

The RetailObserver

April, 2009

The Monthly News Magazine with Personality

Vol. 20, Issue 4

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Publisher's Statement
Celebrating Our 20th Year!

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DEADLINE FOR
MAY 2009 ISSUE
IS APRIL 1, 2009



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IS YOUR SEAT IN THE UPRIGHT POSITION?



Stuck in an airplane for 6 hours can really open one's mind up to just how big the world is. When you look at a map, it seems just a short distance from here to there. No big deal, right? Time gets lost, your sense of direction erodes and that feeling of helplessness hits you about half way through the trip. It's hard to explain what happens next—the dry mouth, claustrophobia, plugged ears, and the urge to get up and do something, anything... Just move! Yeah, you and 180 other people that might be feeling the same way about now, so just relax, enjoy the ride—it's just another commute.

Elle and I fly Southwest Airlines a lot with our frequent flyer program and companion pass make it quite a bargain, especially in this economy, unlike our government officials and auto industry tycoons. I gotta admit that it would be nice to sit in a La-Z-Boy™ type reclining chair with a personal TV-DVD-iPOD docking station, getting my back massaged, with fully stocked wet bar-refrigerator-microwave-combo set-up within reach. Oh yeah, I almost forgot the heated seats. I know once they get the steam-tanning-cocoon option with noise-canceling-aromatherapy-stress relief mode, I'M THERE. I don't really think it will happen, but it sounds cool.

My point you ask? Well, I really didn't have one, but it got you to stop thinking about the economy for a moment, didn't it? If we could all just stop worrying about it for a few months and get back to focusing on work, spend some money, maybe we would realize that downtimes happen too. People lose jobs, homes devalue, and stocks go up and down. Face facts: "stuff" happens. I talk to a lot of people daily all over the North American continent and I am hearing stories of hope, success and the will to move on beyond this hurdle in time. Man's not going anywhere, we are survivors; we have been here for thousands of years or even longer depending on what you believe. Society comes and goes, and we adapt. So let's get real, tomorrow is only going to get better if we all just get up, walk around the plane of life and ask the question: What can I do to make tomorrow better?

Happy Retailing. It's in your hands now.



Moe Lastfogel

WHATEVER YOU CAN DREAM, YOU CAN ACHIEVE

I'm just curious... How has your roller coaster ride been lately? Economic news has been a constant source of negativity, creating more uncertainty than ever before. Even now, the news media is debating the effect they have had in helping to create the wave of fear sweeping this nation. Although today they announced the recession ending later this year with major recovery coming in 2010, shining light at the end of the tunnel. My question is why do we wait until someone else gives us hope that we decide to think positive? I think the negativity we have been dealing with has challenged many of us to take the direction of our future back into our own hands, or more precisely, into our own minds. "All that we are is a result of what we have thought" said Buddha.

The times now call for us to set our inner compasses to our own true north, to create the future we deserve, in order to head in the direction we need to go. How many of us have just been surviving up until now, hoping things would get better? We are indeed living in times of great change. I don't know about you, but for me it's been a humbling experience and yet another opportunity to let go and trust more in my own ability to choose a positive experience for myself. Winston Churchill said once "You create your own universe as you go along." So I began to ask myself the question, am I truly applying this concept to my life or have I filed it away in my knowledge banks, uselessly gathering dust? Yep, you guessed it...dust. I realized that I too had slipped away into negativity, feeling like things were beyond my control, like many of you may be feeling about now.

"The good news is that the moment you decide that what you know is more important than what you have been taught to believe, you will have shifted gears in your quest for abundance. Success comes from within, not from without," according to Ralph Waldo Emerson. I felt it was time to apply the principles of wealth and abundance into my life by changing my consciousness and shifting from my thoughts of lack in my life, to the thoughts and creation of having more than enough. Like Aladdin and the lamp, your wish is your command to the universe. So set your intention through

visualization of your thoughts and feelings, and allow a new reality to manifest before you!

The most powerful law of nature I think is the Law of Attraction. The concept that like attracts like, whether it be positive or negative, is a most powerful force in our universe. Focusing on what you don't want will bring you a whole lot more of exactly the same! Henry Ford expressed it best like this: "Whether you think you can or think you can't, either way you are right." Conversations of scarcity are creating negative thoughts and feelings that block wealth from coming to us, especially if we are feeling the "need" for more money right now, just making things worse. This is where creating thoughts of gratefulness and abundance are so much stronger and effective for a better outcome.

What thoughts do you need begin generating to create "thriving" in your business? Begin by imagining an atmosphere where guests feel welcome when they walk in the door. Visualize your sales team happily writing up orders and your showroom full of new and exciting products. See your profits growing daily in your store designed to be a refuge from the storm, creating peace, and reflecting stability, by providing customers with products that offer them solutions for their busy lives as well as the planet, making them feel good about your business. Can you imagine that? "Imagination is everything. It is the preview of life's coming attractions" was Albert Einstein's philosophy. Why wait

for forces outside of yourself to turn the tide around? Why not do it now and turn your situation into a positive one!

Whatever you can dream, you can achieve. Begin today to take responsibility for creating your new reality of success! 🌱



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Winter



LAS V MAR

SURPASSES EXPECTATION

At the February Las Vegas Market, the number of international buyers increased 19 percent from the most recent market, with a 7 percent increase in Northeast buyers. More than 6,500 new buyers visited Las Vegas Market for the first time and the first-of-its-kind web event delivered the latest trends and new products.

The home furnishings punditry that had forecast dark days for the start of the year were proved wrong last month when throngs of buyers, manufacturers and designers from around the world packed the showrooms at World Market Center Las Vegas.

February Las Vegas Market outperformed many recent tradeshows and maintained its historic average of 50,000 registrations. It also saw the number of international buyer's increase 19 percent from the most recent Las Vegas Market, while the Market also expanded its geographic reach in the U.S. with a 7 percent growth in buyers

1. Welcome to Las Vegas Market 2. AF Lighting 3. Mobital display 4. Kinwai 5. New trends seminar featuring speaker Steve Kidera from the Consumer Electronics Association (CEA)



2009

VEGAS MARKET DELIVERS OPTIMISM

MARKET DELIVERS OPTIMISM

attending from the northeast.

“What we witnessed this month is a true testament to the strength of the partnership between World Market Center Las Vegas and the industry,” said Robert Maricich, President and Chief Executive Officer of World Market Center Las Vegas. “Rather than be discouraged by talk of the economic slowdown, tens of thousands of buyers, exhibitors and designers were drawn to Las Vegas Market to take advantage of the opportunity to develop new and lucrative relationships that will help fortify their businesses during this challenging time and put them on the fast track for growth when the economic recovery takes hold.”

In addition, more than 6,500 new buyers visited Las Vegas Market for the first time. February Market also welcomed 100 new to market exhibitors and in all, more 1,500 manufacturers and product lines were represented.

6. Eco Exotic 7. Dillon-Wells showroom ribbon cutting included Craig Arnold—President/CEO, Lance Bisell—Executive V.P., and Robert Maricich of World Market Center



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Overall buyer and designer attendance for the February Las Vegas Market was off a mere 4 percent compared to the most recent Market.

“The sustained level of buyer and designer attendance is an endorsement of the strength of the unmatched platform that World Market Center Las Vegas has built and offers to the industry,” Maricich said. “Many buyers commented that our unique and fresh approach and facilities, combined with the incredible value of Las Vegas, draws them back market after market as the place where they find new optimism and opportunities.”

This winter’s Market featured more than 100 international exhibitors from nearly 20 countries, further underscoring World Market Center Las Vegas’ rank as the industry’s global hub. Tens of thousands of exhibitors, buyers and designers from around the world were able to convene in a single location, making Las Vegas Market the most convenient, one-stop shopping experience for retailers.

New-to-market exhibitors included leading domestic and international manufacturers from a wide range of product sectors, including furniture, accessory, gift, lighting, rugs, and textile.

Some of the biggest names in the industry were at World Market Center Las Vegas, including Furniture Brands International divisions Thomasville, Drexel Heritage, Henredon and Maitland Smith; Hammary Furniture; and Taylor King. Market attendees also got a taste of the latest in high end, designer products and eco-friendly furnishings in Las Vegas Design Center and in the trend-setting juried sections of Living Green Pavilion, Design & Living and ConText.

“It was a record Las Vegas Market for us and were very pleased with home retailers that have been here,” said John Haste of IMAX. “They seem to have come out and were ready to do business. They have been very aggressive in the programs that they were looking for, and they are ready to get their products in to help their stores be fresh and more appealing to their customers.”

For the first time ever, World Market Center Las Vegas generated over 10,000 pre-registrations for upcoming Fall 2009 Las Vegas Market (Sept. 14 to 17), further reflecting the optimism of the industry and proving that the world is ready to do business.

‘THRIVE, NOT JUST SURVIVE’ WAS THE NAME OF THE GAME; SEMINARS AND RETAIL RESOURCE CENTER DREW RECORD CROWDS

Winter Las Vegas Market was infused with new tools, resources and business strategies aimed to help retailers

8. Retail survivor seminar 9. The Thriving in ‘09 opening night reception featured various performers from “Legends in Concert” portraying various musical artists such as Tina Turner 10. Sterns & Foster 11. “Today show” personality Susanna Salk moderates a panel of high-profile

and design professionals, network and remain current during the down economy. “Because World Market Center is committed to being an environment of optimism and new opportunity, February Las Vegas Market delivered in putting creative people together in a networking environment where they could share ideas and have conversations with like-minded people about better ways of running their business,” said Maricich.

Case in point, the WHFA and NHFA’s Retailer Resource Centers, in Buildings B and C, saw a 50 percent increase in traffic as attendees participated in the diverse educational seminars and business services designed to help them overcome the challenges of the present environment.

WHFA’s partnership with World Market Center Las Vegas to create a new “Education Concierge” during Market was highly successful and well-utilized. The goal of the education concierge was to streamline educational information and elevate the market attendee’s experience.

The Sustainable Furnishings Council also attracted a tremendous amount of attention and attracted many new members at February Las Vegas Market. With expanded educational offerings and complementary exhibits, the SFC drew record crowds with topics revolving around ways for retailers to make their businesses more eco-oriented, including Sourcing & Operations, Marketing, and Sales.

SFC Executive Director Susan Inglis said, “The high attendance at our seminars was very encouraging. We have always gotten great support and response in Las Vegas, and this was our best ever—a significant accomplishment in the current environment.”

World Market Center Las Vegas’ week-long educational platform offered attendees multiple opportunities to get connected to relevant speakers and innovative strategies to improve their business. The Business Survival seminars series featured perspectives and panels from leading business authorities. The Brave New World Environmental Leadership Series highlighted education trends and international influences in the sustainability home furnishings movement. The Trend Series featured design authorities who forecasted what’s next in color, lighting and trends. Designer Days programs inspired professionals with insights and icons in the field of design.

In the fall, 2009 Las Vegas Market is scheduled for Sept. 14 to 17 to align with exhibitor business cycles, alleviate industry show conflicts and take advantage of favorable Las Vegas hotel rates. For more information, please visit www.LasVegasMarket.com. 



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14

designers that discussed and reviewed their favorite picks hot off the show floor. **12.** Weiman preview **13.** International breakfast in the center with Yolanda Obando, Randy Wells and Robert Maricich from World Market Center Las Vegas **14.** Opening night reception

NEW HOME ENERGY TECHNOLOGY:

HEATING HOMES WHILE GENERATING ELECTRICITY

Environment-friendly system redefines energy efficiency. For much of the United States, high heating bills have become as synonymous with winter as snowplows and ski trips. But this winter, a new home energy technology allows homeowners to turn home heating into power generation.

The freewatt® technology, which is manufactured by ECR International, uses micro-combined heat and power (micro-CHP) technology and combines a furnace and generator to make electricity and heat the home. Developed with support from the Propane Education & Research Council (PERC), freewatt was featured in the American Gas Industry Showroom at the International Builders Show (IBS), the world's largest light construction show.

"Today freewatt is the only system available that heats the home while producing electricity," said Maggie Reed Lutz, ECR International senior marketing representative. "Homeowners who operate freewatt for an average of 4,000 hours a year can produce nearly 5,000 kilowatt-hours of electricity, which not only saves money but reduces their carbon footprint by up to 6,000 pounds of greenhouse gases per year. Meanwhile, freewatt is



The freewatt® technology, which is manufactured by ECR International. Developed with support from the Propane Education & Research Council (PERC), uses micro-combined heat and power (micro-CHP) technology and combines a furnace and generator to make electricity and heat the home.

significantly more efficient at producing electricity than the electric utility, using 60 percent less fuel."

Using the concept of net metering, electricity not immediately used in the home will spin the electric meter backward to gain a credit toward the electric bill for electricity generated by the homeowner's system. In areas where net metering isn't available, homeowners may be able to sell unused electricity back to the energy grid.

Tracy Burleson, PERC director of residential trade outreach and partnerships, cited a recent PERC sponsored study in which 80 percent of surveyed homeowners said they were concerned about their homes' energy efficiency. "Homeowners are increasingly interested in using energy-efficient appliances," she said. "We're excited to support freewatt in developing this breakthrough technology and making the system accessible for homeowners. PERC's investment in funding the research and development for the propane freewatt system helps address the more than 50 percent of homeowners who are interested in home appliances that make their home more energy-efficient."

The freewatt technology is currently available to consumers who use natural gas. A propane version, freewatt Plus, will feature backup power capability and is expected to be available by spring 2009. Homeowners may now install a freewatt-ready system in preparation for the freewatt Plus version, and systems can be installed in both new and existing construction by certified professionals. Both warm air and forced hot water distribution systems have freewatt system solutions. For additional information about the freewatt system or building with propane, visit buildwithpropane.com. Information can also be found at freewatt.com.

GAGGENAU HOME APPLIANCES ANNOUNCES 5-YEAR WARRANTY

GAGGENAU Gaggenau takes yet another step ahead of the industry with its new 5-year warranty program. Gaggenau is the first and only brand in North America to lengthen the industry-wide 1-year standard warranty to an unprecedented five years. Using only the highest quality materials, including brushed stainless steel and solid aluminum, Gaggenau is confident in extending this promise to its customers.

Effective March 1, 2009, the warranty will run five years from the date of purchase and will cover parts and labor for built-in cooking appliances, ventilation, refrigeration and dishwashers. In compliance with the warranty agreement, product installation and repairs must be carried out by a certified Gaggenau service provider. During the warranty period, a certified Gaggenau service provider will administer most repairs free of charge.

“We are pleased to be the first appliance manufacturer in North America to offer a 5-year warranty, giving Gaggenau customers the premium service they’ve come to associate with the Gaggenau name,” says Michael Traub, President and CEO of BSH Home Appliances. “Once again, Gaggenau sets the industry standard by providing the utmost in customer service as well as performance and design.” Gaggenau’s exclusive 5-year warranty highlights its commitment to providing customers with only the finest products and quality of care.

WHIRLPOOL AND MAYTAG LAUNDRY PAIRS



LOW-VIBRATING CHOICE FOR SECOND-FLOOR LAUNDRY ROOMS

Top-rated Whirlpool® Cabrio® Laundry Pairs and Maytag® Bravos® Laundry Pairs are now shown to have the lowest floor vibration when compared to leading competitors’ front load washers, according to Whirlpool Corporation internal testing. The inherent vibration control exhibited in the popular high-efficiency top-load pairs makes them ideal for laundry rooms located on the second floor or anywhere in a home’s living quarters.

“The Whirlpool Cabrio and Maytag Bravos high-efficiency, top-load laundry pairs control vibration five times better than our nearest front-load competitor. That’s a significant advantage, and one that will make a real difference to builders and homeowners who want laundry space on the second floor,” said Tracy Frye, senior contract marketing manager at Whirlpool Corporation. “You could say that we’re shaking up the competition with our leadership in low vibration.”

Research by Whirlpool Corporation shows that low vibration in laundry machines is important to 60 percent of the consumers – a statistic that aligns with the laundry room’s migration from the basement to living quarters on the first or second floor. The Cabrio and Bravos laundry pairs are helping this trend take shape, thanks to their ability to help maintain a quiet,

comfortable living space.

In addition to causing minimal vibration, the Cabrio and Bravos top-loading laundry pairs provide front-load efficiency and the benefits of steam. The Bravos HE washer is ENERGY STAR® qualified and uses up to 67 percent less energy and 70 percent less water. Available in March 2009, the new Cabrio washer saves 70 percent more water and 67 percent more energy. The Cabrio and Bravos steam dryers help consumers save energy, time and money by relaxing wrinkles, removing odors, and refreshing clothing and household fabrics in as few as 15 minutes.

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 Consumer Insight to support building professionals. Whirlpool Corporation is the world’s leading manufacturer and marketer of major home appliances, with annual sales of more than \$19 billion, more than 73,000 employees and 69 manufacturing and technology research centers around the world. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, 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, visit insideadvantage.com or call 800-253-3977.

HAIER SHOOTING STARS OPENS UP MOST WATCHED NBA ALL-STAR SATURDAY NIGHT

HAIER EXPANDS BRAND AWARENESS DURING NBA ALL-STAR 2009 WITH NEARLY 60 PERCENT INCREASE IN WEB TRAFFIC



NBA All-Star 2009 in Phoenix, AZ wrapped up this past weekend and Haier was center-stage, presenting the NBA All-Star Saturday Night event Haier Shooting Stars. Team Phoenix was almost perfect in the eighth-annual competition, but Team Detroit came away with its second win in the last three years.

Haier Shooting Stars opened TNT’s broadcast of NBA All-Star Saturday Night on February 14th, which was the most watched telecast in the event’s 24-year history delivering 6,554,000 total viewers, up 26 percent over last year’s telecast, according to Nielsen Media Research.

All-Star 2009 was a huge | *continued on page 10* |

success for Haier, with increased traffic to Haieramerica.com, which was up 58 percent versus last year's NBA All-Star Saturday (Feb. 16), and up 29 percent for the three day period of Feb. 13 through Feb. 15. As an official marketing partner of the NBA, Haier promoted its participation in the weekend through national television commercials on *TNT*, a full-page ad in *USA Today* on Feb. 13 and an ad in the official NBA All-Star 2009 program.

"NBA All-Star continues to be a tremendous showcase for the Haier brand on a national stage," said Richard Block, Vice President of Marketing for Haier America. "This year's event surpassed our expectations with prominent Haier branding and unique NBA All-Star experiences, like meet-and-greets with NBA Legends Clyde Drexler and George Gervin, making it a great weekend for Haier America and its customers."

FUEGO MODULAR CUSTOMIZABLE OUTDOOR KITCHEN NOW AVAILABLE

NEW FUEGO MODULAR PUTS DESIGN & AESTHETICS ON CENTER STAGE IN THE BACKYARD



The highly anticipated Fuego Modular outdoor kitchen by Fuego North America is now available. The designer and developer of revolutionary outdoor grills expand the Fuego line with a fully customizable outdoor kitchen, featuring individual modules for grilling, warming, storing, chilling and washing.

Consumers are spending more time at home remodeling their backyards, building outdoor rooms and striving to make the overall outdoor experience more enjoyable. The Fuego Modular outdoor kitchen gives homeowners an extension of the indoor living space and offers all the comforts of the indoor kitchen, while providing more flexibility and cooking options.

Designed by Robert Brunner, former Director of Industrial Design at Apple Computer, the Fuego Modular is a modernist rethink of outdoor entertaining, featuring a smart design aesthetic, streamlined functionality and groundbreaking new technology for the most discerning outdoor chefs.

"The Fuego Modular allows for the ultimate freedom of expression," says Brunner, Fuego Chief Designer. "We've taken the traditional outdoor kitchen and liberated it with stunning choices in both function and design."

The Fuego Modular's aluminum frame is the core of the outdoor kitchen that houses five modules, which include two grill units, a cook unit with two gas burners, warming and storage units. The frame is connected to the Modular's mounting brackets that support a countertop, enabling the homeowner to customize their Modular with concrete, wood or tile. The Fuego Modular can also be mounted directly to the house for a true built-in configuration.

Featuring a Patented Quick Change Drawer | *continued on page 12* |



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SHOWROOM

System, the Fuego Modular offers more customizable features than any other outdoor kitchen with gas, infrared and charcoal grilling options. The convenient utility unit includes stainless steel cabinets that can be modified for refrigeration, wine cooling or a sink system. A Modular Accessory System serves as a functional design statement that can accommodate everything from a spice rack to a paper towel holder.

The entire meal can be prepared and cooked outside with additional modules for storage, cooking and warming that ensure the chef never has to run back and forth to the indoor kitchen. A heavy-duty cabinet is conveniently located underneath a teak countertop, large enough to house the grill unit's interchangeable drawers or a small trash bin. The two-burner cook-top unit has two dual sealed gas burners and a lower sliding storage drawer for pots, pans and cooking utensils. The warming unit's sterno-fueled drawers include two chafing pans with lids, which keep food at a toasty temperature in preparation for the hot meal.

"We're finding that people are eating out less and spending more of their time and money on their indoor and outdoor kitchens, which increases the overall value of the home," says Alex Siow, Fuego CEO. "The outdoor kitchen is so much more than a few folding chairs, grill and a picnic table; it's a social experience for both the host and the guest. Our new Fuego Modular delivers on all levels – design, functionality and innovation."

The Fuego Modular outdoor kitchen is available in high-end appliance showrooms across the U.S. MSRP is approximately \$15,000.

For more information about Fuego North America, contact 888.883.8346, or visit www.fuegoliving.com.

MIELE RECEIVES MULTIPLE 'BEST BRAND' AWARDS



Miele is Germany's best product brand. 2009 is off to a great start for Miele: The recent 'Best Brands' award indicates just how high the Miele brand is regarded in consumers' esteem. In the 'Best Product Brand' category, Miele was awarded first place. Additionally, Miele placed in the 'Best Company Brand' category.

The highly coveted 'Best Brand' award was presented this year for the sixth time in succession. These awards are based on a comprehensive market survey performed by GfK Market Research. This poll is designed to gauge quantitative brand strength as well as the attractiveness of the brand and to assess the most successful brands with respect to their ability to meet future challenges. A special feature in this case is that a representative study and not a jury decided on the winners.

In the 'Best Product Brand' category, Miele occupied first place and also excelled in the 'Best Company Brand' category (3rd place). "We are extremely happy and pleased with such an illustrious prize, not least as this time we are on the podium for our performance in two categories. We view this commendation as confirmation of the Immer Besser [German phrase meaning Forever Better] philosophy which our company has put into practice through | *continued on page 14* |



U-LINE

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generations”, stated Dr. Reinhard Zinkann, Co-proprietor and Managing Director of Miele & Cie. Continuing, he added, “The ‘Best Brand’ award endorses our claim to quality and our continual pursuit of technical perfection”.

In order to determine the ‘Best Product Brand’, GfK first assessed the share of market of just under 200 of the best-known brands from 30 branches covering fast-moving, consumer goods and consumer durables. This involved collating information on success indicators such as market share, price premium and customer loyalty from the GfK consumer scope panel covering 21,500 consumers, the GfK textile panel spanning 7,000 households, the GfK non-food trade panel with 3,000 outlets and GfK car market statistics between October 2007 and September 2008.

To assess a brand’s ‘share of soul’ rating, interviews over the telephone were held with selected consumers throughout Germany in October and November 2008. These were questions on the attractiveness of brands which had previously been identified as the most successful. The aspects assessed were brand confidence, brand identification, the willingness to pay a premium for a branded product and quality. The best product brand was selected by bringing together a brand’s success in terms of generating revenue with softer assets as reflected in a brand’s appeal to consumers.

VENT-A-HOOD NAMES MARK KLEIN DIRECTOR OF SALES



Mark Klein

Vent-A-Hood

Vent-A-Hood, the company that created the modern residential range hood, has named Mark Klein Director of Sales for the organization across the U.S., Canada and other international markets.

“Mark brings incredible skills and talent to our team,” said Skip Woodall, CEO of Vent-A-Hood. “His knowledge of home goods, products and design are a perfect complement to the Vent-A-Hood brand and the goals we continue to target for providing the best range hoods to homes across America and internationally.”

Klein previously served as the Senior Vice President of Sales for Bassett Furniture Industries, the publicly-traded furniture manufacturer. A native of Dallas, Klein began his career at Bassett in 1980, where he rose from Sales Associate to Regional Manager to Executive Director of Sales and then Senior Vice President.

While at Bassett, he served on the design team for product development, received top sales recognitions, serviced international accounts and sat on the advisory board for the company. Klein was also the President and owner of eight Bassett Furniture retail stores across North Texas, which he sold in 2006.

In his new role, Klein will manage relationships with Vent-A-Hood distributors across the U.S. and Canada that sell | *continued on page 16* |



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Vent-A-Hood products to appliance dealers and leading kitchen designers across the industry. Klein will also develop potential international market relationships.

SLEEVE LABEL DRESSES UP WATER-FILTER CARTRIDGE

THE WORLD'S FIRST ENVIRONMENTALLY FRIENDLY HOME WATER-FILTRATION SYSTEM FEATURES AN EYE-CATCHING SHRINK-SLEEVE LABEL, FOCUSING ATTENTION ON THE PRODUCT.

JACK MANS, PLANT OPERATIONS EDITOR – PACKAGING DIGEST



Partnering with Water, Inc., Body Glove Intl./USA has launched what it describes as the world's first environmentally friendly home water-filtration system. The Body Glove system incorporates a filter design that integrates multistage filtration with micro-filter technology. By combining four filtering processes with a patented 0.2-micron pharmaceutical-grade membrane, this unique process dramatically reduces pressure drops and increases flow rates through the unit.

And, the good news is that the Body Glove technology has been built into a recyclable filter housing.

The Body Glove water-filters systems have been developed with the environment in mind. Every Body Glove filter qualifies for the Water, Inc., filter recycling program. This unique program is the first of its kind and ensures that plastic filters are recycled responsibly. The Body Glove water-filtration systems feature

innovative, environmental considerations including recyclable filter cartridges, ecofriendly plant-based labeling, and a micro-filter technology that reduces raw materials and resources needed to filter water. All of this translates into a green and responsible alternative to plastic water bottles that continue to overload landfills and oceans.

PLANT-BASED LABEL

To provide the most eye-catching shelf appeal for its filters, Body Glove selected spectacular shrink-sleeve labels from Seal-It, A Div. of Printpack, Inc. and in keeping with Body Glove's "green" image, the labels are made from plant-based Ingeo™ brand EarthFirst® polylactic acid (PLA) resin from NatureWorks LLC. "Body Glove wanted a top-of-the line water filter that was environmentally sound and that actively reduced plastic bottles sent to | *continued on page 18* |



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landfills. One of their requirements was that the label be plant based and recyclable,” says Mark Howlett, Brand Manager, water products, at Water, Inc., which markets and distributes the filter for Body Glove. “We have 2,500 dealers throughout North America, and we’ve developed point-of-sale displays for them, so we both wanted the new filters to really stand out on the store shelf,” says Howlett. “The filter housing is tapered and paper or plastic adhesive labels would tend to wrinkle. Also, the filter housing is white and we wanted a label that would change the color of the filter housing. It was important for us to create a stunning and green-label design, so we decided that shrink-sleeve labels were our best choice.”

The 50-micron shrink film for the labels is made by Plastic Suppliers, Inc. and is shipped to Printpack, which prints and seams the labels. The monofilm labels are rotogravure reverse-printed in nine and 10 colors. Printpack is one of two domestic cobranding partners with Plastic Suppliers for EarthFirst PLA shrink film. “This was a challenging project because of the amount of information we had to print on the label, the high level of shrink for the label to go over the shoulders of the containers and the short turnaround time,” says Paul Pritchett, Sales and Marketing Manager at Printpack. “Using PLA was an advantage in this application, because it has a higher shrink percentage than most other more traditional shrink films. It conformed very nicely to the shape and size of the container.”


The filters are manufactured by 3M and are shipped to Sensible Packaging Solutions who applies the shrink-sleeve labels. The tallest filter cartridge is nearly 15-in.-long, which is too big to run on Sensible Packaging’s labeler, so workers apply the labels manually. The cartridge is also too big to pass through the steam shrink tunnel standing up, so Sensible Packaging designed a sled fixture to hold the filters in a horizontal position as they pass through the tunnel. This simplifies handling the cartridge. The sled fixture is designed with quick change parts to accommodate the four different filter sizes.

“This has been a demanding project for everyone involved, but it has turned out extremely well,” says Howlett. “The labels look great, and our dealers and customers are very excited about the redesigned water-filter line.”

PRAISE FOR SCRATCH-B-GONE BY BSH



SCRATCH-B-GONE

“We recommend using Scratch-B-Gone, a product that over the last 6 months has shown a tremendous response from our customers,” says Mark Bledsoe, Technical Services Manager at BSH Home Appliances Corporation. “We’ve had customers call us back to thank us for the recommendation, and genuinely appreciate that we provided a simple and effective solution for scratch removal verses replacing an expensive part.” 



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PAUL ROBERT MURPHY


MARCH 9, 1964 – FEBRUARY 17, 2009

Paul Murphy, age 44, Director of Sales for Doolittle Distributing Inc., a Kansas City based distributor for Viking, passed away on February 17, 2009, as a result of injuries sustained in a January 30th snowmobile accident in Michigan. An avid outdoorsman, Paul died doing one of the things he enjoyed most.

Paul experienced much success during his 26 years in the appliance industry. He started his career 1993 with Amana in St. Louis and

then moved to Oklahoma as an area sales manager. In 1997 he joined Bosch as a regional sales manager stationed in Dallas, then moved to Southern California to eventually be named National Sales Manager. In 2003 he moved back to his home state of Wisconsin where he became Vice President of Sales for U-Line. In April of 2008, DDI hired Paul as Director of Sales.

Paul was an extremely hard working, fun loving individual who made many great friends throughout the appliance industry. He had no concept of how to do anything half-way. He was demanding and fair. Paul Murphy never avoided a challenge and tackled objectives head on. Paul's position on virtually any subject was always clear. DDI was, is and will be a better company for having been associated with Paul Murphy.

Paul leaves behind his father, J. Patrick Murphy and a brother, J. Patrick (Sandy) Murphy (Jr.) of Oconomowoc, WI, a sister, Kerry (Brian) Eirschele of Tomah, WI, four nieces and nephews along with aunts uncles and other relatives. Services for Paul were held in Oconomowoc on February 23, 2009. The family suggested memorials in Paul's name to The American Cancer Society. 

C L A S S I F I E D

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MAJOR HOME APPLIANCE INDUSTRY DOMESTIC SHIPMENTS*

JANUARY 31, 2009—THOUSANDS OF UNITS

PRODUCT	CURRENT MONTH			YEAR TO DATE		
	2009	2008	%CHG	2009	2008	%CHG
All Major Appliances	4,010.40	5,289.50	-24.20%	4,010.40	5,289.50	-24.20%
Cooking- Total	1,162.60	1,581.70	-26.50%	1,162.60	1,581.70	-26.50%
Electric Cooking - Total	290.1	422.3	-31.30%	290.1	422.3	-31.30%
Electric Ranges	222	314.3	-29.40%	222	314.3	-29.40%
Electric Ovens	42.4	65.8	-35.60%	42.4	65.8	-35.60%
Surface Cooking Units	25.8	42.1	-38.80%	25.8	42.1	-38.80%
Gas Cooking - Total	176.1	243.8	-27.80%	176.1	243.8	-27.80%
Gas Ranges	151.2	201.6	-25.00%	151.2	201.6	-25.00%
Gas Ovens	3.6	4.7	-23.00%	3.6	4.7	-23.00%
Surface Cooking Units	21.3	37.5	-43.20%	21.3	37.5	-43.20%
Microwave Ovens	696.4	915.6	-23.90%	696.4	915.6	-23.90%
Home Laundry - Total	977.1	1,249.50	-21.80%	977.1	1,249.50	-21.80%
Automatic Washers	537.9	669.8	-19.70%	537.9	669.8	-19.70%
Dryers - Total	439.1	579.6	-24.20%	439.1	579.6	-24.20%
Electric	349.1	458.1	-23.80%	349.1	458.1	-23.80%
Gas	90	121.5	-26.00%	90	121.5	-26.00%
Kitchen Clean Up - Total	815	1,062.70	-23.30%	815	1,062.70	-23.30%
Disposers	449.4	536.4	-16.20%	449.4	536.4	-16.20%
Dishwashers - Total	361.5	518.7	-30.30%	361.5	518.7	-30.30%
Built-In	354.9	509.9	-30.40%	354.9	509.9	-30.40%
Portable	6.6	8.9	-25.90%	6.6	8.9	-25.90%
Compactors	4.1	7.5	-45.80%	4.1	7.5	-45.80%
Food Preservation - Total	574.9	810.2	-29.00%	574.9	810.2	-29.00%
Refrigerators	457.3	667	-31.40%	457.3	667	-31.40%
Freezers - Total	117.6	143.1	-17.80%	117.6	143.1	-17.80%
Chest	72.2	88.9	-18.80%	72.2	88.9	-18.80%
Upright	45.4	54.2	-16.30%	45.4	54.2	-16.30%
Home Comfort - Total	480.9	585.4	-17.90%	480.9	585.4	-17.90%
Room Air Conditioners	338.3	508	-33.40%	338.3	508	-33.40%
Dehumidifiers	142.6	77.4	84.10%	142.6	77.4	84.10%
AHAM 6***	2,332.60	3,164.80	-26.30%	2,332.60	3,164.80	-26.30%

* Includes shipments for the U.S. market whether imported or domestically produced. Export shipments are NOT included.

** For period of four weeks between Jan.01, 2009-Jan. 31, 2009 vs Jan.01, 2008-Feb.02, 2008 *** AHAM 6 includes: Washers, Dryers, Dishwashers, Refrigerators, Freezers, Ranges and Ovens. Includes revisions posted through 02/07/2009 Copyright © 2009, Association of Home Appliance Manufacturers



K/BIS 2009 Conference Guide



NKBA Special Focus Event:
PAUL DIMEO



Design & Inspiration Session:
JOHN GIDDING



Opening Ceremony Keynote:
MIKE HUCKABEE



Heart of the Home

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Message from the NKBA President



Dear Fellow Industry Professional,

As the 2009 President of the National Kitchen & Bath Association, I sincerely hope that you'll join me from April 30 to May 3 for the NKBA's Kitchen/Bath Industry Show & Conference. I'd like to welcome you to Atlanta for the largest and most comprehensive trade show in the industry.

This is an exciting opportunity to strengthen your career or business through networking, education, and exposure to the industry's latest and most innovative products and ideas.

The kitchen and bath each play such a significant role in the daily living of today's homeowners and families that we've given K/BIS 2009 the theme "Heart of the Home." K/BIS can help give you the knowledge and inspiration to enhance your business through education, finding new products, and networking.

Spend time at NKBA Center Stage, where you can learn more about energy-efficient lighting, multi-generational design, the truth about granite and radon, secrets of a great kitchen, and how to identify your best customers. In this rapidly changing economy, give yourself a competitive advantage—the power of knowledge.

The NKBA continues to strive for excellence in the kitchen and bath industry by giving industry professionals access to top educators, business resources, and a support network of more than 40,000 members. K/BIS is the NKBA's way of bringing all of these benefits together, and my goal is to bring all of you together for K/BIS. I look forward to seeing you in Atlanta.

Sincerely,

A handwritten signature in black ink that reads "Suzie Williford". The signature is fluid and cursive.

Suzie Williford
2009 NKBA President

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K/BIS 2009 Schedule-at-a-Glance

Tuesday, April 28, 2009

- 7:00 a.m. - 8:00 a.m. 3-Day and 8-Hour Course Registration
 8:00 a.m. - 5:00 p.m. 3-Day Professional Development Course
 • Kitchen & Bath Krafter (4/28 - 4/30)
- 8:00 a.m. - 5:00 p.m. 8-Hour Professional Development Course
 • Kitchen Starter
- 8:00 a.m. - 5:00 p.m. 8-Hour Professional Development Course
 • CKD/CBD Prep Review Course

Wednesday, April 29, 2009

- 7:00 a.m. - 8:00 a.m. 8-Hour and 4-Hour Morning Course Registration
 8:00 a.m. - 5:00 p.m. 8-Hour Professional Development Courses
 • Bath Starter
 • Countertop Sales: A Focus on Natural Stone
 • Sales: Managing the Outcome
- 8:00 a.m. - 12:00 p.m. 4-Hour Morning Professional Development Courses
 • Experience Green
 • Combining Landscape and Kitchen Design Principles for Winning Outdoor Kitchens
- 9:00 a.m. - 3:00 p.m. CKD/CBD Design Exam
 12:00 p.m. - 1:00 p.m. 4-Hour Afternoon Course Registration
 1:00 p.m. - 5:00 p.m. 4-Hour Afternoon Professional Development Courses
 • European Design Trends
 • Designing With Color

Thursday, April 30, 2009

- 7:00 a.m. - 8:00 a.m. 8-Hour and 6-Hour Course Registration
 8:00 a.m. - 5:00 p.m. 8-Hour Professional Development Courses
 • Advanced Kitchen & Bath Design
 • Advanced Appliance Workshop
 • Mind Your Own Business
- 8:00 a.m. - 2:30 p.m. 6-Hour Course
 • Residential Green: for Kitchens and Baths
- 10:30 a.m. - 4:00 p.m. NKBA Educators' Forum *(by invitation only)*
 11:00 a.m. - 6:00 p.m. NKBA Bookstore Open
 12:30 p.m. - 2:30 p.m. NKBA Chapter Officers' Forum/Ambassadors' Club Luncheon *(by invitation only)*
Speaker: Randall Whitehead
- 2:30 p.m. - 5:00 p.m. Chapter Officers' Forum Breakout Sessions
 • 11 Sessions
- 6:30 p.m. - 12:00 a.m. NKBA Board of Directors' Gala
 Location: Centennial Olympic Park

Friday, May 1, 2009

- 8:00 a.m. - 9:30 a.m. Opening Ceremony
Speaker: Mike Huckabee
- 8:30 a.m. - 5:30 p.m. NKBA Bookstore Open
 9:45 a.m. - 10:00 a.m. Ribbon Cutting Ceremony
 10:00 a.m. - 5:00 p.m. Show Floor Open
- 11:30 a.m. - 1:30 p.m. NKBA Design Competition Awards Luncheon
(by invitation only)
- 12:00 p.m. - 1:45 p.m. Segment Event
 • Distributors Event
Speaker: Harry Gianetti
- 2:00 p.m. - 3:00 p.m. NKBA Conference Session: Business & Leadership
Speaker: Andrew Winston
- 3:30 p.m. - 4:30 p.m. NKBA Special Focus Event
Speaker: Paul DiMeo of Extreme Makeover: Home Edition
- 5:00 p.m. - 6:30 p.m. International Reception

Saturday, May 2, 2009

- 8:30 a.m. - 10:15 a.m. Segment Events
 • Builders/Remodelers Event
Speaker: Steve Ford
 • Designers Event
Speaker: Edie Raether
 • Shark! Manufacturers/Manufacturers' Representatives Event
- 8:30 a.m. - 5:30 p.m. NKBA Bookstore Open
 10:00 a.m. - 5:00 p.m. Show Floor Open
 12:00 p.m. - 1:30 p.m. NKBA Annual Business Luncheon
Speaker: Terry Savage
- 2:00 p.m. - 3:00 p.m. NKBA Conference Session: Technology & Trends
Speakers: Carole Freehauf and Richard Trethewey of This Old House
- 4:00 p.m. - 5:00 p.m. NKBA Current Industry Forum

Sunday, May 3, 2009

- 8:30 a.m. - 10:15 a.m. Segment Event
 • Dealers Event
Speaker: Mick De Giulio
- 8:30 a.m. - 4:00 p.m. NKBA Bookstore Open
 10:00 a.m. - 3:00 p.m. Show Floor Open
 10:30 a.m. - 11:30 a.m. NKBA Conference Session: Design & Inspiration
Speaker: John Gidding of Designed to Sell

Monday, May 4, 2009

- 7:00 a.m. - 8:00 a.m. 8-Hour and 6-Hour Course Registration
 8:00 a.m. - 5:00 p.m. 8-Hour Professional Development Courses
 • Kitchen & Bath Lighting Made Easy
 • Job Installation & Project Management
- 8:00 a.m. - 2:30 p.m. 6-Hour Course
 • Designing Kitchens & Baths to Facilitate Aging in Place



K/BIS 2009 Show Highlights

NKBA Design Idea Center

The NKBA's highly-trafficked Design Idea Center brings the latest kitchen and bath trends to K/BIS. The Design Idea Center is also the place to explore the benefits of membership. NKBA staff will be on hand to answer your questions, update members' information, and sign up new members.

NKBA Center Stage

NKBA Center Stage, located at the NKBA Design Idea Center, offers presentations that qualify for NKBA continuing education units (CEUs). Enjoy these engaging presentations—without ever leaving the show floor.

NKBA Bookstore

The NKBA Bookstore is the location to purchase your kitchen and bath literature. Visitors can purchase any of the nine volumes of the NKBA's Professional Resource Library or order the complete set. Books authored by many of the conference and educational speakers will also be available. Book signings are held daily at the NKBA Bookstore.

Specialty Pavilions

Visit our three specialty pavilions at the show. Each pavilion will be focused on a specific industry segment, enabling you to source more effectively.

- Decorative Hardware (New!)
- Natural Stone and Tile
- Cabinetry

Outdoor Grilling Pavilion

Outdoor kitchens and living spaces are the latest trend, and K/BIS exhibitors are ready to showcase their lines of outdoor grills. Stop by to catch the latest in outdoor living and buy lunch hot off the grill at this pavilion.

Best of K/BIS

The Best of K/BIS Competition will showcase the cutting edge product advancements introduced into the marketplace over the past year. Products will be judged by a panel of distinguished industry professionals at K/BIS 2009.

Attendees will also have an opportunity to vote on their favorite.

For additional information and locations of all of these exciting show features, visit KBIS.com.

“At K/BIS, I can see the latest products, learn the most current business trends, and network with other kitchen and bath professionals. K/BIS is the one industry event each year that I wouldn't dream of missing.” - HELENE LINDQUIST, CKD, CBD

K/BIS Connect

K/BIS has partnered with GoExpo to create K/BIS Connect, a free online appointment setting and mapping tool that provides K/BIS attendees the ability to search exhibitors by company name or product category. With a single login, you'll have at your fingertips an easy and effective way to navigate the show.

- Match up with exhibitors by product interest
- Add products/profiles to your show planner
- View booths on the interactive floor plan
- Schedule appointments
- Send private messages
- Receive show announcements

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| *continued on page 28* |

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NKBA Center Stage Schedule

Each Center Stage presentation provides 0.1 CEUs



Friday, May 1

NKBA Design Competition Awards

11:30 a.m. – 1:30 p.m.

Hosted by: Mark Karas,
CMKBD, 2009 NKBA
President-Elect

The Truth About Granite & Radon

2:30 p.m. – 3:30 p.m.

Presented by: The
Marble Institute

Alluring Energy-Efficient Lighting

4:00 p.m. – 5:00 p.m.

Speaker: Randall
Whitehead

Saturday, May 2

Real Kitchens & Baths: Trends in Renovation

10:00 a.m. – 11:00 a.m.

Speaker: Lyn Peterson

Sustainable Competitive Advantage

11:30 a.m. – 12:30 p.m.

Speaker: Ken Jones, MBA

Multi-Generational Design

1:00 p.m. – 2:00 p.m.

Speaker: Linda Smith

How Green is That Product?

2:30 p.m. – 3:30 p.m.

Speakers: Sara
Gutterman &
Shawn Draper

Food Network Expert, Aida, Presents Her Best Kitchen Secrets

Sponsored by: Food Network

4:00 p.m. – 5:00 p.m.

Speaker: Aida
Mollenkamp



Sunday, May 3

What Homeowners Want

10:00 a.m. – 11:00 a.m.

Speaker: India Powell

Identifying and Qualifying Your Best Customers

Sponsored by: ServiceMagic

11:30 a.m. – 12:30 p.m.

Speaker: David
Lupberger



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| continued on page 30 |

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ATLANTA WELCOMES 2009 KITCHEN/BATH INDUSTRY SHOW & CONFERENCE

With Atlanta ranked as one of the greenest cities in the country, it is no wonder the city was selected to host the 2009 Kitchen/Bath Industry Show & Conference (K/BIS). Industry professionals in Atlanta have many reasons to be excited about the show,” said Brian Pagel, Vice President, Kitchen and Bath Group, Nielsen Business Media. “We are offering a look at the hottest trends and green products on the market today. These will be valuable tools as research shows that total remodeling of kitchen and bath jobs in the South could increase significantly.”

KBIS, which hosts the largest collection of kitchen and bath products, courses and conference sessions, promises to offer the latest in product advancements, trends and insights to help attendees meet the needs of the marketplace. “We’re thrilled to have KBIS in Atlanta, because it provides an opportunity to show the country what a green city we are,” said Mark Vaughan, Executive Vice President & Chief Sales & Marketing Officer, Atlanta Convention and Visitors Bureau. “Atlanta leads the Southeast in LEED-registered buildings and has over 140 projects currently seeking certification from the U.S. Green Building Council. What’s more, after the Georgia World Congress Center was damaged in the tornado, it was renovated with many eco friendly materials, making it the ideal location for the show.”

Green Highlights – NKBA Center Stage


NKBA Center Stage offers presentations on a wide variety of topics for all kitchen and bath professionals and they qualify for NKBA Continuing Education Units (CEUs) credit.

Some of the green presentations include:

- Friday, May 1, 4:00pm** — Alluring Energy Efficient Lighting
- Saturday, May 2, 11:30am** — Sustainable Competitive Design
- Saturday, May 2, 2:30pm** — How Green is That Product?

Show highlights also include:

Celebrity Presentations —

- Extreme Makeover Home Edition carpenter Paul DiMeo
- *This Old House*’s plumbing expert Richard Trethewey
- Designer Carol Freehauf
- John Gidding of HGTV’s *Designed to Sell*
- Food Network’s Aida Mollenkamp
- Former *The Young and the Restless* star Steve Ford
- Terry Savage, one of the country’s top economists
- Keynote speaker—former Arkansas governor and Republican presidential candidate, Mike Huckabee 

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EARTH

APRIL 22, 2009—THE

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U.S. Senator Gaylord Nelson of Wisconsin made an announcement proposing a grassroots demonstration and an environmental protest that would sweep the nation and thrust the environment into the awareness of the nation's political agenda.

On the 22nd of April, 1970, the first Earth Day was held. Indeed his message was heard from coast to coast. I have vivid memories of this event, as I participated at my elementary school with my Mother leading the movement with me by her side. The local nursery provided the trees in order to send each child home with a tree to plant at home as well as the many trees we planted in the school yard that day. I remember the sensation of dirt between my fingers as I dug the soil and the group spirit that was on fire, as we accomplished our mission that day to make the world a better place to live. We were planting a legacy and hope for our future, not only for ourselves, but for generations to come. It was an impressionable moment in time. No doubt this is when I developed my love of plants, gardening and a passion for the environment.

I would like to share with you in the words of the founder, Gaylord Nelson from the EPA Journal dated April 1980, his article 'Earth Day '70: What It Meant' Here are some excerpts:

"When the morning of April 22, 1970 dawned, literally millions of Americans of all ages and from all walks of life participated in Earth Day celebrations from coast to coast. It was on that day that Americans made it clear that they understood and were deeply concerned over the deterioration of our environment and the mindless dissipation of our resources. That day left a permanent impact on the politics of America. It forcibly thrust the issue of environmental quality and resources conservation into the political dialogue of the Nation. That was the important objective and achievement of Earth Day. It showed the political and opinion leadership of the country that the people cared, that they were ready for political action, that the politicians had better get ready, too. In short, Earth Day launched the Environmental decade with a bang.

How did Earth Day 1970 change the nation? My primary objective in planning Earth Day was to show the political leadership of the Nation that there was broad and deep support for the environmental movement. While I was confident that a nationwide peaceful demonstration of concern would be impressive, I was not quite prepared for the overwhelming response that occurred on that day. Two thousand colleges and universities, ten thousand high schools and grade schools, and several thousand communities in all, more than twenty million Americans participated in one of the most exciting and significant grassroots efforts in the history of this country.



EARTH DAY —

GREEN GENERATION

ELIANA BARRIGA



That Earth Day in 1970 made it clear that we could summon the public support, energy, and commitment to save our environment. While the struggle is far from over, we have made substantial progress. The Environmental Revolution has altered our physical surroundings. Beyond that, it has worked remarkable changes in government, law, politics and economics. It has reshaped many people's philosophy of life and scale of values. In very practical terms, the Environmental Revolution is lengthening lives and lessening human misery by reducing the poisons in our air, water, and soil. Perhaps most importantly of all in a way not too many people have noted, the Environmental Revolution has revitalized the democratic process."

Close to 20 million Americans took part in that first Earth Day, marking the beginning of the modern environmental movement as we know it. College students organized protests against the deterioration of the environment. Common values were shared and voiced throughout the nation as people began fighting against: factories that were polluting and dumping toxic products in oceans, rivers and landfills; tankers spilling oil; chemical companies promoting the use of dangerous pesticides such as DDT; the cutting down of our forests and the creation of extinction of our animals, to name just a few of the growing problems associated with our modern society.

After the success of Earth Day, the U.S. Environmental Protection Agency was established in 1970, followed by the Clean Air Act, the Clean Water Act of 1972, and the Endangered Species Act of 1973. Greenpeace formed in Canada in 1971 to protect the threat to the whale and seal populations, and address the risks to all from nuclear power. The 1980s brought us organized and convenient recycling programs. In 1992 United Nations Earth Summit was held in Rio de Janeiro. With every year growing exponentially, by 2007, Earth Day had become a global force to be reckoned with. The strength of the internet and its ability to connect people and resources around the world made it the largest Earth Day to date, with an estimated 1 billion people participating around the globe.

Earth Day began as a movement of protest and has transformed into a worldwide celebration of the earth through its commitment to her protection. The Inconvenient Truth by Al Gore has brought the movement into the hearts and consciousness of households across America. Concern for the environment is shared by all, even the little children. Earth Day is the only event celebrated simultaneously around the globe and observed in 175 countries by people of all backgrounds, faiths and nationalities for a common purpose, the preservation and survival of the planet and life as we know it. 🌱

DOE AND EPA RECOGNIZE BOSCH WITH 2009 ENERGY STAR® PARTNER OF THE YEAR AWARD FOR APPLIANCES

AWARDED FOR ITS CONTINUED COMMITMENT TO ENERGY-EFFICIENT APPLIANCES




BOSCH

Renowned for its leadership in developing energy- and water-efficient appliances, Bosch has been named the 2009 ENERGY STAR® Partner of the Year for Appliances by the U.S. Department of Energy (DOE) and the U.S. Environmental Protection Agency (EPA). The award recognizes Bosch for its outstanding contribution to reducing greenhouse gas emissions by manufacturing energy-efficient appliances and helping to educate consumers about those products.

“The ENERGY STAR® awards represent achievements the Department of Energy is proud to recognize as they signify notable progress in working to secure our energy future,” said Richard H. Karney, U.S. Department of Energy ENERGY STAR® Program Manager. “In 2009, partners like Bosch receiving these awards demonstrated superb commitment to advancing the adoption of energy efficient products and addressing our environmental challenges.” American consumers, with the help of ENERGY STAR®, saved \$19 billion on their energy bills last year and reduced greenhouse gas emissions equivalent to those of 29 million vehicles.

“As a company, we have worked for decades to advance the efficiency of our products in the home and reduce the environmental impact during the manufacturing process,” said Holger Fietz, Director of Brand Marketing for Bosch. “It is particularly gratifying to have our efforts recognized by the DOE and the EPA.”

Bosch is the only U.S. manufacturer to have the ENERGY STAR® qualification on all its product models in every major appliance category the program rates. In fact, Bosch offers a combination of eco-friendly product features that distinguish the brand as a high-efficiency champion, including the breakthrough EcoAction™ program on select dishwasher and clothes washer and dryer models. With just a push of the EcoAction button, consumers can enjoy additional energy savings of up to 25% without sacrificing the product's cleaning results. Moreover, Bosch's Evolution™ SHE98 and Integra® SHX98 dishwashers are the quietest models in the industry and among the most energy efficient. Both models exceed the minimum federal energy standard by 147%, with a yearly usage of only 190 kWh, approximately the same amount of energy as a dishwasher half their size. Bosch's high performance refrigeration models combine technology with matchless environmental responsibility.

Bosch's award-winning microsite, the online Green Resource Center, highlights the brand's green appliances and informational tools for consumers and builders. Through the Green Resource Center, consumers can learn about Bosch's ENERGY STAR® qualified products and money saving rebates, while builders and designers can access a tool that can be applied to their current projects and guide them through national and/or regional Green Building Certifications. Bosch helps many non-profits, including the U.S. Green Building Council, promote sustainable construction. Bosch products have been included in many of the country's first LEED homes. Bosch also supports green programs like Earth Pledge, and developers of new concepts in pre-fabricated green housing like LivingHomes®. 

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THE POWER OF LED LIGHTING

LIEBHERR MOVES TO STANDARD LED LIGHTING FOR ALL NEW PRODUCT

To further reinforce their position as the worldwide leader in green refrigeration, Liebherr announced that all new consumer models being introduced in 2009 will use energy efficient LED lighting, reducing power consumption in the one appliance in the kitchen that runs 24 hours a day. Liebherr will be the first refrigeration manufacturer worldwide to make LED lighting a standard feature across its entire consumer product line.



“LED lighting does not factor into an ENERGY STAR® rating, even though it is the most energy efficient method of lighting an appliance, because these ratings are obtained with refrigerator doors closed and lights off,” states Thorsten Platt, Vice President of Liebherr North America. “LED lighting also costs more from a manufacturing perspective. Despite not being recognized for it, or charging more for it, Liebherr feels it is an important contribution to the overall energy efficiency of our products and falls in line with our corporate ActiveGreen initiative that promotes responsible manufacturing practices,” adds Platt.

CONSIDER THE BENEFITS OF LED LIGHTING:

- Contributes to better preservation as it does not create any heat that can affect the integrity of food or wine
- Allows for better use of the space as LEDs are more compact using minimal space
- Minimizes heat, and the recovery time after opening the door is that much faster
- Provides better design – LEDs offer a more attractive lighting source
- Can be up to 98% more efficient than incandescent or halogen bulbs.

Liebherr's eco-friendly actions are longstanding. 100% of Liebherr's refrigeration is ENERGY STAR® rated which is an important component of ActiveGreen. Liebherr is also the first refrigeration manufacturer to be RoHS (Restriction of Hazardous Substances) compliant worldwide, and since 2000, have employed such forward-thinking practices as recovering and reutilizing energy to heat manufacturing environments, using 100% recyclable packaging, purifying water used in production and ensuring it is pollution free, and significantly reducing the use of chemicals, solvents and energy consumption.

All new Liebherr models will be on display in Booth C 1914 at K/BIS 2009 at the Georgia World Congress Center in Atlanta from May 1st to May 3rd 2009. 🌱



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Liebherr's new SBS 19H0 fully integrated refrigerator and freezer literally disappear behind custom cabinetry, but when it comes to high performance features, the SBS 19H0 is nothing short of outstanding. Whether installed side-by-side or in separate areas of the kitchen, the 24" full refrigeration tower with Liebherr's patented BioFresh technology and 24" full freezer tower with automatic IceMaker, are the perfect combination. As with all Liebherr refrigerators, the SBS 19H0 is ENERGY STAR® rated and uses energy efficient LED lighting.



Visit us at K/BIS - Booth C1914

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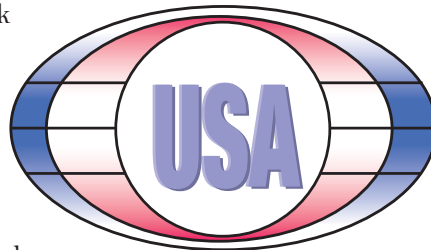
At a business conference, when asked who among those gathered had basic financial documents for their business, only about 20% raised their hands, very consistent to my past findings. The reason why financials become a critical tool as business owners near retirement, is because potential suitors must have some means of measuring the success of the business in order for them to make an informed buying decision and make a reasonable offer. There are two primary financial documents that demonstrate a professionally run business. One is a profit and loss statement, providing a detailed account of income and expenses, and the other is the balance sheet, which gives a picture of the assets and liabilities of the company, including check book balances and all other cash on hand.

Many small service businesses are still run as sole proprietorships. Income and expenses are kept through the company checkbook and flow to the owner's personal tax return using a schedule C for itemization. When the time comes to sell the business, these are the only documents they have to show potential buyers and some owners may be reluctant to share this financial information that is intermingled with their private affairs, in which case potential buyers can't get an accurate financial overview of the company and the real worth of the business due to privacy issues. Typically the buyers ask - rightfully so - for more and more information, which often times the seller can't produce, resulting in much frustration for all! The end result is often a very drawn out process with a substantially diminished offer being made due to the uncertainties involved in buying a business that is shrouded in financial mystery.

This can easily be avoided. Small business owners can solve many of these problems by using QuickBooks or a similar software program. They are extremely easy to install, set up and operate and they will produce the necessary financial documents easily. For the small cost to hire a bookkeeper monthly, or even just once a year, to balance your records and develop a Profit & Loss and Balance Sheet are well worth the investment. Potential buyers will want to review at least 3-5 years of financial records. The more information you can

provide the better the chances of selling your business for the amount you are asking.

Let me take a moment here and caution all would-be sellers. Most of us have an inflated idea of the value of our business. Service businesses carry very little hard assets, which includes service vehicles, tools and our parts inventory. If you own the building, it would also be included as a hard asset. Often times the buyer is not interested in these, so they may have to be sold separately, as the buyer most likely will already have his own vehicle and tools, as he more than likely is already in the service business. Chances are the buyer is only interested in buying three things: the customer list, the phone number and the company good will. Each of these will carry their own value in the final sale price. The more you as the seller can demonstrate value in each category, the more return you will see from the sale of your business.



Here is a simple list of things you should do to improve the salability of your company.

- Closely monitor and manage your inventory.
- Keep your truck in top mechanical and physical condition.
- Computerize your customer data base.
- Keep detailed service records.
- Show an increase in sales and call volume.
- Charge professional prices.
- Maintain at least three years of detailed financials.
- Be stringent about your advertising.
- Continue to provide excellent service.

If you are thinking "Ouch, this is going to cost me money," you are absolutely right. Developing and maintaining a viable business costs money and if you haven't been managing your business in a professional way, your initial expenses are going to be high. Don't cheat this process. While the previous suggestions are no guarantee for selling your business for the amount of money you think it is worth, they will go a long way in generating the highest possible selling price. 🌱

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EVERPURE PROTECTS DEALERS WITH WARRANTY COMMUNICATION



Everpure LLC is educating dealers on the potential warranty issues of combining the company's water filtration products with other manufacturer's equipment.

"We offer all end-users a comprehensive warranty on each of our commercial grade water filtration systems, replacement cartridges and appliances for a period of five years," said Joseph Hutko, marketing manager for Everpure Residential. "We are finding though that there is some confusion with dealers on the use of other manufacturer's replacement filters in combination with Everpure housings—which voids the warranty."


In addition to warranty concerns, Everpure plans to educate dealers on further issues such as a potential loss of NSF certification by the Public Health Safety Company. NSF's policy on "Certification of Hybrid Systems" says that if one company's non-listed component is mated to another company's NSF listed component they are not NSF certified. Without an NSF certification, the number of potential usage issues increases significantly for the customer. Prospective problems are due to the slight mismatch in sizing between the cartridge and the housing which can cause cracked cartridges, inadequate filtration and a change in flow rates.

Details on the company's comprehensive product warranty can also be found at www.everpure.com

WHAT DOES IT MEAN TO BE NSF CERTIFIED?

Most Everpure filtration systems and replacement cartridges recommended for home use are certified by NSF—an independent not-for-profit organization that is committed to public health, safety and protection of the environment. The NSF has developed national standards for food, water, air and consumer goods, all of which are recognized world-wide. This certification, which is displayed on the cartridge's label, provides assurance that the system has been independently evaluated to confirm its performance. For further information on NSF certification, please visit the NSF Web site at www.nsf.org.

ABOUT EVERPURE

Celebrating its 75th anniversary, Everpure is the leading manufacturer of 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. 



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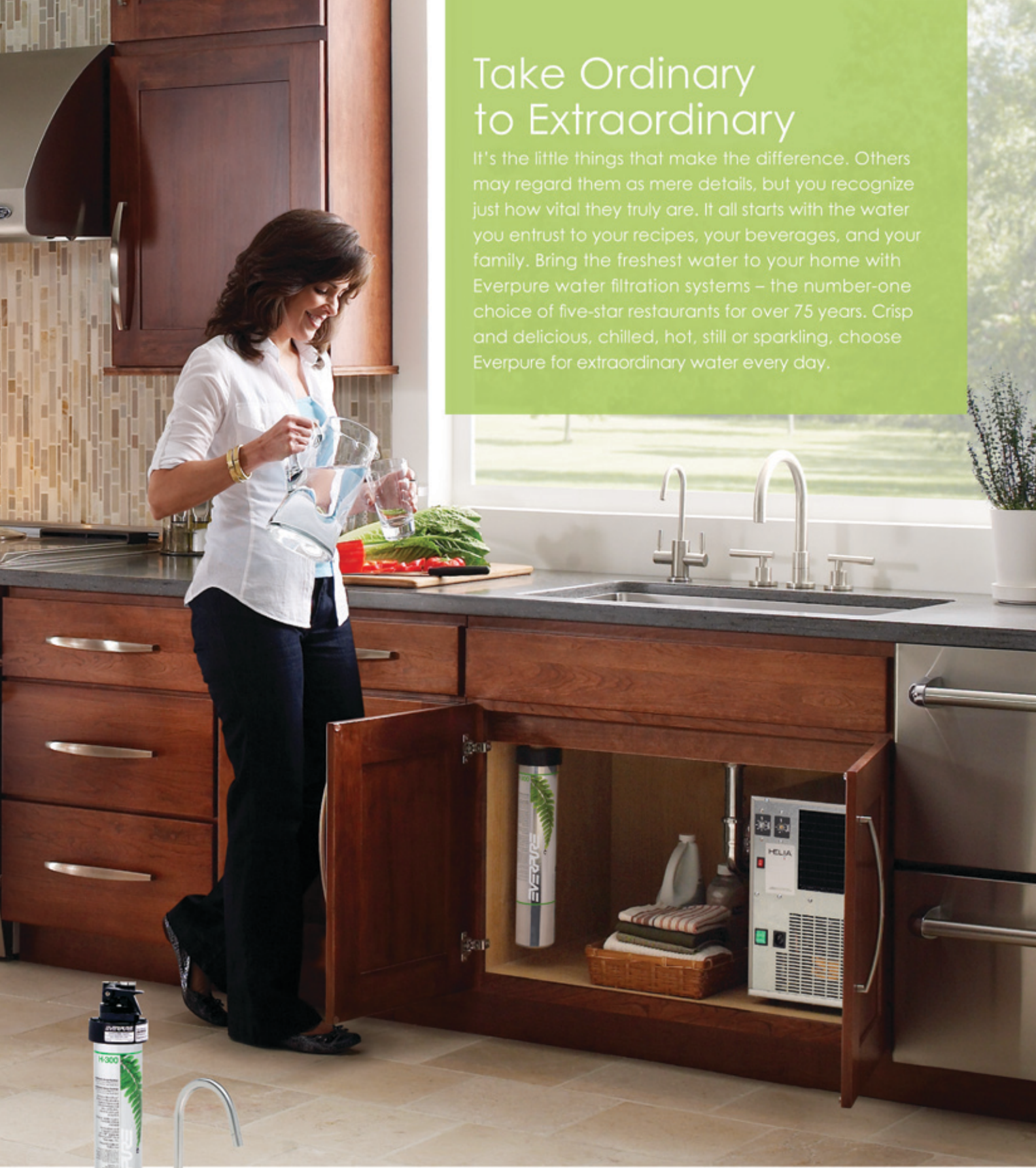
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K/BIS Booth #C2020



DACOR TURNS UP THE HEAT

Dacor®, family-owned and operated leader in luxury kitchen appliance design, manufacturing and distribution, and its middleman-free direct to dealer sales network are all fired up about the *Dacor All Fired Up Sales Shootout*. For a limited time, Dacor is offering a broad array of high quality, high performance appliance packages that allow dealers to win great prizes and consumers to receive FREE state-of-the-art Dacor appliances!

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2. Purchase a Cooktop and Wall Oven combination, receive a FREE Warming Drawer or Microwave
3. Purchase a Cooktop, Wall Oven and Freestanding Refrigerator, receive a FREE Warming Drawer or Microwave plus \$100 cash back
4. Purchase a Dual-Fuel Range and a Freestanding Refrigerator, receive a FREE Ventilation Hood or Integrated Ventilation System plus \$100 cash back
5. Purchase a Cooktop, Wall Oven and Built-in Refrigerator, receive a FREE Warming Drawer or Microwave plus \$300 cash back
6. Purchase a Dual-Fuel Range and a Built-in Refrigerator, receive a FREE Ventilation Hood or Integrated Ventilation System plus \$300 cash back

Dacor's Renaissance® Wall Ovens and Renaissance Gas Cooktops, both excellent value products, and part of the *All Fired Up Sales Shootout* product offering, were recently honored with 2009 Platinum ADEX awards through Design Journal's annual Awards for Design Excellence. The ADEX judging panel includes a group of professionals at the top of their specialties, and ADEX awards represent the panel's choice of the best appliance designs of 2009.



The Renaissance Wall Oven offers a new take on Dacor's classic wall oven; featuring Dacor's legendary 4-part Pure Convection and the most cutting-edge developments in cooking technology like the patented RapidHeat™ Bake Element. The Renaissance Gas Cooktop combines professional-level performance, easy clean-up and industry-leading safety

technology, all while adding a stylish accent—the Illumina™ Burner Control—to any kitchen. Dacor has also recently launched DacorUniversity.com. An online learning tool for dealers and designers to become even better educated about the details that separate true luxury products from the rest, and make Dacor appliances like no other.

For more information visit Dacor.com/trade or e-mail us at promotions@dacor.com.

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Feel them in your bottom line.



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BUSINESS AS USUAL—NOT!

Recently I had the opportunity to facilitate a leadership breakfast for the staff of Leukemia and Lymphoma Society. Their team is made up of highly motivated, committed, hard working young people who take their jobs seriously and the mission of the Society to heart. During our discussion, I suggested that they would learn a great deal by continually asking questions and by developing deep curiosity and an unquenchable thirst for knowledge. I stopped when one participant jumped in and said, “Please tell that to our boss. I’m always asking her ‘why’ and she says she’s getting tired of having me constantly question her.” The team agreed with her confirming that although their boss was caring and compassionate, she didn’t seem to have time for what she considered to be frivolous discussions about why things were done the way they were.

Delving deeper into their questions, I soon found that the difference between this terrific team and their supervisor was generational. The successful baby boomer manager was trying to impose her own learning and teaching style on to her generation X and Y staff members. Half of all workers today are less than 40 years old. They don’t respond to traditional hierarchies and are more likely to consider themselves free agents than to climb the corporate ladder. Generations X (born between 1964 and 1980) and Y (born after 1980) are different from their boomer parents and veteran-aged grandparents. But for the first time in history, we have these four generations together in the workplace.

These young turks want to work but they don’t want work to be their lives. They’re smart, brash and more likely to wear flip flops than patent pumps. They’re plugged into their iPods at their desks and really are listening even while texting and Twittering. The seventy million Gen X workers are programmed, pampered and nurtured. They’ve grown up questioning their parents, their teachers and authority. They don’t respond to traditional command and control management styles. Unlike their parents, Gen Xers and Gen Yers speak their minds and expect to change jobs numerous times during their careers. Gen Y workers are like Gen Xers on steroids. They value time off, flexible schedules and casual dress. They’re materialistic and well informed. They’ve got financial smarts and they value work-life balance.

So how do you deal with new realities in the workplace today?

As managers, you’ll have to adapt. Don’t expect that the kids you raised to be independent and challenging to suddenly flip flop in order to fit into your mold.

- Harness their energy, their imagination and their creativity. Abandon your “we’ve always done it that way” mentality.
- Answer their questions. Their questions may actually present new answers to old problems. Learn to start asking more yourself.
- Get on Facebook and Twitter. Find out how your younger associates value community and how they connect with their friends. See how Mrs. G’s Appliances in Princeton New Jersey is using Facebook to market to Generations X and Y.
- Loosen up. Will your business really be hurt if a couple of your folks come in at 9:30 instead of 9? Wouldn’t it be good to have someone willing to stay a little later to help customers who struggle in near closing time?
- Encourage collaboration. New workers love teamwork. They were raised to share and to work effectively in groups.
- Coach instead of managing. Coaching requires continual feedback and more than an occasional pat on the back.
- Treat them like your peers. Young staff members know their weaknesses; they don’t need you to constantly remind them of their inexperience.
- Be patient. Don’t expect newly-minted college grads to know all that you do. They’ll catch on quickly, though.
- Give them their technology. Let X and Y team members help automate your processes and streamline your business. You’ll be glad you did.

Managing multi-generational companies is challenging. At the same time, though, these younger workers can help you attract their peers as customers and learn how to relate to them when they do come in to buy from you. Generations X and Y are a mighty force and they’re not going mainstream anytime soon. They’re a tidal wave you can’t turn back so instead, get in the water and enjoy the ride. They’ll make you act and feel younger. Who knows, the time you spend with them might even make you live longer. 🌱

*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 visit her website www.ellyvalas.com.*





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LOOKING FOR IDEAS? TRY A NEW PERSPECTIVE

BUILD

In order to be successful in marketing today, you have to stand out from the crowd. That requires new ideas. New ideas are sometimes hard to come by, especially if you're preoccupied with the never-ending task of running your business. But it is crucial to take some time out and think about the future; brainstorm about new ways you can position your company, serve your customers and market your brand.

Brainstorming is all about trying a new perspective. Look at your company, your products, your services, and your marketing, and great ideas may emerge. Here are some approaches you can take:

LOOK TO THE PAST

It's been said that there is nothing new under the sun. This may sound like bad news if you're trying to come up with a new idea, but it's good.

Why not look to the past for some new ideas? Companies do it all the time. Johnson & Johnson recently introduced the Reach toothbrush—an angled brush designed like a dentist's tool to help users clean the teeth way in the back. If this sounds familiar, it should. That's the way Johnson & Johnson marketed the Reach when they first unveiled it...in the '80s.

Another well-known consumer product, Hefty trash bags, is once again using its "Hefty! Hefty! Hefty! Wimpy! Wimpy! Wimpy!" So how can you use the past as inspiration? Look through some of your old ads, promotions and events. Maybe there's a way to put a new twist on something you did a long time ago. Don't worry about customers thinking you're unoriginal—they don't remember.

TURN THINGS AROUND

This method is a little more conceptual, but it can be very effective in uncovering new ideas. Turn things around. Upside-down. Backwards. On their side. The best example of this kind of thinking is a goofy product that's become a nationwide sensation: The Snuggie. You probably have seen the ads (and the ad parodies). Nothing more than a bathrobe turned backwards, The Snuggie has gripped the nation more than any other operators-are-standing-by product ever has.

DO THE OPPOSITE

This is perhaps the best and the most basic way of standing out. Look around your industry and your market. Do you

notice any tendencies, trends or practices that "everyone" in your industry is doing? If so, try doing the opposite.

One great example of this is Southwest Airlines. While every other airline has started charging fees for luggage, Southwest took a different tack. Realizing that customers are annoyed by having to pay for luggage, Southwest is promoting the fact that they don't charge anything. Are they giving up some revenue that airlines so desperately need? Sure. But they are more than making up for it in goodwill.

How can you apply this approach to your business? Are there certain things all of your competitors do that your customers would like to see go away? Then make it go away. Are your competitors all promoting low prices or service? Then promote custom design, fast service, or something else they are not.

Use these and other methods to jump-start your brainstorming, and the results might be surprising. I am not saying they will give you an idea for the next Reach toothbrush, Snuggie or Southwest promotion, but they could give you just a spark of creativity you need to freshen your marketing.

THANK YOU

This column is my 12th for *Retail Observer*, and marks my one-year anniversary writing for this fine publication. I would like to thank Moe Lastfogel for giving me the opportunity to share my ideas with you every month. More importantly, I would like to thank you, the reader, for your attention.

I am always looking for ideas and ways to make the column better, and I welcome your comments, input and even criticisms. If you have any such comments, e-mail me at chris@buildcommunications.com. I look forward to hearing from you and to another year of continuing to help you with your marketing. 🌱

Christopher Thiede owns BUILD Communications, a branding and PR firm. Read Christopher's blog at www.ideas2cheer.com.



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WANT JOB SECURITY? LEARN TO HANDLE IRATE CUSTOMERS

No matter what business you're in—or where—chances are more than good that, at some point in your career, you will have to deal with an angry customer. Maybe the widget you sold him was defective, or the printing order was delivered three days late. Whatever the problem, your challenge is to handle the situation and send the customer away thinking she has just done business with the greatest company on earth.

I see two major problems when it comes to customer complaints. The first is that most customers don't complain when they have a problem with a company. They simply take their money and run—to your company's competitor.

Customers don't complain for several reasons: They don't like confrontation; they don't think their complaints will be addressed; or they just don't want to waste time being given the runaround. They find the alternative—taking their business elsewhere—much more appealing. When they do complain, they are giving you and your company the opportunity to improve your service and to attract and keep other customers.

The second problem is that most companies don't train their employees in how to deal with complaining customers. Too many executives—who, by the way, rarely if ever have to deal with an irate customer because they're so far removed from the front line—think employees are born with the ability to calm an irate customer.

Many of them also fail to realize how critical customer loyalty is to the organization's bottom line. I've said this at least a million times before, but I'll say it again: It's much cheaper to retain a current customer than it is to get a new customer.

On the other hand, most employees break into a cold sweat when faced with a customer complaint. They see those complaints as a personal attack and, all too often, pass the problem on to someone else. Or they become defensive and drive the customer away.

Now, just because your company hasn't provided training on how to deal with a complaining customer doesn't mean that you have to flounder your way through the process. Once you realize the importance of those complaints and understand the steps you should take to handle them, you will be on your way to earning the loyalty of those customers and the respect of your peers and supervisors.

If you want to master the skill of dealing with complaining customers, follow these six steps:

Listen carefully and with interest to what the customer has to say. Remember that the customer is not attacking you

personally; she is merely describing a problem and hoping you can solve it. Make eye contact and responses to let her know you care about what she has to say. And repeat back to her what she has said to show that you understand her problem.

Put yourself in the customer's place. You can defuse the situation and have a calming influence on the customer if you show some empathy. Never, ever challenge the customer. Even if he is wrong and you're right, don't try to prove it.

Ask questions in a caring, concerned manner. The more information you can get from the customer, the better able you will be to solve her problem. Asking questions helps to clarify the problem—and to identify the solution.

Suggest one or more alternatives to address the customer's concern. Ask the customer what he feels would be an acceptable solution. Then make some suggestions on your own.

Apologize without blaming. When a customer sees that you are sincerely sorry for the problem he is experiencing, he will respond in a like manner. A simple "I'm sorry" can do wonders to defuse a difficult situation.

Solve the problem or find someone who can solve it. When complaints are moved up the chain of command, they become more expensive to handle and add to the customer's frustration. Find a solution to the problem and then work with the organization to make sure it doesn't occur again.

When you master these skills, you will be a hero to the customer—and you will be invaluable to the company. The result? Job security. 🌱

An international service strategist and speaker, John Tschohl also is the founder and president of the Service Quality Institute in Minneapolis, Minnesota. Described by USA Today, Time and Entrepreneur magazines as a customer service guru, he has written several books on customer service, including Achieving Excellence Through Customer Service, e-Service, Loyal for Life, The Customer is Boss, and Ca\$hing In: Make More Money, Get a Promotion, Love Your Job. The Service Quality Institute has developed more than 26 customer-service training programs that have been distributed and presented throughout the world. John's bimonthly strategic newsletter is available online at no charge. www.customer-service.com, Email: John@servicequality.com, Phone: 800-548-0538



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DESIGNING YOUR CORPORATE IDENTITY

Today when I opened my daily paper an advertisement tabloid fell out. On the cover the headline read “A New Day —New Ways to Save.” The new letters were in red and on the right was a red bull’s-eye with verbiage that read “expect more pay less.” Who was this retailer? They did not have the store name mentioned anywhere on the tabloid until you got to bottom of the back cover. For most of us the name need not be mentioned. The red bull’s-eye was enough. Yes, the retailer was Target. This is a very good example of how a strong identifier can separate and make a retailer unique in the eye of the consumer.

Many independent retailers are not identified nearly as well as they could be. So many times when a retailer gives me a business card it is simply the business name and in many cases the family name casually placed on the card. The last thing that an independent retailer needs is to get lost in the sea of competition. By using a distinctive logotype and/or a symbol or other graphic element, you will invoke emotion to those who come in contact with your organization. A strong corporate identity is critical to your overall business strategy.

I am sure a few of us have either seen or eaten at a California Pizza Kitchen. Their corporate name and logo is simple yet beautiful, and is clearly recognizable with its diamond shape and distinctive silhouette of a palm tree. Another very recognizable identity is the Starbucks coffee logo. The dark green circle with its name wrapped around an image of a mystical figure make it unmistakable that you are passing by a Starbucks store. The companies use their images as an identifier on everything from napkins and placemats to hats, sporting accessories, water bottles and more in all facets of marketing and advertising, thus making them American icons. So the next time you have a chance, take a good look at how these retailer and others set themselves apart from their competition.

When making the decision to rethink your identity there are many things to consider and seeking the help

of a professional graphic designer is highly recommended. Consider all information in regards to your company in addition to its products and services, such as vision and mission statement become very important when laying the ground work for a successful image. Your designer will want to explore all of your current identity materials and advertising media as well.

So when should you consider making a change to your current identity? When your current imagery may just be too tired or out dated to be competitive. Other times, as the company grows and changes direction or product offerings change or expand, a new identity can be important for your communication channel. The logo illustrated here is the new identity of my company, the retail strata G group. As you will see the large letter G is the key identifier in my logo. It

is intended to stand alone or be used as part of the name. The strong type face and angled position of the G indicate upward movement to show that the company is strong and

progressive in its specific discipline. Although I did not use an additional graphic image as part of my identity, I felt the strong logotype achieved what I wanted to communicate. People associate power, quality, value, service and many other characteristics of a company to its corporate identity. If you are not making a bold statement perhaps now is the time to consider re-evaluating your company’s identity. 🌱



With over fifteen years of experience in store planning and design, Mark Schaffeld has been providing quality design to the appliance, electronics and furniture industry. He has partnered with a well-known appliance manufacturer for fourteen years working with their independent dealers and helping them achieve increased sales through well designed stores. Mark has not only helped dealers within the fifty contiguous states but has also worked with retailers in Honduras and Guatemala. Mark and his company, the retail strata G group, can be reached at: Mark@retail-strata-g.com or visit his web site at www.retail-strata-g.com



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With bold colors, sleek lines and signature doors, the stylish GE Profile™ frontload washer and dryer pair changes the way you look at laundry. And that's just the beginning. The revolutionary SmartDispense™ pedestal holds up to six months of detergent and fabric softener,* then dispenses just the right amount for each load. The StainInspector™ stain removal system treats more than 40 common stains, from grass to grease. And, thanks to the CleanSpeak™ communication system, the washer electronically alerts the dryer to preset dry cycles and helps save time. All together, this laundry pair is the perfect combination of great appearance and innovation to assist your busy lifestyle.

The GE Profile™ frontload washer and dryer pair will be available in July, so act now to add a touch of style and innovation to your sales floor.



*Based on an 8-lb. AHAM load; 10 loads per week. SmartDispense technology pedestal sold separately.



imagination at work

GE Profile™

For more information on GE appliances, contact:

- Northeast: Pete Furfaro at 508.698.7790
- Mid-East: Jeff Cooksey at 513.530.7020
- Southeast: Steve Campbell at 727.939.819
- North Central: Steve Strenke at 630.771.0341
- South Central: Jill Locklear at 972.770.3313
- Northwest: John Boyd at 425.226.7194
- Southwest: Jim Skaggs at 480.367.2913



COMING EVENTS

CALENDAR 2009

APRIL-2009

- 4-714th NARMS Spring Conference & Exposition—The Broadmoor, Colorado Springs, CO
22Digital Patriots Dinner—Washington, DC
22-23CEA Washington Forum—Washington, DC
25-30High Point Furniture Market—High Point, NC
30 -5/3.....K/BIS 2009—Georgia World Congress Center, Atlanta, GA.
-

JUNE-2009

- 2-4CONNECTIONS™: The Digital Living Conference and Showcase—
Santa Clara Convention Center, Santa Clara, CA
10-12.....Digital Downtown— World Financial Center, New York, NY
17-19PCBC—Moscone Center, San Francisco, CA
-

AUGUST-2009

- 16-19Nationwide Primetime—Walt Disney World Dolphin, Orlando, FL
30-Sept.3.....BrandSource Convention —Paris Hotel, Las Vegas, NV
-

SEPTEMBER-2009

- 2-5Mega Group USA/Best Brands Plus Convention— San Antonio, TX
14-17Las Vegas World Market Fall—Las Vegas NV
-

OCTOBER-2009

- 17-20High Point Furniture Market— High Point NC
18-212009 CEA Industry Forum—Phoenix, AZ
28-30Remodeling Show 2009—Indiana Convention Center, Indianapolis, IN



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X *Cait Lanza, AKBD*

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THE NATIONAL KITCHEN & BATH ASSOCIATION ANNOUNCES THE 2009 NKBA DESIGN COMPETITION FINALISTS

Among the 679 entries received in the \$100,000 2009 NKBA Design Competition, the National Kitchen & Bath Association is proud to announce the four finalists in each of the ten categories of the competition, which is sponsored by Sub-Zero/Wolf, Miele, Daltile, This Old House, GE Monogram, Rheem, and American Woodmark. (Numbers in parentheses indicate multiple winning entries in a category.)

The winning designs will be announced at the Design Competition Awards Luncheon held from 11:30 a.m. to 1:30 p.m. on Friday, May 1 at NKBA Center Stage, located adjacent to the NKBA Design Idea Center. The first media tour will take place from 1:30 to 1:50 p.m. on Friday, May 1 immediately following the luncheon.

SMALL KITCHENS

Jennifer Gilmer, CKD - *Chevy Chase, MD*
Beverley Leigh Binns - *Pickering, ON*
Roger W. Zierman - *Minneapolis, MN*
Friedemann Weinhardt - *Ottawa, ON*

MEDIUM KITCHENS

Jennifer Gilmer, CKD - *Chevy Chase, MD*
Friedemann Weinhardt - *Ottawa, ON*
Diane Foreman, CKD, CBD - *Lake Oswego, OR*
Richard Farrell - *Pickering, ON*

LARGE KITCHENS

Cameron M. Snyder, CKD - *Rockland, MA*
Bryan Reiss, CKD, CBD - *Mt. Pleasant, SC*
Lori Carroll - *Tucson, AZ*
Kristin Okeley, CKD - *Indianapolis, IN*

OPEN PLAN KITCHENS

Siri Evju, CKD, CBD - *Portland, OR*
Erica Westeroth, CKD - *Toronto, ON*
Kenneth Fromme - *Louisville, KY*
Laurie Belinda Haelele - *Newport Beach, CA*

POWDER ROOMS

(2) Lori Carroll - *Tucson, AZ*
Tess E. Giuliani, CKD - *Ridgerwood, NJ*
Dawn M. Whyte - *Petoskey, MI*

SMALL BATHROOMS

(3) Cheryl Kees Clendenon - *Pensacola, FL*
Linda McKenna, CKD, CBD - *Benicia, CA*

LARGE BATHROOMS

Jan E. Regis, CMKBD - *Pickering, ON*
Cheryl Hamilton-Gray, CKD - *Carlsbad, CA*
Peter Ross Salerno, CMKBD - *Wyckoff, NJ*
Lori Carroll - *Tucson, AZ*

MASTER SUITE BATHROOMS

Scott and Sandra Gjesdahl - *Kirkland, WA*
Chris Berry - *St Louis, MO*
Beverley Leigh Binns - *Toronto, ON*
Cheryl Hamilton-Gray, CKD - *Carlsbad, CA*

SHOWROOMS

Elina Katsioulou-Beall, CKD - *Studio City, CA*
Richard Farrell - *Pickering, ON*
Jennie Weiland - *Waconia, MN*
Jack Busby, CKD - *Alachua, FL*

OTHER ROOMS

Sandra L. Steiner-Houck, CKD - *Columbia, PA*
Sharon L. Sherman, CKD - *Wyckoff, NJ*
Holly Rickert - *Ridgerwood, NJ*
Sheena C. Hammond - *Toronto, ON*

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NATIONWIDE MARKETING GROUP ANNOUNCES RESTRUCTURING PLAN

APPOINTS FORMER CIRCUIT CITY DIVISION MANAGER NEW VP



ADAM THOMAS
Promoted to Senior VP,
Appliance Marketing



MIKE DECKER
Promoted to Senior VP,
Electronics Marketing



RICK WEINBERG
Promoted to VP,
Appliance Merchandising



DOUG SCHATZ
Appointed new VP,
Electronics Merchandising

Nationwide Marketing Group (NMG) announced plans to enhance their merchandising and marketing departments. The \$12 billion buying and marketing organization anticipate the restructuring plan to strengthen the existing services they provide independent retailers and result in enhanced benefits for their membership this year.

According to the NMG leadership team, Nationwide continues to grow as they improve internal operations, diversify their programs and services to better assist member dealers and vendor partners by creating more opportunities to improve their members' bottom line during these difficult times.

In connection with the restructuring plan, several key executives were promoted based on added responsibilities within their divisions. These promotions include Adam Thomas to Senior Vice President, Appliance Marketing; Mike Decker to Senior Vice President, Electronics Marketing; and Rick Weinberg to Vice President, Appliance Merchandising.

In addition, NMG strengthened their electronics division with the appointment of Doug Schatz, a former Division Merchandise Manager for Circuit City, to Vice President of Electronics Merchandising.

"NMG's unique ability to provide a superior shopping experience, showcase feature rich products, and deliver an upscale sales mix, are keys to their success as well as

the success of our vendor partners," explained Schatz. "This puts NMG in a strong position to deliver robust and compelling programs to our members. I look forward to working with our vendors to craft these programs, which along with our marketing, training, and merchandising tools, enhance our member's ability to compete and win."

"As we begin to venture into new areas within the appliance and electronics categories it was imperative for us to add and assign new responsibilities to our existing leadership team," said Robert Weisner, Executive Vice President of NMG. "We are pleased to welcome Doug and announce the promotion of Adam, Mike and Rick."

These announcements came less than two weeks before NMG's PrimeTime! event, the largest bi-annual vendor exhibition and buying show for independent retailers in the country. According to NMG, thousands of retailers and vendors are expected to attend despite the down economy.

"In New Orleans we will be challenging our member dealers to take charge of their businesses, take charge of their finances, take charge of their future by strategically utilizing the benefits that their membership provides and by taking full advantage of all the resources available to them at PrimeTime!," said Weisner. 🌿



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Miele has followed strict ecological principles for over 110 years – meeting or exceeding global energy efficiency standards. As a family-owned company, it's always been Miele's mission to ensure that our planet will provide for future generations – long before it was chic to be green. We've never packed our green credentials into a single model – our entire product range is purposefully designed to be sustainable. Once again, the new Independence™ Series 30-inch bottom mount refrigerator reinforces that commitment – proven by Energy Star® to be more efficient than any other product in its class.⁽¹⁾ To learn more, review our Sustainability Report at miele.com.



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Miele
Anything else is a compromise



CEA ANNOUNCES 2009 MARK OF EXCELLENCE AWARD WINNERS

AWARDS HONOR INDUSTRY LEADERS IN CUSTOM HOME ELECTRONICS

The Consumer Electronics Association (CEA)[®] has announced the winners of the 2009 Mark of Excellence Awards, presented by CEA's TechHome Division. The winners were recognized at an awards dinner on March 13th at the tenth annual Electronic House Expo (EHX) Spring 2009 in Orlando, Florida.

CEA's Mark of Excellence Awards honor outstanding innovation and achievement in custom home electronics products, services and installation technologies. Award entries were reviewed by a panel of industry experts and submitted in Supplier, Training and Support and Systems

Integrators categories. These leaders are instrumental in shaping the future of the connected home.

New this year for the Mark of Excellence Awards, each category included a Platinum and Gold award recognizing outstanding achievement in the industry. In order to receive a platinum and/or gold award the entries had to receive an exceptionally high score from the judges. In some cases, judges did not grant a gold award in certain categories.

The following are the winners of the 2009 Mark of Excellence Awards in the supplier division:

SUPPLIER AWARDS

BEST CONTROL SYSTEM

Platinum: Savant
ROSIE System 12
www.savantav.com

Gold: Crestron Electronics, Inc.
Adagio Media System with
Advanced Image Processing
www.crestron.com

BEST DISTRIBUTED AUDIO/ VIDEO PRODUCT

Platinum: Savant
ROSIE System 12
www.savantav.com

Gold: ZeeVee
ZvPro250
www.zeevee.com

BEST GREEN PRODUCT, SERVICE, OR CORPORATE POLICY

Platinum: NuVo Technologies, LLC
NuVo Technologies Corporate
Environmental Policy
www.nuvotechnologies.com

Gold: HAI (Home Automation, Inc.)
Omnistat2 Thermostat
www.homeauto.com

BEST HUMAN INTERFACE PRODUCT

Platinum: Crestron Electronics, Inc.
Isys TPS-6X wireless touchpanel
www.crestron.com

Gold: AMX

10" Modero Wall/Flush Mount Touch
Panel with Intercom (NXD 1000Vi)
www.amx.com

BEST INSTALLATION PRODUCT

Platinum: Chief Manufacturing
In-Wall Swing Arm Mount
www.chiefmfg.com

Gold: SE2 Labs
SE2 Labs Remote Diagnostics
www.se2labs.com

BEST LIGHTING CONTROL PRODUCT

Platinum: Crestron Electronics, Inc.
infiNET wireless iLux
www.crestron.com

Gold: Universal Remote Control, Inc.
Universal Remote Control Lighting by
Lutron
www.universalremote.com

BEST MEDIA SERVER

Platinum: Crestron Electronics, Inc.
Crestron iServer
www.crestron.com

Gold: Fusion Research
Genesis BD
www.fusionrd.com

BEST SECURITY PRODUCT

Platinum: HAI (Home Automation, Inc.)

OmniPro II 3.0 w/ Access Control
www.homeauto.com

Gold: Sequel Technologies, Inc.
ST8 Security System with
Ethernet Module
www.sequeltechnologies.com

BEST SOFTWARE APPLICATION

Platinum: HAI (Home Automation, Inc.)
WL3 for Windows Home Server
www.homeauto.com

Gold: ZeeVee
Zinc
www.zeevee.com

BEST FREESTANDING SPEAKER

Platinum: PSB Speakers
PSB Imagine T Loudspeaker
www.psbSpeakers.com

Gold: JBL, Inc.
JBL Control NOW Loudspeaker
www.jbl.com

BEST SPEAKER SYSTEM

Platinum: Sunfire Corporation
Sunfire HRS
www.sunfire.com

BEST SUBWOOFER

Platinum: BG Radia
BGX THX Ultra2 Subwoofer

www.bgcorp.com

Gold: Velodyne Acoustics
SC-600 IW (In-Wall) Subwoofer
www.velodyne.com

BEST STRUCTURED WIRING PRODUCT

Platinum: HAI (Home Automation, Inc.)
Network Digital Video Recorder (NDVR)
www.homeauto.com

Gold: Motorola, Inc.
SURFboard[®] SB6120 DOCSIS[®] 3.0
Euro-DOCSIS 3.0 Cable Modem
www.motorola.com

BEST VIDEO COMPONENT

Platinum: SE2 Labs
ITC One (Integrated Theater Console)
www.se2labs.com

Gold: LG Electronics USA
LG BD300 Network Blu-ray Disc Player
www.lgusa.com

BEST VIDEO DISPLAY

Platinum: LG Electronics USA
LG Electronics 42-inch Class LCD 1080p
HDTV
www.lgusa.com

**Gold: Mitsubishi Digital Electronics
America, Inc.**
LaserVue TV
www.mitsubishi-tv.com

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BRANDSOURCE EXPANDS WAREHOUSE LINES

BrandSource announced at their March Summit the addition of two new major appliance lines, to be distributed by the BrandSource Expert Warehouse. BrandSource Executive Vice President of Appliances, John White, announced the addition of the two brands during the group's Monday morning general session. "The addition of Haier major appliances provides BrandSource members with a line of appliances that is both highly competitive and offers profit opportunities not seen in some time in the major appliance industry," he told the members. Haier features high end French door bottom freezer refrigerators, to highly promotional models. They also offer a complete line of laundry products, including front loading ENERGY STAR® models that fit in well with the BrandSource ECOSOURCE—green initiative, announced at last year's August convention in Las Vegas.

The Haier product will be backed by the BrandSource national sales training team, who visit members across the nation and provide in-store sales training and support on a regular and on-going basis. White also introduced a new line of high-end major appliances that will soon be added to the warehouse. The BrandSource Expert Warehouse has proven to benefit consumer electronics and appliance members of the past few years. Members can combine products and brands to receive free freight, and from the three major distribution sites members receive their orders within one to three days. White reminded the audience that the Expert Warehouse program provides members with just in time inventory, reducing their own inventory levels. The major benefits of this just in time program allows members to order only what they need, when they need it. They can also reduce warehouse space, reducing monthly rents, and


reduce any flooring charges from stocking aged inventory.

WHAT IS ECOSOURCE?

In August of 2008, BrandSource launched their green initiative, to focus on energy savings, and to use renewable resources whenever possible. BrandSource President Mark Pardini, of Pardini Appliance in Ukiah, California, is leading the charge to make members more responsible. "ECOSOURCE symbolizes our commitment to preserving our resources and the environment," said Pardini at the ECOSOURCE introduction. "As suppliers of ENERGY STAR® qualified home appliances and electronics, BrandSource is contributing to the effort to reduce greenhouse gas emissions for future generations."

The ECOSOURCE story is one that intends to encourage consumers to buy green. No compromises have been made on the quality, durability or enhanced performance of the products sold by BrandSource member stores. Members are fully trained to explain the ENERGY STAR® rating and to provide facts about smart purchases which lower consumer's household energy bills and help keep our Earth

healthier as a whole.

In 2008, the member of the BrandSource Pacific Rim region worked together to develop high impact ENERGY STAR® rated event with a local utility. "The results were nearly twice as much as we anticipated," said Pardini. "It showed us that our customers are willing to pay more to save more." BrandSource will continue to build and focus on the ECOSOURCE program and will work closer with ENERGY STAR® to ensure all members and their customers are informed about their buying options and the impact they have on both the purse strings and on the environment. 



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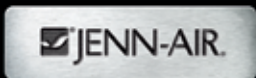
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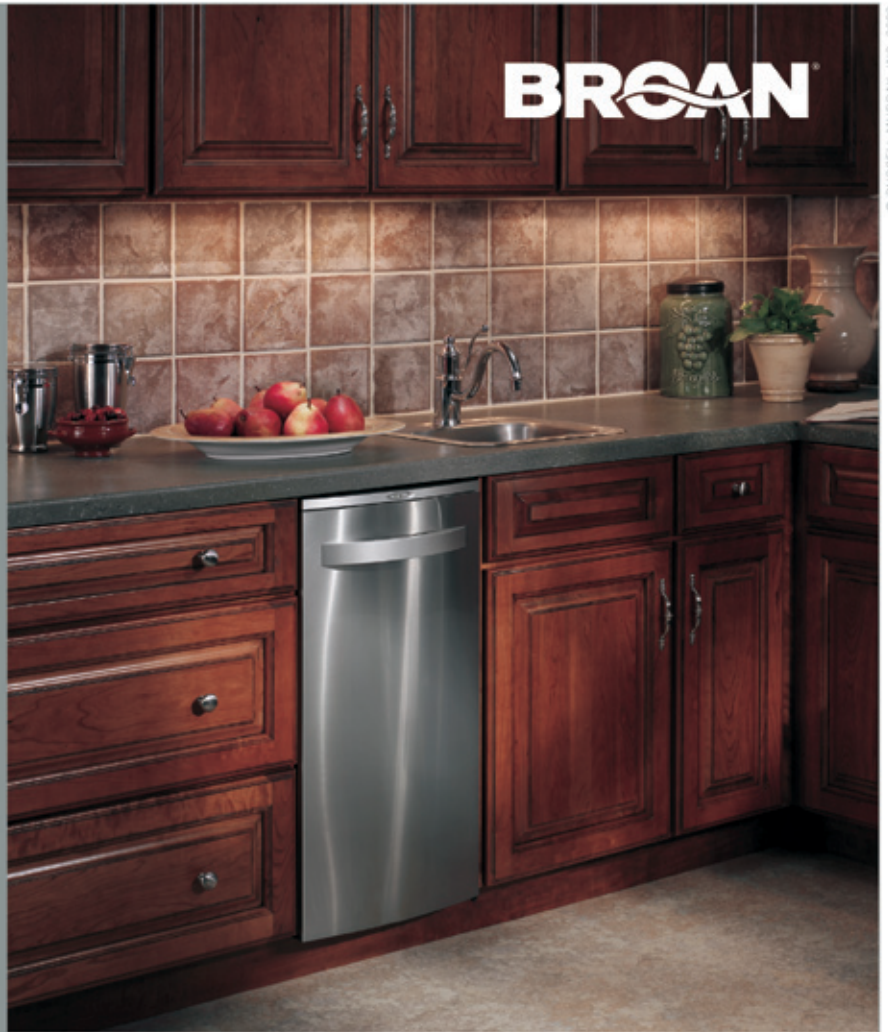
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- Stainless steel compacting plate with Microban antimicrobial protective coating
- Full-extension ball bearing drawer slides
- Reversible 170° hinged doors
- Child lock with removable key

BROAN ELITE

- 3000 lbs. of continual compaction force
- 6-month, manual advance odor control system
- Painted steel compacting plate especially designed to crush bottles and cans
- Full-extension ball bearing drawer slides
- Reversible 170° hinged doors
- Child lock with removable key



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