAGES OF EACH ISSUE OF THE RETAIL OBSERVER. )



## ACROSS

- 1 NAHB PRESIDENT
- 4 BOOTH N8551
- 8 BOOTH N9021
- 9 BOOTH N7906
- 10 SCHAEFER'S BELONGS TO
- 11 BOOTH N9017
- 14 HALL OF FAMER KEN
- 15 PRODUCE C SERIES REFRIGERATION
- 18 BRIZO'S NEW FAUCET
- 19 NIELSEN \_\_\_\_\_ MEDIA
- 20 BOOTH N8173
- 21 IBS LOCATION

## DOWN

- 2 HAVE A NEW LEAD SYSTEM
- 3 SELL EVERPURE
- 5 THE FOUR \_\_\_\_\_ OF FINANCIAL SUCCESS
- 6 BOOTH S4860
- 7 LOCATION OF KBIS
- 12 WON KOBE AWARD
- 13 SRC HOTEL
- 16 LIEBHERR PREMIUM \_\_\_\_\_
- 17 WON BEST AWARD
- 18 PRODUCE THE IP29 HOOD

( LOOK FOR THIS MONTH'S PUZZLE SOLUTION IN THE UPCOMING APRIL ISSUE )

## PRIZE PUZZLE

### TEST YOUR POWER OF OBSERVATION

The online functionality of the crossword has been delayed, so starting soon in 2008, you will be able to go on-line to complete the crossword for submission. The first 50 puzzles submitted through the online process will be entered into a drawing for the sponsored product that month. For this month, please enjoy the reading, and we'll see you soon for the prize puzzle on-line at [www.retailobserver.com](http://www.retailobserver.com). A test puzzle is available at: <http://www.MyCrosswords.com/549/RetailObserver/Re-ObserveTheWordMarch2008.html>

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