

# The RetailObserver

May, 2008

The Monthly News Magazine with Personality

Vol.19, Issue 5

## 2008 NARDA SRC THINK TANK RESULTS HELPING TO SOLVE THE PUZZLE



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Publisher's Statement  
Celebrating Our 19th Year!

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DEADLINE FOR  
JUNE 2008 ISSUE  
IS MAY 10, 2008



## IN APPRECIATION OF MOM

As we grow older and time moves forward, we come to appreciate the special individuals that helped shape our lives. We are we are also reminded of our own mortality as those loved ones pass from our lives.

On January 15th, 2008, my mother passed away, having lived a long and diverse life that influenced so many others. She was born in Germany in 1921 and as a holocaust survivor, she endured with the resilience of a very strong woman. Are we born with that kind of strength? In my mother's case I would say yes, evidently. What does it take to endure that kind of history? She never spoke of what happened there, except through an occasional slip that made you understand a little, but not all, of the full story.

My mother's strength often causes me to reflect upon my own life—where I've been, what I've done and how her experiences helped formulate my own strengths. I remember my life as a child and how she was always there to protect me from getting hurt or patching me up when I did. When I started school, she was there to make sure I had the materials necessary to get ahead. During my teen years I was well versed in what I should do and shouldn't do. I went to college and was fully supported in my desire to learn and given the guidance needed to grow.

Life moved fast after my formal education concluded, bringing marriage, children and varied career pursuits. No matter what I did, no matter how I did it and no matter why I did it, my mother was behind me. With 15 years of retailing and publishing experience under my belt and 6 children between my wife, Eliana, and myself, one factor had remained constant—a solid set of values—compliments of my mother. Those values allowed me to move forward and push through the challenges that life presents with integrity and wisdom.

Throughout the 45 years of my life my mother had always been there and will continue to be there in spirit. Although I have lost a friend, a confidant and my biggest cheerleader, her influence will be reflected in the parenting of my children and in the ethics with which I deal in business.

As Mother's Day approaches, let the teachings that our role models instilled in us be prevalent in our day-to-day actions, not to be forgotten or taken for granted. Treat others today as you want to be treated tomorrow, love today as you want to be loved tomorrow and respect others today as you want to be respected forever.

Goodbye, Mom and Happy Mother's Day as you rest peacefully.  
Ich liebe dich (I love you.)

*Moe Lastfogel*





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## NARDA SRC THINK TANK RESULTS

BY MOE LASTFOGEL

At the recent NARDA SRC event held in Las Vegas Nevada a group of 90+ servicers and retailers from all across North America came together for “The Think Tank: Peer Learning & Networking Session” which I was honored to be the moderator for. Highlighted through this article are the most popular items that came from these two twenty-five minute sessions.

### ENHANCING THE CUSTOMER SERVICE EXPERIENCE

*Hosted by Barry Behr, Whirlpool Corporation.*

#### SESSION 1

1. DIFFERENTIATE: Appearance, greeting, necessary as products are “The Same”
  - A. Product Training
  - B. Personal Training—Invest in each employee. Last impression is as important as the first impression; could lose customer by something as simple as a dirty bathroom or full trash cans.
2. A. “Comeback” coupon vs. just a coupon for new customers
  - B. Call customer within 30 minutes after the delivery completed: Ask “How was the experience?”
  - C. When doing “Star Employee” type award, send letter to home. Also, include a dinner certificate.
  - D. Bottles of water to hand out or FRESH baked cookies.
  - E. Use NARDA Shopping Service, both phone and in-store could also do for service side.
  - F. After a High end package sold (10-15k) Hire home economist to go to home and show customer How to use/ Questions (n/c to customer)—Take gift with fruit basket, etc.
  - G. Greeter if you have sales staff of five or more/does more than greet—Make them feel comfortable, offer water, coffee, etc.
  - H. Put salesmen in ties—look professional—name tag.

#### SESSION 2

1. Local business organizations/ business network group
  - A. Referrals from this group
  - B. Thank you cards with discounts and referrals
2. Live testing of machines—Customer can bring in their laundry to actually test washer.
3. Cook food—Do actual demos and have food samples.
4. Use of color—Use a store designer.
5. Follow-up calls on “total experience”
6. Reward employees’ good customer service with a letter

- or spiff.
7. Mystery shopper
8. Shop your computer.

### APPLIANCE RECYCLING & DISPOSAL

*Hosted by Evelyn Swain, Stratospheric Protection Division of the EPA*

#### SESSION 1

1. The individual services feel that it is important to be green conscious, but we need to come up with cost effective ways to do the recycling.
2. There should be an incentive to the dealers, but should they absorb the cost or should the manufacturer?

#### SESSION 2

1. Incinerating foam to kill gases
2. Recover refrigerant and oil correctly.
3. Find a local company who disposes of appliances correctly.
4. Become proactive on going green and let your customer know what you do with the appliance so they feel good about helping the environment.

### TRAINING FOR THE FUTURE

*Hosted by Ben Kroft, Boulevard Home Furnishings*

#### SESSION 1

1. Haul away old appliances—give to new employees and seasoned techs for training purposes—tear them apart and make them work, then re-sale the refurbished appliances.
2. 80 % fixing the customer—20% fixing the appliance.
3. Train technique—not skill.
4. Cross train delivery and tech people to be customer friendly salespeople.
5. www.servicematters.com
6. Teach service techs to know how to find the information
7. Wireless computers in every truck. Three-way conference calls with customer and manufacturer to authorize warranties.

#### MAIN POINT

\*Fix the customer—Focus on the soft skills.

#### SESSION 2

1. Send away for MFG training. It costs a lot, but can you afford to employ a non-trained employee.

| continued on page 6 |



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2. In house, used appliances and on-line training
3. Get MFG to help with the expenses of sponsoring classes and/or donating appliances
4. Advertise on "Craig's List" to hire people to train or go to local high schools

### **EXIT STRATEGIES**

*Hosted by Paul MacDonald, Direct Energy Home Services*

#### SESSION 1

1. Prepare your business goodwill for sale – clean financials- clean inventory & turns
2. Maintain total professional operations
3. Key people and systems so I don't have to be present 100% of the time
4. Succession planning to hand business or sell to children
5. Sell your business to employees

#### SESSION 2

1. Succession plan in place to provide a business opportunity for our children
2. Position my business to be turn key business for future owner
3. Sell my good will to competitor
4. Train key employee to become future partner
5. Decide on what I want – talk future of business to be

### **MARKETING STRATEGIES FOR SERVICE BUSINESSES**

*Hosted by James Dolbeare, AAA Appliance Service Center*

#### SESSION 1

1. More demand for service than capacity
2. More product or service offering – Dryer duct cleaning
3. Add in vacuum or bedding \_ SALES
4. Add in BBQ repair service
5. Advertise for trainees rather than full fledged technicians
6. Repairs on scooters & exercise equipment
7. Diversity

#### SESSION 2

1. Diversified into real estate and other service franchises
2. Upsell other products or service to existing customers "scratch biz come" hoses, installs
3. Complete Diversification into possible transformation into another industry

### **RUNNING COOKING SCHOOLS AND OUTSIDE THE BOX THINKING**

*Hosted by Leon Barbachano, Allen & Peterson Kitchen and Appliances*

1. Sell Hot Tubs
2. Start a Cooking school
3. Small appliances and kitchen gadget store(extra GP)
4. Get out of cabinets, so you don't compete with designers and you can gain them back as customers. **RO**

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## PCBC "MEET THE MONEY" SESSION EXPLORES CAPITAL MARKETS, DEBT AND EQUITY FINANCING

SENIOR-LEVEL EXPERTS ADDRESS EQUITY MARKET AND HOW BUILDERS CAN PREPARE FOR A CHANGING FUNDING ENVIRONMENT

PCBC, the largest West Coast homebuilders' tradeshow, announced that the upcoming conference will feature senior executives from several equity providers who will discuss the capital markets and the outlook down the road for homebuilders. The session, "Meet the Money: Capital Markets Forecast," will take place on Wednesday, June 25, from 2-5 p.m. at the Moscone Center in San Francisco.

The event will also bring together presidents, CFOs and senior managers of leading regional and national homebuilding companies to discuss their projects and financing needs with the executives from several equity providers. Moderators will be:

- **Steven Friedman**, a partner with Ernst & Young. The grandson in a family of general and subcontractors, Friedman is national director of the firm's Housing Industry Segment. He has more than 23 years of experience in advising publicly and privately held single-family and multifamily residential real estate development, construction, management and investment clients.
- **Mathew Wyman**, a partner with the San Francisco law firm of Cox, Castle & Nicholson LLP. Wyman oversees acquisition and disposition, joint venture, partnership, entity and project level finance, workout, and merger and acquisition transactions. In 1999, California Law Business included him in their list of the "Top 20 Lawyers for the Future."

Friedman and Wyman will provide an overview of market conditions, the risks and rewards of emerging and creative funding sources and a predictive look at how traditional capital providers will regain footing after a challenging 2007-2008.

"We are facing the most difficult environment in the past two decades," Friedman said. "Access to capital is critical. The importance of the Meet-the-Money session cannot be over-emphasized as it will, quite simply, put those with capital, and who are willing to use it, in front of homebuilders."

After their initial remarks, Friedman and Wyman will turn the discussion into an all-star panel whose members have more than 50 years' combined experience. The panel will offer their real-life career experiences as borrowers and lenders who also will tell homebuilders what they expect and how they are planning for the future. Panel members consist of:

- **Jeffrey Gault**, chief executive of LandCap Partners, a national residential land company that makes risk-adjusted investments in the U.S. He has more than 30 years' experience in a wide variety of real estate development and investment activities including leadership positions with KB Home and Empire Companies.
- **Laurence Pelosi**, an executive director with Morgan Stanley Real Estate. Pelosi focuses on residential investments and public/private real estate partnerships in the

western United States. Prior to joining Morgan Stanley, Pelosi was with the Lennar Corporation, a major national residential developer and homebuilder, and practiced real estate and land use law in private practice.

- **Jay Stark**, a managing director at Phoenix Reality Group. Stark manages the firm's Urban Private Equity Funds, Western Region, targeting investments in urban residential and commercial properties. He also is responsible for origination, underwriting, due diligence and closing of investments in the region, and he is a member of the national PRG Investment Committee.

The panel and moderators will also have time after the discussion to network with those attending the session.

"Evaluating the current equity market and deciding how to pursue financing today and in the months ahead has been of enormous concern for builders," said Cara Watson, PCBC Director of Education. "The session PCBC has put together will provide helpful insights and information that enables builders to decide when and how to move on projects. Typically the session sells out."

The speaking portion of the session will take place from 2-3:00 p.m. Pacific. In addition to the panel members, representatives from more than 35 top lending institutions and major equity funds will be on hand for networking with builders from 3:00-5:00 p.m. To attend the session, attendees must secure tickets in advance for \$95 available through [www.pcbc.com](http://www.pcbc.com).

### PCBC PROGRAM SESSION HIGHLIGHTS

Overall, the main conference programs are broken into six areas, including Business Strategy and Leadership; Construction and Operations; Product and Neighborhood Design; Green Building; Sales and Marketing; and Land Acquisition, Development and Entitlement. For a complete list of conference programs, confirmed speakers and bios, and other information about PCBC, please visit: [www.pcbc.com](http://www.pcbc.com).

### ABOUT PCBC

PCBC is the largest regional builders' show in the nation with a typical attendance of nearly 30,000. Held annually at the Moscone Center in San Francisco, PCBC features an extensive display of product innovations from more than 600 of the industry's leading manufacturers and suppliers and a four-day educational conference with more than 60 keynotes, seminars and workshops in fields ranging from business strategies to marketing to product design to applied technology. PCBC 2008 will be held June 24-27 and registration is now under way. For more information, visit [www.pcbc.com](http://www.pcbc.com), or call 800-956-SHOW. **RO**





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Ribbon cutting from L-R: Uwe Klossowski, Franz Bosshard, Jean Dufour, Dr. Kurt-Ludwig Gutberlet, Prof. E.h. Werner Vogt, Martin Knobloch

As the only U.S. manufacturer with the ENERGY STAR® qualification on all its models in the refrigeration, washer and dishwasher categories, Bosch has continuously set the industry standard in energy/water efficiency, quietness and quality. In fact, its entire dishwasher collection currently exceeds the federal energy standard by 36%. Now, the brand is unveiling a new category of models called Ascenta™ that makes its award-winning lineup even more attainable to consumers. The ENERGY STAR qualified Ascenta is a major step up to a Bosch premium dishwasher that offers high efficiency, quiet performance and visually appealing design—as the superior alternative to an all-plastic tub dishwasher. It does this while still providing core exclusives such as the ECOSENSE™ Wash Management System, which examines the soil level in the water and customizes the water consumption and heat to save on energy costs, and a overflow protection system for safety. As a result, Bosch furthers its hallmark as the brand of choice for delivering complete ECO solutions that families can rely on.

“Bosch truly delivers on its promise of efficiency without compromise, and is extremely proud of its top customer satisfaction ranking in J.D. Power and Associates’ major appliances study for the second consecutive year,” said Franz J. Bosshard, president and CEO. “Now with three categories of dishwashers to suit any lifestyle and need, the Ascenta opens up our premium lineup to the mass market that wants to step up from a plastic tub model to a more feature-rich machine featuring Bosch’s German engineering.”

The new Ascenta category of Bosch dishwashers continue to offer the efficiency known to the brand, with such features as a Half Load option and the exclusive QUICKWASH™ program. This convenient program runs a quick 30-minute cycle for smaller loads or less soiled dishes, helping to save both time and energy. These models are also the quietest in their class with sound-reduction technology that includes a new drain pump that reduces noise when water is draining from the machine. Additionally, the detergent and rinse aid dispenser is redesigned and repositioned to optimize their release. This new location has the added effect of reducing water spray from hitting the unit’s inner door, making less noise, while using less water for the cleaning agents.

In terms of quality, the Ascenta dishwashers are built with a revolutionary new wash tub made from stainless steel and a reinforced polypropylene base—a first in the U.S. and exclusive to Bosch. This base material is of a higher-quality and has been long-term tested. Compared to an all-plastic tub, the Ascenta tub is more durable, as well as food-proof and color-fast—ensuring that it stands up to the Bosch quality that consumers expect. Last but not least, all Ascenta models offer an overflow protection system. Ascenta is available starting in May with

| continued on page 57 |



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## BROAN® INTRODUCES FIRST ENERGY STAR® QUALIFIED UNDER-CABINET RANGE HOODS TO U.S. MARKET



The new QDE series of ENERGY STAR® qualified under-cabinet range hoods from Broan® are the first such range hoods to be introduced to the U.S. and are perfect for professionals and consumers who prefer to use energy efficient products in new construction or retrofit applications, according to Brian Wellnitz, marketing manager, kitchen ventilation, Broan-NuTone.

“This series is for professionals and consumers who want maximum energy savings without sacrificing style,” says Wellnitz. “The QDE series meets all requirements for the three major Green building programs: ENERGY STAR, U.S. Green Building Council’s (USGBC) Leadership in Energy and Environmental Design (LEED) for Homes and the National Association of Home Builders’ (NAHB) Model Green Home Building Guidelines. The QDE series offers consumers a total savings of 564 kilowatt hours per year compared to an equivalent model featuring halogen lights. These powerful models feature energy efficient motors and lighting. Rigorously tested, certified by the Home Ventilating Institute (HVI) and ENERGY STAR qualified, the QDE series features an energy efficient 280 CFM blower that is controlled by a two speed rocker switch and is extremely quiet, operating at only 0.9 Sones on normal (low) speed.

With dual compact fluorescent 13 watt bulbs that last an average of 10,000 hours (five times longer than regular incandescent light bulbs), the QDE series range hoods provide a uniformly lit cooking surface. The series also offers simple-to remove, dishwasher-safe aluminum filters, a fully enclosed bottom to aid in trapping grease and contaminants generated during cooking and a removable and dishwasher safe, easy-to-clean bottom pan and blower wheel.

The hood’s sleek, contemporary under-cabinet design makes the hood extremely easy to clean and install. The QDE series is available in three models – white (QDE30WW), black (QDE30BL) and stainless steel (QDE30SS). The range hoods work only for ducted applications and can be converted for vertical or horizontal discharge. A 3-¼ inches by 10 inches rectangular adapter and damper is included to simplify installation. For more information about the Broan QDE series of Energy Star qualified under cabinet range hoods, please visit [www.Broan.com](http://www.Broan.com). 

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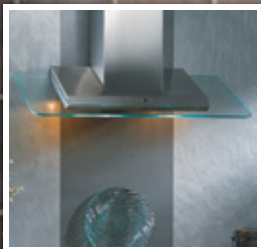
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## MANUFACTURER'S NOTES



Dear Dealers & Appliance Retailers,

Don't miss this year's most exciting product launch ... exclusively for the independent dealer.

It is my privilege to announce the launch of the **Fulgor brand** in this month's issue of Retail Observer. Fulgor will undergo a major brand transition in the North American market this summer, and this letter will speak to some of the many exciting things to come throughout the remainder of 2008.

For many of you Fulgor is well-known, while for others, this may be your first connection with our company. For those unfamiliar readers, let me start with a brief summary of Fulgor's heritage. *Fulgor Elettrodomestici SpA* (recently changed to Fulgor Europe SpA) was founded in 1949 in the small town of Gallarate, Italy; just northwest of Milan. Founded on a few key principals: products superior in quality and reliability, exacting performance, and designed with an inquisitive Euro-Italian flair; Fulgor began developing breakthrough cooking technology for the European market. Fulgor remains a family owned & operated business today, with nearly six decades of experience as a leader in manufacturing specialty cooking appliances designed to meet the wide-ranging needs of the culinary connoisseur. Fulgor first entered the US market 14 years ago as an OEM supplier to other premium positioned North American appliance brands with a range of built-in ovens designed specifically with the unique needs of the North American consumer in mind.

This summer, Fulgor will transition its North American brand name from the **FCI brand** to the **Fulgor brand** in conjunction with an extensive launch of innovative new products. With the new name comes a renewed commitment to the premium segment of the home appliance industry, and a *clear commitment* to the Independent Dealer and Kitchen & Bath Specialty Retailer. Together with our parent company in Italy, and the assistance of our world-renowned marketing agency, Euro RSCG, Fulgor USA will execute a focused brand building effort which will truly give the Independent Dealer an exciting new brand to support.

Leading with our new flagship **Leonardo Classico** line of Built-In Ovens seen on the adjoining page, Fulgor will implement exhilarating product launches in four key categories over the next several months: Cooking, Cleaning, Microwaves & Specialty Cooking, and Under the Counter Refrigeration. We have partnered with a solid network of leading Independent Distributor's and the network will be complete in the next 30-60 days. We hope you'll consider partnering with us in our launch; please give us or your exclusive distributor a call for an appointment.

This is an exciting time for me, and all of us at Fulgor. We look forward to serving your premium appliance needs.

All the Best,

Joe Foster, President & General Manager—Fulgor USA, LLC

**Fulgor Commitment Statement:** *To produce only the highest quality, most reliable products that make use of consumer relevant, advanced technologies and inquisitive Euro-Italian design to provide our customers with unique, innovative solutions to their wide-ranging needs.* **RO**



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**TRUE TO OUR ITALIAN HERITAGE, FULGOR HAS ALWAYS APPROACHED THE DESIGN OF OUR PRODUCTS IN A FIERCELY INNOVATIVE WAY.** WITH AN INCREDIBLE ATTENTION TO DETAIL, FULGOR'S PRODUCTS NOT ONLY PERFORM BEAUTIFULLY BUT BECOME THOUGHTFULLY STREAMLINED PIECES OF ART. THIS UNIQUE APPROACH TO CREATING A HIGH-PERFORMANCE KITCHEN ALLOWS US TO SATISFY THE CHANGING NEEDS OF OUR CUSTOMERS IN UNIQUE, INTUITIVE WAYS.

The Fulgor product portfolio allows the customer access to a full range of appliances featuring high-end, harmonizing design and exacting performance for every aspect of the kitchen. And with distribution limited only to an exclusive network of independent dealers, big box stores are no competition. Also, as proof of our commitment to innovation, Fulgor is continually launching new products and categories to exceed the expectations of culinary connoisseurs and dealers alike.

Our current products include: **COOKING** Built In Ovens // Gas Cooktops // Electric Cooktops **CLEANING** Tall Tub Dishwashers // Dish Drawers **MICROWAVES + SPECIALTY COOKING** Over the Range Microwaves // Over the Counter Microwaves // Countertop Microwaves // Built In Microwaves // Microwave Drawers // Warming Drawers **UNDER THE COUNTER REFRIGERATION** Wine Coolers // Beverage Centers // Under the Counter Refrigerators

FOR MORE INFORMATION, PLEASE VISIT [FULGORUSA.COM](http://FULGORUSA.COM) OR CALL 1 800 926 2032.

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arte culinaria.

## DISTRIBUTOR DOINGS

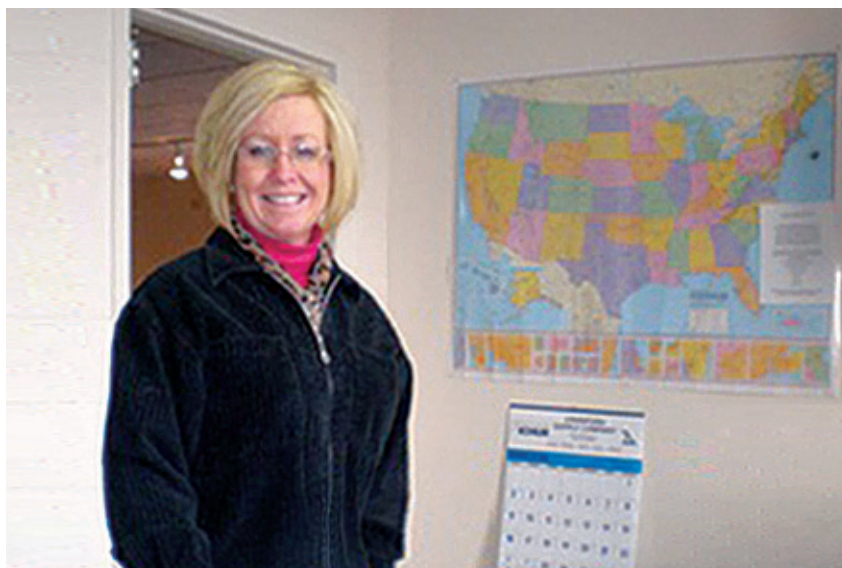
### ICONIC DISTRIBUTION APPOINTS KATE REYNOLDS AS NEW REGIONAL MANAGER

Iconic recently announced that Kate Reynolds has recently joined the sales team as Chicago Regional Manager.

Kate brings to Iconic a wide range of business experience that spans over fifteen years with a diversified background in the interior design field. She has a degree in interior design specializing in kitchens and bathrooms, showroom design, showroom management, and project coordination. Her extensive knowledge of products, vendors, construction methodology, installations and has a focus on building strong relationships. We are pleased to have Kate as part of our management team and are excited about the new heights to which her skills will take Iconic. **RO**



### ICONIC DISTRIBUTION APPOINTS DEB DALRYMPLE AS NEW REGIONAL MANAGER



Iconic also announced that Deb Dalrymple has recently joined the sales team as Western Regional Manager. Deb will cover Minnesota, Wisconsin, Iowa, Nebraska, North Dakota, South Dakota, Missouri, Illinois, and Kansas. Deb, a Midwest native, brings to Iconic a wide range of business experience that encompasses over 25 years experience in sales and marketing related positions. Deb has held positions in hospitality, advertising, retail and educational sales. Deb was also instrumental in the start up management team, with the Georgia state lotto. Deb is a recent graduate of Harrington College of Design, having majored in Interior Design and also holds a degree in Education. **RO**

### LYNX GRILL TRAINING HELD AT TRI STATE DISTRIBUTORS



Dealers from Washington's Puget Sound region gathered at the Tri State Distributors Kent, WA facility on March 19th for a day of training on the 2008 line of Lynx Professional Grills. Lynx trainer Brian Eskew, assisted by the Tri State sales team, conducted the training session, which focused on new product developments and a review of features and benefits of the extensive Lynx product line.

Dealer attendees were then treated to a prime rib dinner feast that was prepared on a Lynx grill using the exclusive heavy duty dual position, multi-speed rotisserie. According to Tri State co-President Don Dickson, "the product training and cooking demonstration reinforced the hallmarks of the Lynx Professional Grill line: superior construction, finest materials and product innovation." **RO**





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**THE DIVA 365 INDUCTION RANGE**

Diva de Provence breaks new ground with the Diva 365, a revolutionary new induction range. This 36-inch stainless steel professional range is an industry first, successfully combining an all-electric convection self-cleaning oven with a five burner induction cooktop.

This new professionally-styled range features five cooking zones on the induction cooktop including an auto-expandable 11" double coil with two 6" and two 9" coils. The 11" coil is rated at 4,000W or 27,300 BTUs. The 6" coils are rated at 1200W or 8,200 BTUs and the 9" coils are rated at 3,000W or 20,500 BTUs. Each pair of 6" and 9" coils use a unique power-sharing technology which allows for a transfer of power from 100% to 50% depending on the amount of power required by the other shared coil. The "capacitive" touch controls are located at the front of the cooktop itself and not on the oven control panel.

The DIVA 365's octagonal oven cell's stylish design is a platform for efficiency, reliability, and serviceability. This 4.7 cubic foot octagonal oven cell delivers five professional sized oven rack positions capable of 28 square feet of cooking surface. That's a lot of cookies! The octagonal oven cell design is not just for style. The angled corners, flat surfaces, and beveled edges allow for a smooth air flow pattern and minimal air turbulence that's not normally generated with hard 90° wall angles.

An additional benefit and special feature of our octagonal oven cell is the newly designed and developed Four Corners™ Halogen Interior Lighting System. For the first time, halogen lighting has been taken to a higher level. Actually, it has been taken all the way to the top...

Our Bake & Broil Elements are 3500 watts, three seconds to hot, and producing temperatures above 1800°F. Our range sails to 350° in just under 8 minutes and comfortably maintains a temperature swing of only +/- 2°F. The elements' design ensures steaks broiled or cookies baked on the edge of the oven rack surface are cooked to perfection and finished at the same time as those in the center. Each element is protected by a high infra-red transparency ceramic glass shield that allows energy to pass from the elements to the food with very little loss.

The Convection System incorporates the very same high infra-red transparency glass ceramic shield used with the bake and broil elements and has specially designed air deflectors that double as protection from any potential oven rack impact. Convection air flows through the machined aperture centered on the convection system's glass, heated by a 2200 watt circular element, and passed left and right through the platinum coated catalytic converters. The catalytic converters straighten the air flow and destroy any smoke or odors at low temperatures before sending the heated air past the air deflectors and through the octagonal cell—resulting in uniform temperatures from top to bottom and side to side.

An ergonomically angled front panel holds detailed graphics and an easy to read large button electronic display and control right-centered on the unit. The range has a custom designed and easy to use electronic control with the following features and functions: BROIL – BAKE – CONVECTION BAKE – WARM – SELF CLEAN. The control also offers a TIMER – LIGHT – CLOCK and LOCK feature.

*For more information, call toll-free 888-852-8604 or visit us online at: [www.divainduction.com](http://www.divainduction.com). *



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## PRODUCT HIGHLIGHT



## KALAMAZOO OUTDOOR GOURMET™ ADDS TO THE CUSTOM OUTDOOR KITCHEN COLLECTION



Kalamazoo Outdoor Gourmet™ enhanced the Custom Outdoor Kitchen Collection with the addition of a many new products to their line up.

Waste and Recycling Cabinet, ideal for handling refuse and recycling in the outdoor kitchen. The new Waste and Recycling Cabinet is 24" wide, featuring two sliding 13-gallon lidded receptacles to help keep the kitchen prep area free of garbage and the entertaining area cleared of bottles and cans. It also comes with a convenient slide-out cutting board above the receptacles, making prep work clean-up a faster and easier process. The Waste and Recycling Cabinet is fully finished on all sides in stainless steel, including all hinges, drawer-glides and other hardware, while the single cabinet door is surrounded by a seamless rain gutter to keep the cabinet weather-tight.

Kalamazoo also introduced three new design options: 45° Insert, Blind Corner Unit and Umbrella Insert. The new 45° Insert forms a 45° bend between two cabinet runs or other equipment, allowing for increased design flexibility in outdoor kitchen projects. Using the new inserts, Kalamazoo outdoor kitchens can now feature a grill or any other equipment choice as a corner unit. As with all Kalamazoo Outdoor Gourmet cabinetry, it is hand-crafted entirely of stainless steel. The Blind Corner Unit will allow for the smallest foot print possible with an L-shaped kitchen design. This new option, manufactured exclusively of stainless steel, is well suited for a seamless look in an outdoor kitchen design and for smaller outdoor kitchen spaces. The Umbrella Insert mounts between two cabinets for a market umbrella to rise through a corresponding hole in the custom countertop. This addition to the Collection allows for convenient shading and adds to the general comfort of the cook and guests enjoying the outdoor kitchen.

The new 15" Kalamazoo Outdoor Refrigeration Collection, the company can now accommodate designers working on smaller foot prints with the same luxury components of a large-scale design.

The complete line of 15" refrigeration includes:

- Refrigerated Drawers • Refrigerator • Clear Ice Maker • Beverage Center
- Wine Chiller • Glass Door Refrigerator (already in collection) • Keg Tapper

From compact balconies to modest backyards, the new 15" outdoor refrigeration line provides design flexibility yet offers ample storage space: the Wine Chiller, for example, accommodates 24 bottles on | *continued on page 30* |



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## ALMO TO CARRY GPS LEADER GARMIN

Garmin's highly versatile line of GPS-enabled Electronics brings new customer segment opportunities to Almo Dealers.

Almo Corporation, a leading U.S. distributor of consumer electronics and appliances, announced the addition of Garmin GPS-enabled electronics to their line card. The leader in GPS technology, Garmin supports the needs of travel and outdoor enthusiasts with a wide range of GPS-enabled products that go beyond navigation. The models available at Almo will include the award-winning nüvi® car navigation system; Garmin's popular Rino® line of rugged handheld FRS/GMRS radios with built-in GPS, perfect for any outdoor adventure; the eTrex Vista® designed for hikers that require essential tools such as an electronic compass and barometric altimeter; the Garmin Edge® GPS-enabled personal trainer and cycling device, which monitors heart rate and pedaling cadence; waterproof marine handheld units that float, along with a variety of fish finders, plus a full complement of accessories. "Garmin's market leading position and product line versatility provides both instant value and new customer reach for our dealers," stated Warren Chaiken, Almo President and CEO. "We are happy to bring Garmin to our dealers as part of our continuing efforts to provide additional business-building opportunities. The Garmin line will be joining Almo's already well established category of both portable and in-car GPS manufacturers available throughout the United States including Pioneer, Panasonic, Delphi and Fahrenheit.

### ABOUT GARMIN INTERNATIONAL INC.

Garmin International, Inc. is a member of the Garmin Ltd. (Nasdaq:GRMN) group of companies which designs, manufactures, markets, and sells navigation, communication and information devices and applications -- most of which are enabled by GPS technology. Garmin is a leader in consumer and general aviation navigation and its products serve the automotive/mobile, outdoor/fitness, marine, and aviation markets. Garmin Ltd. is incorporated in the Cayman Islands, and its principal subsidiaries are located in the United States, Taiwan and the United Kingdom. For more information, visit Garmin's virtual pressroom at [www.garmin.com/pressroom](http://www.garmin.com/pressroom) or contact the Media Relations department at 913-397-8200.

### ABOUT ALMO CORPORATION

Almo Corporation is the nation's leading independent distributor of Consumer Electronics and Major Appliances. Almo distributes over 40 of the industries top brand names of Major Appliances, Consumer Electronics, Mobile and Professional Audio/Visual Equipment, Professional Residential Kitchen and Outdoor Appliances and Industrial Wire and Cable Products. Founded in 1946, Almo is headquartered in Philadelphia, Pennsylvania, and operates 11 regional distribution facilities with over 1 million square feet of warehousing throughout the United States. More information on Almo is available by contacting the company directly or at Almo's web site located at [www.almo.com](http://www.almo.com). **RO**



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# Reinventing the 36" refrigerator.

This is what happens when you leave Liebherr engineers and designers alone in a room with a fridge. Leading design and innovation now exists in the 36" size category with the introduction of the new 2062 Series of high performance refrigerators available in freestanding and integrated models.

Unique LED light columns and LED drawer lights illuminate 20 cubic feet of storage capacity. The dual refrigeration system, with two separate variable speed compressors, provides superior and consistent cooling in the most energy efficient manner possible. And the eloquent French doors coupled with double freezer drawers make it a kitchen showpiece.



HC 2602 fully integrated model shown.

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

**LIEBHERR**

## MIELE VACUUMS PICK UP TWO CONSUMERS DIGEST BEST BUY AWARDS

THE MIELE S 5280 CALLISTO AND S 163 UNIVERSAL UPRIGHT WIN CONSUMERS DIGEST BEST BUY HONORS



Consumers Digest recently rated both the Miele S 5280 Callisto canister and S 163 Universal upright vacuum cleaners as a Best Buy. Consumers Digest was impressed with Miele's control.

"We are thrilled to have not one, but two vacuum cleaner products in the Best Buy family," states Paul McCormack, Senior Marketing Manger for Miele, Inc. "We've always felt that our high standards of quality, performance and filtration added up to a great value. Now there's absolutely no doubt."

### INDOOR AIR, A POINT OF DIFFERENCE

For Miele, safeguarding the air its customers breathe is a priority. Indoor air quality is a concern for everyone, not just those with allergies and asthma. Vacuuming can contribute greatly to indoor air pollution if a vacuum doesn't retain the dust, dirt and allergens it collects from floors and furnishings. That's why it's so significant that the S5 series has been awarded HEPA certification by the DMT Air Quality Testing Institute for "excellent air quality." This means the entire vacuum, and not just the filter, conforms to the most stringent standards for filtration (EN1822). Miele was the first to receive this prestigious certification for its innovative Sealed System™ technology. The key to Miele's exceptional filtration is their exclusive combination of a Sealed System™ made of quality components, an electrostatic IntensiveClean Plus™ dust/filter bag and a selection of three high-quality filter cartridges that include a post-motor HEPA filter with a charcoal insert for odor control.

### QUALITY TESTED TO LAST 20 YEARS

Every Miele vacuum that leaves the production line in Bielefeld, Germany is put through rigorous quality checks before it is deemed worthy to bear the "Miele" name. In fact, Miele's unique Vortex Motor System™ is engineered to last for an average of 20 years of residential use—and to provide the

same superior suction in year 20 as it does in year one. Like the durable and powerful Miele-made Vortex motor, all Miele's parts are road-tested for endurance.

### MIELE AND THE ENVIRONMENT

Miele has a long history of environmental leadership. Every detail is considered from the production process and shipping, to household use and to the appliance's ultimate disposal. Miele's production facilities operate to strict DIN EN ISO 14001 environmental performance standards and Miele recently signed the CECED code of conduct to support human rights and environmental protection globally.

In operation, Miele constantly strives to make every product respect our natural resources. As an example, since 1990 Miele has reduced water consumption by 42.4% and electricity by 29.2% in domestic washing machines. The same environmental ingenuity has been applied to domestic dishwashers where in the last 15 years water consumption has been reduced by 50.3% and energy use cut by 33.8%. Additionally, from 1990-2002 advancements in Miele oven technology led to a 29% reduction in energy consumption. Miele's active leadership role in global organizations like the International Electrotechnical Commission (IEC), Energy Star® (the partnership program backed by the US Environmental Protection Agency and the US Department of Energy), the Association of Home Appliance Manufacturers (AHAM) and others demonstrate the company's serious position regarding the protection of our global environment.

An unprecedented quality pledge guides Miele to produce appliances that are designed to last for 20 years of continuous use – far longer than the average. And their high metal content and clearly marked plastic components are ready for recycling once the product's useful life is complete – reducing landfill waste and conserving raw materials for future generations. **RO**







## This trendy Café just got cooler.

To all the retailers who have demonstrated their great taste by carrying GE Café™ appliances, we want to say thank you. Your belief in our products has helped make the newest line of GE® appliances a huge success. And now you can offer your customers even more options to create a unique dining experience. We're expanding our lineup to include two new refrigerators—complete with the same restaurant-inspired styling that has made GE Café appliances so appealing. That means it's easier than ever to transform your customers' kitchens into a favorite place for favorite meals.

For more information on GE Café appliances, please contact:  
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### The newest additions to our menu



GE Café French-door  
bottom-freezer  
refrigerator



GE Café counter-depth  
side-by-side  
refrigerator



imagination at work

**GE Café™**

## SHOW PREVIEW

PCBC  
2008

## PCBC "BUILDER-TO-BUILDER GREEN FORUM" SHOWCASES CUTTING-EDGE EXPERTISE IN SUSTAINABLE DESIGN AND DEVELOPMENT

DAY-LONG SESSION COVERS HOME BUILDING TRENDS TO HELP DEVELOPERS

PCBC, the largest West Coast homebuilders' tradeshow, announced that the upcoming conference will feature a one-day session with green marketing experts and home building professionals who will explore opportunities in the green movement. The session, "Builder-to-Builder Green Forum," will take place Tuesday, June 24, from 9 a.m.-5:30 p.m. at the Moscone Center in San Francisco.

The session includes presentations and panel discussions across a range of topics including: top line perspectives on green building, securing capital and entitlements for green projects, new research on green consumer attitudes and purchasing behaviors and builder and developer perspectives on sustainability.

### THE AGENDA:

9-9:30 a.m.	Introduction and welcome.
9:30-10:15 a.m.	Bob Willard, Author, The Case for Sustainability, will discuss the bottom-line implications of sustainability and his seven sustainability business strategies.
10:30-11:30 a.m.	Leading capital providers and entitlement experts will discuss favorable terms for minimizing risk and maximizing return for green projects.
11:45 a.m.-1 p.m.	Yankelovich Partners, Inc., President J. Walker Smith will review research findings that provide an action-oriented – and often counter intuitive – perspective on the opportunities available from sustainability.
1-2 p.m.	Consumer research and marketing panel will discuss the latest research, what home buyers really care about and which market segments to go after.
2-3 p.m.	Building industry leaders that have "been there, done that" will cut to the chase on how to profitably build green.
3:15-4:15 p.m.	Developers will offer their perspectives on taking business green and how they expect to receive the greatest return on investment.
4:15-5:15 p.m.	Trend expert Stewart Brand will describe his counterpoint approach to the "faster-cheaper" mindset focusing on "slower/better" thinking.
5:15-5:30 p.m.	Closing remarks recapping key messages from the session

| continued on page 57 |



**WOLF**

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**BREW EXPRESS™ VOTED “BEST NEW KITCHEN PRODUCT” AT KITCHEN AND BATH INDUSTRY SHOW 2008**



PORTLAND, Ore.—Comparing the world’s most well-known kitchen brands, attendees of last week’s Kitchen and Bath Industry Show (KBIS) voted The Brew Express™ coffee system by Lance Larkin to be the “Best New Kitchen Product” of 2008.

Debuting at KBIS 2005, the Brew Express 12-cup model was the first built-in-the-wall, self-filling coffee system. This year, Brew Express was introduced in two new sizes, as well as with new and improved design and features. Brew Express is now available in a four-cup model — with features customized to the needs of master bathrooms, hotel rooms, yachts and RVs—as well as a 10-cup model that fits into the same housing as the original 12-cup model.

“You can take almost anything out of my kitchen, but you can’t take my Brew Express,” says Trudy McGinnis, Certified Kitchen Designer, Certified Bath Designer and Registered Interior Designer in Georgia. One of the first to use the 12-cup model in her home when it came out in 2005, McGinnis is already using the four-cup and plans to add the 10-cup to her home beverage center. Long-time owner of The McGinnis Group, LLC design services, McGinnis says, “I’m eager to show my clients the benefits I appreciate most—convenience, constantly fresh coffee, and first-class design.”

Certified by the Specialty Coffee Association of America in 2005 to brew at the highest industry standards for optimum coffee quality and taste, a new feature called Brew Trak™ ensures consistent brewing temperature regardless of incoming water temperature or voltage variation.

More new value-added features include:

- A convenient lock device that holds the carafe in place when installed in yachts and RVs
- Single-cup setting for hotel rooms
- Wide variety of finishes and colors customizable to kitchen décor—such as granites, metals and woodwork
- Soft blue background lighting controlled by on/off switch
- Improved design and appearance
- Original features and benefits that continue to garner excellent customer reviews include:
- Thermal carafe that maintains temperature and coffee quality and is suitable for any table service
- Self-installation that average homeowners have found easy; supported by installation video (also viewable online), manual, and customer service line
- Connects to cold water line or bottled-water source
- Carafe removable during brewing, shuts off automatically if not replaced

Base retail price for the four-cup model starts at \$289 for basic units and \$329 for premium units.

For more information about Brew Express, call 866/268-5953 or visit [www.brewexpress.com](http://www.brewexpress.com)



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**AVAILABLE THIS JUNE**

## ASSOCIATION NOTES

### THE NATIONAL KITCHEN & BATH ASSOCIATION NAMES DON SCIOLARO CEO

FORMER DIRECTOR OF MEMBER SERVICES IS UNANIMOUSLY APPOINTED CEO



National Kitchen & Bath Association

CHICAGO (April 11, 2008)—The National Kitchen & Bath Association (NKBA) has announced at the NKBA's annual Kitchen/Bath Industry Show & Conference (K/BIS®) that after a thorough and involved process, Don Sciolaro has been unanimously approved by the Board of Directors to be the Association's Chief Executive Officer.

Sciolaro joined the NKBA in 2006 as Director of Member Services, where he excelled in increasing membership and strengthening the NKBA's local chapter programs. He oversaw the recruiting, retention, and recognition of NKBA members worldwide.

"Don has been a terrific leader for the Association over the past two years, so appointing him as the NKBA's CEO was a clear decision," said 2008 NKBA President Sara Ann Busby, CKD. "With Don's vision and ability to meet lofty goals, I'm sure he's going to take the Association to places we've never dreamed of. With Don as CEO, I'm very excited about the future of the NKBA."

Prior to his service to the NKBA, Sciolaro spent 15 years with America's largest industry trade association, the National Association of Manufacturers, most recently as Senior Regional Manager for the group's largest division, the New York/New Jersey region. He was responsible for membership and organizing grassroots public affairs efforts. Sciolaro arranged sessions with members of Congress and association members to educate lawmakers on key issues. **RO**

### KALAMAZOO | *continued from page 20* |

five fully-extending racks, the single tap Keg Tapper holds a 1/6 pony keg, and the Refrigerated Drawers are tall enough to hold a gallon of milk. Each 15" appliance features commercial-quality stainless steel interiors, precise temperature controls and energy efficient cooling. Superior performance is achieved through advanced insulation, unique convection cooling technology and powerful variable speed compressors. Kalamazoo's full line of more than 75 outdoor cooking components, refrigeration appliances and modular cabinetry allows for limitless design configurations and easy installation. Kalamazoo outdoor kitchens can be installed as either free-standing, for a gleaming stainless steel look, or incorporated into other materials such as masonry, stucco or wood.

#### ABOUT KALAMAZOO OUTDOOR GOURMET

Kalamazoo Outdoor Gourmet has been bringing gourmet lifestyles outdoors for more than 100 years and is the one-stop resource for creating the ultimate outdoor kitchen. From revolutionary hybrid grills that cook with charcoal, wood and gas, to the most powerful and energy efficient outdoor refrigeration available, Kalamazoo is the leading manufacturer in outdoor cooking and entertaining equipment. The complete line includes grills, refrigerators, freezers, wine chillers, keg tappers, weather-tight cabinets, wok cooktops, lobster boil pits, martini bars and a countertop pizza oven. Please visit [www.KalamazooGourmet.com](http://www.KalamazooGourmet.com) for more information or call 1.800.868.1699 to speak with an outdoor kitchen design expert. **RO**



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## DISTRIBUTOR'S DEALS

### WHO IS DPD?

Decorative Plumbing Distributors (DPD) is a very unique company—They are a privately held business that distributes only mid- to high-end kitchen and bath fixtures and accessories to plumbing wholesalers, kitchen, bath, tile, and marble showrooms. They do NOT sell to homeowners, plumbers, contractors, designers or “Big Box” stores, and does not compete with its customers.

With two locations, Northern and Southern California, and over \$6 million in inventory, DPD ships product to all 50 states nationwide and Canada. Their customer support is outstanding and they pride themselves in constant product training, not only for their customer service staff but for their customers too.

DPD also offers its customers the ability to go on-line to

check stock real-time, place orders, check account status... all 24/7 ... and even get an extra 2% discount for any order placed on-line (except display orders). An account must be in good standing and be given an ID# and password to use their impressive internet web site.

DPD also keeps their customers up-to-date with literature and pricing and offers quarterly specials on best sellers and “new” products.

If you do not already have an open account with DPD, you can go to their dealer web site—[www.dpdonline.com](http://www.dpdonline.com) – and download a credit application (or call 800-660-4690 to have one faxed to you). Once you have submitted the application and it is processed, you can enjoy all the benefits of being a DPD customer.

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Duravit			

To open an account or to learn more about Decorative Plumbing Distributors, Inc., call (800) 660-4690 or go online to [www.dpdonline.com](http://www.dpdonline.com). **RO**

## ASSOCIATION NOTES

### CERC THANKS MARC PEARL

Washington— The Consumer Electronics Retailers Coalition (CERC) thanks Marc Pearl for his service, dedication and leadership as Executive Director. Marc has accepted the role of President and CEO of the Homeland Security and Defense Business Council.

Today, CERC Chair Paula Prah, Vice President of Communications and Public Affairs for Best Buy, said of Marc:

We thank Marc for his guidance and leadership on behalf of CERC and its membership. We have relied on Marc for his insight over the past four years and Marc has led our coalition in constructive dialog on issues important to our industry, government and other stakeholders. We wish Marc every success in his new role.

On behalf of CERC, Marc Pearl was one of the core found-

ers of the DTV Transition Coalition, which now has 217 members. On pressing environmental issues, he has worked for consensus and national progress in an area in which state and local governments began with diverse approaches. He has contributed to the civility of dialog on key issues.

CERC wishes Marc Pearl well and knows he will continue to succeed. Transition plans have not been announced.

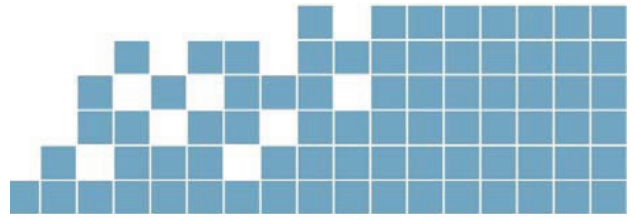
*About CERC: The Consumer Electronics Retailers Coalition is a public policy issue organization consisting of the major specialty retailers of consumer electronics products and retail associations. CERC members include Amazon.com, Best Buy, Circuit City, RadioShack, Sears, Target, Wal-Mart, and the leading retail industry trade associations – NRF, NARDA, and RILA. More information is available at [www.ceretailers.org](http://www.ceretailers.org). **RO***





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## INTERVIEW: STEPHEN PYLE, DIRECTOR OF SALES AND MARKETING FOR SIEMENS HOME APPLIANCES

### Q: WHO IS SIEMENS?

**A:** Globally, Siemens is one of the major forces in the home appliances industry. Sold in more than 55 countries around the globe, Siemens stands for innovative thinking, precision engineering and pure style to millions of people worldwide.

Siemens is the number one appliance brand in Germany, the number two appliance brand in Europe and the third largest appliance manufacturer worldwide. In the United States, we're just getting started, and we're excited that U.S. consumers appreciate the technological superiority and stylish design of Siemens appliances.

Siemens stands for intelligent innovations and consistent orientation toward the future, and a modern approach to the technical features and design of home appliances. Visionary approach and the use of cutting-edge technologies aimed at improved functionality gives rise to pioneering products and solutions that allow the user to perceive and experience progress in a fascinating manner.

Home appliances from Siemens are characterized by clear, functional design and optimum precision. Siemens products set standards in the marketplace. They are the result of progressive ideas, a consistent system- and performance-based approach and perfection in the way this is put into practice.

### Q: DESCRIBE THE SIEMENS CONSUMER?

**A:** The Siemens consumer has an appetite for technology, innovation, and...crème brûlée. This consumer may well live in a loft or high-rise environment, where space is at a premium. But when it comes to style and performance, there are simply no compromises.

There is also a trend in kitchen design for the consumer who is looking for a modern but simple look with clean lines and purist styling. A design to a kitchen whose sleek and functional design language specifically addresses the customers desires to display their lifestyle.

Siemens products clearly offer the solution for these design ideas.

### Q: WHAT'S NEW AT SIEMENS HOME APPLIANCES?

**A:** Siemens, known for technologically advanced appliances that integrate seamlessly into the kitchen, is presenting a sleek knobless look. This look in a kitchen quickly puts an amazing meal at your fingertips...literally.

### Q: WHAT DO YOU MEAN BY KNOBLESS?

**A:** Take for instance our iSlide wall ovens and touchSlide electric cooktops, both with innovative slide controls.

The iSlide wall oven's most distinctive feature is knobless control. Just run your finger around the circle to select or adjust the temperature as easily as you would pick an iTunes on your mp3 player.

The touchSlide cooktops also let cooks control the heat with a quick slide of the finger.

Fingers glide quickly across a smooth shallow groove to choose one of 17 different power levels.

The Siemens induction cooktop is the only one on the market to offer this unique touchSlide control, and both the iSlide and touchSlide were each recently honored with the prestigious Chicago Athenaeum's prestigious Good Design award.

### Q: WHAT OTHER INNOVATIVE PRODUCTS IS SIEMENS WORKING ON?

**A:** Also contributing to the seamless look is a product for those who believe that microwave ovens should not be seen. The sleek liftDoor gives the illusion of a double wall oven configuration until the door seamlessly glides up, to reveal the microwave behind it.

The knobless look extends to the hiDefinition dishwasher that cleans up after dinner in style. With concealed controls, it offers the flush European look that is a Siemens signature. And, at only 48 decibels, it won't keep owners awake after the dinner guests have gone home.

Siemens global expertise and cutting edge technology will provide a platform for new ideas in the future that will simultaneously meet the evolving design and function trends in new kitchens.

### Q: WHERE DO YOU SEE SIEMENS HOME APPLIANCES IN THE FUTURE?

**A:** Currently Siemens appliances are gaining popularity in all areas, especially the builder dealer segment. Because of their sleek style, high performance, and innovative technology, consumers and builders are turning to Siemens to bring their kitchen projects to a premium level. Siemens appliances are known best for offering premium built-in appliances that are attainable. Thus, attainable luxury!

Siemens tag line is "The Future Moving in". Be sure to stay tuned for other new Siemens innovative products the will be introduced in the future.

### Q: WHERE ARE SIEMENS APPLIANCES SOLD?

**A:** Siemens appliances are currently sold through select Retail and Builder dealers nationwide. A dealer locator on our website, [www.siemens-home.com](http://www.siemens-home.com) will guide you to an authorized dealer in your area. **RO**

[www.imagineyourneighborsfaces.com](http://www.imagineyourneighborsfaces.com)



Presenting the stunning 2008 Siemens appliances. You don't live your life worrying about what others think. On the other hand, you don't mind giving them a little something to talk about on their way home, either. Like refrigerators and freezer towers that don't have to be next to each other. A dishwasher so quiet it requires a light to let you know it's running. Ovens you control simply by sliding your finger. And a ceramic glass cooktop that's as elegant as the meals it will prepare. It's a kitchen filled with technology and style that will provoke admiring looks for years to come. Especially from you. [www.siemens-home.com](http://www.siemens-home.com)

For more information about becoming a Siemens dealer, contact Steve Pyle at 714.899.4180.

**The future moving in.**

**SIEMENS**

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## ASSOCIATION NOTES

# THE NKBA ANNOUNCES 2008 DESIGN COMPETITION WINNERS



The National Kitchen & Bath Association (NKBA) is proud to announce the winners of the 2008 NKBA Design Competition: Art of the Industry. The winners were recognized at the NKBA Design Competition Awards Luncheon, which was held live on the show floor of the Kitchen/Bath Industry Show and Conference (K/BIS®) in Chicago on April 11.

The NKBA would like to thank the sponsors of the 2008 NKBA Design Competition: Kitchen and Bath Ideas, Sub-Zero/Wolf, Dal-Tile, Rheem, Miele, and 20-20 Technologies.

THE WINNERS OF THE 2008 NKBA PROFESSIONAL DESIGN COMPETITION ARE:

### **CATEGORY 1: SMALL KITCHENS**

*First Place:* Areti Tanya Rentzos, Andros Kitchen & Bath Designs, Mississauga, Ontario, Canada

*Second Place:* Catherine Heir, dea design group, ltd., Island Lake, IL

*Third Place:* Charles A Ward, CKD, Ward's Kitchens & Baths, Inc., Omaha, NE

*Honorable Mention:* Tony Hunt, CKD, CBD, Binns Kitchen + Bath Design, Pickering, Ontario, Canada

### **CATEGORY 2: MEDIUM KITCHENS**

*First Place:* Peter Ross Salerno, CMKBD, Peter Salerno, Inc., Wyckoff, NJ

*Second Place:* Beverly Staal, CKD, CBD, Showplace Design & Remodeling, Redmond, WA

*Third Place:* Sandra L. Steiner-Houck, CKD, Steiner & Houck, Inc., Columbia, PA

*Honorable Mention:* Sarah Grace Michalowski, CKD, Dewitt Designer Kitchens, Studio City, CA

### **CATEGORY 3: LARGE KITCHENS**

*First Place:* Terri Ruth Hosken, CMKBD, Beyond The Box Kitchen Design, Anchorage, AK

*Second Place:* Peter Vanderhyden, Images Kitchen & Bath Design, Inc., Stoney Creek, Ontario, Canada

*Third Place:* Anthony Albert Passanante, CKD, Peter Salerno, Inc., Wyckoff, NJ

*Honorable Mention:* Gerard Ciccarello, CMKBD, Covenant Kitchens & Baths, Inc., Westbrook, CT

### **CATEGORY 4: OPEN PLAN KITCHENS**

*First Place:* Joan DesCombes, CKD, Architectural Artworks Incorporated, Winter Park, FL

*Second Place:* Anthony Albert Passanante, CKD, Peter Salerno, Inc., Wyckoff, NJ

*Third Place:* Kristin A. Okeley, CKD, Kitchens By Design, Indianapolis, IN

*Honorable Mention:* Gioi Tran, Applegate Tran Interiors, San Francisco, CA

### **CATEGORY 5: POWDER ROOMS**

*First Place:* Lori W. Carroll, Lori Carroll & Associates, Tucson, AZ

*Second Place:* Lori W. Carroll, Lori Carroll & Associates, Tucson, AZ

| continued on page 53 |



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An AGA Company



Just received your latest copy of *The Retail Observer*. It really looks great and at 62, I can read it much better with the print being clearer to read.

We are outside St. Louis with two stores and refuse to take part in the so-called recession. We are seeing a lot of remodeling by our customers with sales up in upscale appliances and flat screen tv's and bedding. Entry level appliance sales are down with new housing slowed, but margins are better at this point. I think they call it cocooning by our customers.

Thanks again for making it easier to read, and our son, 3rd generation in the corporation, reads it also.

*Big Ed Wernsing*  
*Wernsing's Appl. & Video*  
*Litchfield, IL*

Thanks so much for the great treatment off our release on our 100th anniversary. It looks great! The whole issue really looks sharp. Kudos to you and your team.

*RFR*  
*Speed Queen/Alliance Laundry*

Looked over the magazine last night—looks GREAT with the new features of the interactive edition!!!

Thanks,  
*Jason Foster*  
*Fulgor USA*

Very nice indeed!!! Love the interactive “flip the page” magazine. I went through every page.  
*Diane Jacob*  
*Diva De Provence*

Nice seeing you in Las Vegas! Nice web mail and magazine as well.

*Richard Weinberg*  
*National Appliance Manager*  
*Nationwide Marketing Group*

Hey Chuck!

Say it isn't so! You think Hillary would be good for this nation! I guess we all have the right to have our own opinions, but I must say that I am truly disappointed. You mean that eight years of the Clinton machine did not prove to you that they can't be trusted?! Clinton behind the scenes! Protect the women folk! I am also a registered Republican and was hopeful for a conservative Democrat this year. Both Obama and Clinton would tax and spend this nation to death. Even though McCain wasn't my first choice, I do believe he would be better on national security, international affairs and our economy. I hope you reconsider and make your vote count. As always, I enjoy your editorials.

Best regards,  
*Mike LaVerdure*  
*Masters Wholesale Dist.*  
 P.S. Was it intentional to misspell Hillary?

What a wonderful write up about the NKBA Holiday Party and the excitement of honoring Purcell & Murray. I am glad your publication was able to use some of the pictures I sent to you. On behalf of NKBA Northern California, I want to thank you for your support.

Regards,  
*Lilley Yee, CKD, CBD, ASID*  
*Certified Interior Designer #5816*  
*Chapter Representative, NKBA Northern California Chapter* **RO**

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## INDUSTRY NEWS



### A GREENER GRILL

EVO OFFERS EFFICIENCY, REDUCED AIR POLLUTION,  
AND LONGER LIFE SPAN

Over the past 7 years, Evo Flattop Grills have been helping people cook the foods they love and share the cooking experience with unmatched design and performance. For consumers looking to buy a more environmentally-friendly gas grill, Evo outpaces traditional open-flame grills in three areas:

- First, Evo is more efficient than open-flame grills, capturing the heat under the steel cook surface rather than letting it escape through the grates into the atmosphere. Evo requires less time to heat up and uses less fuel (as much as 50% less) to cook a meal. Moreover, the ability to cook an entire meal on Evo—from appetizers through dessert—means that fewer appliances (and less energy) are required.
- Second, Evo emits less smoke and particulates into the air than open flame grills and cooks cleaner, keeping foods separated from the flame and therefore from becoming fuels that burn and smoke on traditional grills.
- Third, Evo is designed to last for many decades, thereby reducing landfill volume normally generated by short-lived open flame grills. Evo's closed design prevents debris from destroying igniters and burners and corroding metals, which can trigger disposal in just a few years. Evo's longer life-span means it won't become another throw-away among the record 17.4 million grills shipped in 2007 alone.

#### ABOUT EVO

Since 2001, Evo has set the trend for social, live-action cooking appliances at major hotels, restaurants, supermarkets, dining halls and banquet facilities, and the homes of food-conscious consumers. Evo offers a wide assortment of indoor and outdoor circular flat-top cooking appliances that inspire and encourage social cooking. Visit [www.evoamerica.com](http://www.evoamerica.com) for more information. **RO**



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## LETTER FROM CERC TO THE FCC

To: Ms. Marlene Dortch, Secretary  
Federal Communications Commission  
445 12th Street, SW  
Washington, D.C. 20554

Quarterly Report of Consumer Electronics Retailers Coalition  
MB Docket No. 07-148

Dear Ms. Dortch:

Pursuant to pars. 50 and 51 of the Commission's March 3, 2008 Report & Order in this Docket, the Consumer Electronics Retailers Coalition (CERC) hereby provides a quarterly report with respect to consumer outreach efforts of CERC and its members. CERC is proud that in par. 52 of its March 3 Report & Order, the Commission observed that the "outreach efforts" of CERC's member companies have "demonstrated an admirable degree of focus, ingenuity, and dedication to the needs of viewers as they approach the digital transition." Undertakings by CERC In the first quarter of 2008 CERC maintained its activities as a core founder and member of the DTV Transition Coalition Steering Committee, and worked with Coalition members and others on community outreach efforts. These included presentations, briefings, and cooperative exchanges of information to and with groups including the Rainbow PUSH Coalition, church groups, and community groups. CERC also has worked with non-member retailers to assist in their entry into the NTIA Coupon-Eligible Converter program, and in other respects as to the Transition.

In the first quarter CERC twice revised its pioneering Guide, WHAT CONSUMERS NEED TO KNOW ABOUT THE FEBRUARY 17, 2009 "DTV TRANSITION" AND THE NTIA "TV CONVERTER BOX COUPON PROGRAM", available in English and in Spanish at [www.ceretailers.org](http://www.ceretailers.org) (and attached). The first revision alerted consumers to new consensus messaging with respect to LPTV, Class A and translator stations, and added a paragraph that specifically explains consumers' equipment options if their over-air viewing includes one of these stations. A later revision addressed the possibility, raised by a newly released study, that existing consumer antennas may not be adequate to their needs, and explained how consumers might determine whether or not this might be the case. (Previously, CERC had not addressed antennas in its Guide because in most cases existing antennas should work equally well after the Transition. This assurance is repeated in the Guide.)

CERC routinely receives and satisfies inquiries and requests for information from public and private partners, and from

consumers. Within the Transition Coalition, CERC has concentrated on common, consistent messaging to consumers and to the media, so that all public and private education and outreach efforts will have a consistent and effective impact. In particular, CERC has worked within the Coalition and with the NTIA and the FCC, in response to the high initial demand for coupons, to assure that Coupon Eligible Converter Boxes ("CECBs") are sought, obtained, and used by consumers who need them, but not by those who don't; and to maintain credible and consistent messaging as to consumer options with respect to LPTV-related issues.

### OUTREACH EFFORTS BY CERC MEMBERS

The following is a composite of voluntary undertakings by CERC member retailers with respect to the DTV Transition and the NTIA Coupon-Eligible Converter Program. Many of these were initiated well before the quarter on which this letter reports. Not every retailer has executed or could execute each of these items. Conversely, we expect there have been many additional undertakings by retailers who are not CERC members but who may be members of Associations that belong to CERC. All such efforts help comprise the industry response to the Transition. This list is based on official filings and congressional testimony and describes measures fully performed or in process in the first quarter, and is likely not exhaustive. Transition Generally; In-Store CERC members have implemented the following techniques to advise customers of the Transition generally, in some cases as requested by the Commission or by Members of Congress.

- Sales area signage
- Window signage
- Creation and distribution of store-authored pamphlets, English and Spanish versions
- "Video Wall" notifications and tutorials for all TV shoppers, playing on almost all TVs,

### ENGLISH AND SPANISH VERSIONS

- Transition notifications on register receipts for all products
- "Mystery shoppers" to check execution in stores
- Comply, with high degree of initial successful execution, with FCC "analog only" labeling regulation; devote resources to helping FCC inspectors compile accurate product data-base; assist FCC Enforcement Bureau in its own continued research, in first quarter 2008, as to which products do require "analog-only" labels

| *continued on page 44* |



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CONSUMER ELECTRONICS

MOBILE ELECTRONICS

MAJOR APPLIANCES

- Recall lawful “analog-only” products on voluntary basis; prohibit their sale (where possible) during recall period, eliminate entire product lines, including digital products, where necessary to flush out analog-only, dispose of products at discount or to charity

#### TRANSITION GENERALLY, MEDIA, ONLINE AND TELEPHONE, COMMUNITY

- Messages in Sunday newspaper tabloid inserts
- Messages in direct-mail
- Press releases focusing on transition-related activities
- Cooperative messaging in key magazines
- Establish separate 1-800 number staffed to assist consumers with any questions related to the Transition
- Dedicated web page space, including guides, FAQ, information re: LPTV, links to resources
- Specially train employees at all levels, including store associates, to provide information to media, in-store and in community, make available on request of local media and groups
- Launch particular education projects in partnership with local media
- Podcasts
- “Staged” store events
- Assign store and installer personnel to train local community groups to assist in the community re: the Transition and home installation problem-solving
  - Hold local community “summits” and “train the trainer” days
  - Make course material available on-line and by request
- Community helps in obtaining coupons
- Special outreach re: small markets, rural areas, seniors, Hispanic language, including special and specific printed material
- Joint programs with Hispanic, campus, consumer groups
- Post on web and “virally” circulate videos, in English and in Spanish, explaining CECB program in showing how to hook up CECB to TV at home Management and Employee Training Directed To Converter Program
- Train home theater employees
- Train shopping assistants, customer assistants, store operators
- Train all store employees
- Train installers, including for arrival at home where all TVs are connected to cable or satellite or no antenna is at TV location (used with games, etc.), or where customer expects single converter to service a TV and a VCR to watch / record at same time
- Convey transition information in pre-store-opening and pre-shift employee meetings
- Include information in publications directed to managers and in-store team leaders
- “Tent cards” on tables in employee break rooms with summary information on both

#### TRANSITION AND CONVERTER PROGRAM

- On-line employee training / testing
- Broadcasts to associates, distribution of articles
- Re-train management, associates, revise messaging, to reflect late shift in Congressional, FCC, NTIA, and Transition Coalition appreciation of LPTV and “analog pass-through”
  - Explain relevance to all personnel
  - Explain what is LPTV or “Community” station and how to assist customer
  - Train to attempt to help customer appreciate options and special in-home hook-up requirements
- Training essentials:
  - Familiarity with program
  - Avoid “upselling”, however make sure consumer with coupon actually needs a Converter
  - Advise consumer re: in-home hookup
  - Advise of options upon coupon expiration, including checking availability at other stores or via telephone order
  - Advise of return policy
  - Train operators of 1-800 numbers re: Converter ordering, whether customer needs converter, FAQs re: use, including: mobile, portable, RV, with cable or satellite
  - Accept returns-exchanges, explain that Coupon cannot be refunded
  - Explain LPTV, Converter and hook-up options, help customer determine whether a LPTV, repeater, or border station is among those viewed
  - Antenna: help customer determine whether customer can use existing antenna; if not, what is required without visiting customer’s home
  - VCR and audio-only and portable use—explain options to consumer, including hookup with VCR and when two converters would be necessary; compare with options re: DVR products
  - Coupons:
    - accept Coupon as form of tender at checkout
    - explain that Coupon can only be used with certain products; only one Coupon may be used per product; and that Coupon-eligible products may not be “bundled” with other purchases
    - explain that sales tax is assessed on pre-Coupon price of product (assuming this is stance taken by authorities in state in which store is located; revise software where state authorities take contrary view)
    - explain to customer if Coupon is rejected due to expiration or some other reason
    - advise customer of Coupon availability if customer attempts to buy Converter with no Coupon; provide customer with Coupon application or on-line /telephone information; explain rationale for transition to customer

- learn and advise re: in-store telephone purchase options in out-of-stock


CIRCUMSTANCE IMPLEMENTATION OF CONVERTER PROGRAM

- Stock Converters by February 17, 2008 in all stores, ordered at time of four certified boxes to choose from rather than waiting for more attractive choices and prices
- Provide inventory data to NTIA; analyze Coupon order and expiration data at zip code level; order and position inventory based on models and projections and competition; attempt to prevent out-of-stock situations, particularly at Coupon expiration
- Make Coupon applications available in stores
- Create national telephone-order call center as alternative to on-line ordering
- Establish special 1-800 number for Converter telephone orders and to provide for contemporaneous shipping from central location
  - Free shipping in some or all “out of stock” situations
- In-store special signage, displays, end-cap positioning, to draw consumer attention to Converters as an option; in process to emphasize availability of “splitters”
- Specific advertising of Converters, including informing consumer of and explaining the “3 options” as per NTIA,

- FCC, and Transition Coalition messaging
- Prominently feature FCC web and contact information on Converter packaging 5

OUTREACH EFFORTS SPECIFIC TO CONVERTER PROGRAM

- Assign installers to train local volunteers in community, church, and other groups so as to avoid the need for a trained installer
- Host in-store training seminars for customers and local community organizations regarding transition and converters
- Provide education and training to local communities that particularly rely on over-air broadcasting
- Provide financial support, via cash contributions and volunteer hours, for local groups and service organizations to assist in their efforts re: Converters and outreach to underserved communities
- Joint programs with local and national media and publications

*Respectfully submitted,*  
 Robert S. Schwartz, Constantine Cannon LLP  
 CERC Counsel  
 1627 Eye Street, N.W. 10th Floor  
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## ELECTROLUX & KELLY RIPA TEAM UP TO PROMOTE NEW APPLIANCE LINE'S EUROPEAN STYLE AND INGENUOUS FEATURES—

KICK OFF EFFORT TO RAISE FUNDS FOR THE OVARIAN CANCER RESEARCH FUND

April 3, 2008—Known and admired for her multi-tasking talents as well as her signature style, Electrolux announced today that it is tapping Kelly Ripa for the North America launch of its new premium kitchen appliance line—a stylishly sleek new collection that's poised to transform America's kitchens with a fresh jolt of European style and performance, helping today's busy families do more—better, faster and easier.

Called Electrolux, the new appliances from Europe's leading premium appliance brand are loaded with ingenious features such as a Perfect Turkey™ Button, one button you push to cook a perfect turkey; Luxury-Glide™ Racks, patented ball-bearing oven racks that effortlessly extend at the touch of a finger; and an Induction Hybrid cooktop that boils water in 90 seconds. The entire Electrolux appliance collection is available nationwide through select independent retailers and at mass merchandisers Best Buy, Lowe's, and Sears.

As part of its North American launch, Electrolux also announced that it will be joining Kelly Ripa in supporting The Ovarian Cancer Research Fund, a cause important to its target consumer and to Ms. Ripa.

"Ovarian cancer has been called the silent killer because there is no method of early detection. Thousands of women and their families are affected each year," notes Ripa. "That's why I am so grateful to Electrolux for stepping up and helping me to raise money and awareness to help support this important cause." Elizabeth Howard, CEO of The Ovarian Cancer Research Fund, agreed, noting that knowledge is power when it comes to fighting ovarian cancer. "Our mission is to find a method of early detection and ultimately a cure for ovarian cancer. We are grateful to Kelly Ripa and Electrolux for helping us educate women about the need for more research," she said.

### "ELECTROLUX GETS ME"

In addition to an interactive web site promotion that will raise money for OCRF while engaging consumers in a fun, first of its kind on-line game where they collect Kelly Ripa's collection of designer handbags for a chance to win a suite of Electrolux premium kitchen appliances, Electrolux is also donating a portion of retail sales of select appliances to OCRF, with the goal of raising more than \$500,000 over the next two years to help fight ovarian cancer.

"Our target consumer wants to make a difference, and we want to make it easy for her to make a difference. That's why we developed the 'Kelly's bags' promotion that allows her to

have fun and do good. When people register to play 'Kelly's bags,' they are helping to support the Ovarian Cancer Research Fund. It's that simple," notes Electrolux Major Appliances President and CEO, North America, Keith McLoughlin.

In tapping Ms. Ripa, Electrolux hopes to tap into the target who easily relates to Ms. Ripa and her on the go lifestyle where she juggles—effortlessly it seems—competing priorities including career, family and community outreach/volunteerism.

"Just like our target, Kelly Ripa is a really amazing, multi-tasking Mom who appreciates beauty and performance and the way the right appliances can help you do it all. And that's what this new appliance collection from Electrolux is all about... making today's kitchens more functional, comfortable, beautiful and easy to manage," notes McLoughlin.

Specifically designed for the mass premium appliance category, a category that is experiencing growth in the U.S., the new Electrolux line boasts a distinctive European look with a curved front design and signature blue LED displays. The sleekly stylish appliance line is designed to be at home in any kitchen, from traditional to contemporary.

"Who knew Electrolux made such fabulous appliances, or that they've been making premium kitchen appliances in Europe for the past 70 years? I'm a big fan of European design and these new appliances look great in my kitchen," said Ripa. "I also love the way that Electrolux gets me... with cool features that help me do it all like the 'My Favorite' setting that allows me to customize the settings on any of my appliances to meet my needs. Talk about a time saver! That's amazing!"

McLoughlin notes the goal for Electrolux was to create versatile appliances that help people do what they need—and love to do—better, faster and easier.

"Electrolux appliances offer more choices, such as eight cooking modes on Electrolux wall ovens and ranges, and advanced Wave-Touch™ controls, one simple touch and the control panel activates, showing virtually endless cooking options," said McLoughlin. "We also offer more room – we've got the largest total cooking capacity electric range with second oven and the largest useable capacity dishwasher (and quietest too) in its class. And, Electrolux appliances deliver more flexibility, like our dishwasher with custom cycles to coddle your stemware, and ranges and cooktops with a Min-2-Max™ burner, offering the widest performance range in the industry – from simmer to boil," he said. **RO**



## Introducing Electrolux. Exquisitely designed appliances found in Paris, Italy, and now Portland.

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## NEW PRODUCTS BY FABER

Faber is adding several new products to its line of premier kitchen ventilation. The Orizzonte, Dama wall, Inca Smart Stainless, Stilo wall 30", Stilo wall 48", and Stilo Isola 48". The Orizzonte is an angled parametric suction panel with electronic controls and multiple automatic shut off timers. The Dama wall is a value wall canopy hood with sleek lines, and 600 cfm performance, available in 30 and 36 inches. The Inca Smart Stainless is a line extension to the successful Inca Smart painted gray hood. The new Inca Smart has a stainless steel face to give an upscale look to insert ventilation. With the Stilo 30" and Stilo 48", Faber is expanding the line up of Stilo hoods already available. The island Stilo Isola 48" is also a line addition to compliment to the island Stilo Isola 36".



REFLEX



PEARL



PURITY

## COLLECTION OF NEW PERIMETRIC SUCTION SYSTEM HOODS

Faber showcased some very exciting new ventilation shapes and concepts, along with new rangehoods that are in stock ready for sale at KBIS.

Featured at this year's show were some new "Perimetric Suction System" hoods, which combine the ultimate in rangehood design and technology. The Reflex glass and stainless, Purity, Pearl, and EOS Isola rangehoods were introduced as prototype pieces at KBIS 2008.

The art gallery inspired "Matrix", and the "Horizon" that both utilize the Perimetric Suction System were seen at Faber's Booth. The Perimetric Suction System works as air passes through the narrow slots on the ventilation panel, acquiring speed and causing an area of low pressure, which in turn captures more air. This amazingly quiet Perimetric Suction System saves energy by improving extraction efficiency without increasing extraction capacity. Faber also showcased some exciting shapes and technologies, all made with the same fine Italian craftsmanship as always.

Contact Matt Avery at 508 358-5353 or [matt@faberonline.com](mailto:matt@faberonline.com) for more information.



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## PRODUCT HIGHLIGHT

### FRANKE UNLOCKS A SECRET OF CHEFS' KITCHENS—

TURNING WALL SPACE INTO COUNTER SPACE

Flow is the factor that great chefs identify as one of their secrets of success. It's the ability to "connect the dots" so that the steps from preparation to clean up are a seamless series instead of a collection of isolated tasks. The good news is that Franke offers the key to unlocking that secret. It's an attractive and utterly practical Rail System that can turn wall space into uncluttered counter space. The Franke Rail System starts with wall mounted stainless steel rails so attractive they can pass for compact, sophisticated sculpture. The rails come in single or double slot versions and 24- and 39- inch lengths. Once these rails have been simply installed, they become the pathway for a personalized selection of more than a dozen handle-mounted accessories: each with a direct, practical relationship to food preparation and clean up tasks. The designated cook can put away the pedometer and say goodbye to added and unproductive steps by using a hand-picked selection of bowls, baskets, colanders, shelves, grids, utensil hooks, multi-blade grater set and even a salad spinner, all of which can be hooked on the rails by their dual purpose handles. Once filled with rinsed, chopped, grated or beaten ingredients, they can be put on the rails to free up counter space, streamline food prep and insure top efficiency in moving from sink to stove and back.



Since 75% of kitchen tasks center around the sink and Franke is the world's largest source of Kitchen systems, the designers of their Rail System have taken the concept beyond space saving and related it directly to practical kitchen processes. They recommend centering the personalized rail system near

the sink and the range. In their Franke Active Kitchen of integrated systems, more than a dozen handle-mounting accessories can be put at cooks' fingertips to create a second, fully functional work level without ever exhausting available counter space. The rails can hold up to 33 pounds in weight. The Rail System appears at the heart of the many versions of Franke's Active Kitchen, a fully personalized, inter-related system of sinks, faucets, range hoods, water filtration, waste disposers and accessories. Together, they turn the kitchen from a collection of appliances into a successful ecosystem in which all the functions complement and support each other.

Franke's luxury products for the active kitchen are available through a nationwide network of distributors serving designers and fine retailers of both appliances and plumbing systems. For further information visit [www.frankeconsumerproducts.com](http://www.frankeconsumerproducts.com) or telephone 800-626-5771.

Franke, the world's largest manufacturer of kitchen sinks, is a privately held \$3 billion company specializing in the design and engineering of luxury systems for the management of air, water and waste and known for creating "Kitchens Without Compromise." Based in Switzerland and operating 85 subsidiaries in 41 countries. Its family of brands includes Franke, Kindred and Franke USA. **RO**



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## GIVE YOUR BRAND NEW LIFE

### THERE'S NOTHING SADDER THAN A LIFELESS BRAND

Your brand is what makes you memorable to your customers and sets you apart from your competition. It gets consumers excited and gives a personality to your company. If it loses its pizzazz, customers will see no reason to choose you over your competition and business will dry up.

But the situation is far from hopeless. Lifeless brands can almost always be revived. There are many approaches you can take to inject some adrenaline and get the heart pumping. It might not be easy or cheap, but it's far more pleasant than letting your brand die.

Before you do anything, try to figure out what the problem is. Why do you think your brand is stale? Is it stuck in the 80s? Has your customer base changed? Has the market changed? Be sure to base your decisions on what the problem is, so you're not wasting efforts.

Then, set a budget and make a plan. Don't be impetuous. Know how much you can spend, what you want to accomplish and how you will do it. In short, be smart.

Once you have a plan in place, you can consider some ideas that will give your brand new life. Below are just a few. This is not intended to be an all-inclusive list, just some ideas to get you thinking.

### CHANGE YOUR IMAGE

In today's world, how you look has a tremendous effect on how people perceive you. You don't have to watch too many makeover shows on TV to figure out that people often get stuck in the past, wearing the clothes and the hairstyles of their glory days.

The same thing can happen to retail stores. Ugly carpet, bad locations, sloppy-looking employees. Customers notice these things.

Now, that might be an extreme example. Maybe your store's image is just a little out of date. Or maybe it's not out of date at all, but just wrong for the image you want to project or for the market you're in.

Changing your company's image can do a lot for your brand. Remodel your store. Change locations. Get uniforms for your employees. Giving your store a makeover might be just the right move to project your brand in a positive way and attract customers.

### CHANGE YOUR CREATIVE

You know the kind. The crazy TV pitchman screaming through the television about how his prices are "insane!"

and "the guaranteed lowest in town!" There's nothing inherently wrong about these ads, but after a while they tend to get tiresome.

Maybe your ads aren't quite so obnoxious, but it never hurts to think about freshening your creative strategy to suit current tastes and attitudes.

Take a look at your advertising (TV, radio and print), your logo, your Web site and any other creative pieces that represent your brand. Are the colors too dull or too bright? Is the logo boring or unreadable? Is your Web site hard to navigate? More importantly, are your creative pieces consistent? Do they clearly all represent the same brand, or are they indistinguishable? Do they set you apart from your competition?

Changing your creative so it presents a fresher, more polished image is a very effective way to revive your brand. It's almost always a good idea.

Before you undertake this task, consider consulting an ad agency or professional designer to help you. They are experts in the area of creative design, and you probably don't have the time anyway. It will cost some money, but it is well worth it, because a good creative strategy can make your brand sing.

### TARGET CURRENT CUSTOMERS

They say it's easier to keep an existing customer than to find a new one.

By stepping up your communication to your current customers, you can realize more repeat business as well as referrals.

Communicate to current customers by providing them with helpful information. Create a newsletter or e-newsletter that provides them with service tips, advice and even entertaining facts. Overhaul your Web site to include dynamic information that entices people to come back. Even well-timed letters helps keep you top-of-mind with your customers.

Be sure that any communications you develop engage your customers with content that is interesting to them. People are bombarded with information today, so your communications should grab their attention and be interesting, insightful, even funny. Otherwise, they will dismiss it.

### TRY SOMETHING RIDICULOUS

In every marketing brainstorming meeting, someone comes up with an idea that's so harebrained, so utterly

silly or stupid that everyone in the room laughs but no one seriously considers it. But those silly ideas can be the catalyst for marketing efforts that are uncommonly effective at generating awareness and excitement for your brand.

Have a meeting with your employees, your marketing people, your ad agency if you have one, and start throwing ridiculous ideas around. Hire a clown. Stage an Olympics-style competition at your store. Give away a BMW.

These are all dumb ideas. They're too silly, too difficult or too expensive. But if you take a dumb idea, talk

it through, soften it, rework it, and sleep on it, pretty soon you have an idea that no one else has ever thought of, and you have a revitalized, invigorated brand.

Christopher Thiede owns BUILD Communications, a branding and PR firm. He can be reached at [chris@buildcommunications.com](mailto:chris@buildcommunications.com). **RO**



## NKBA DESIGN COMPETITION | *continued from page 36* |

*Third Place:* Lori W. Carroll, Lori Carroll & Associates, Tucson, AZ

*Honorable Mention:* Elina Katsioulas-Beall, CKD, Dewitt Designer Kitchens, Studio City, CA

### **CATEGORY 6: SMALL BATHROOMS**

*First Place:* Michael Ranson, H O M E + atelier Michael Ranson, San Diego, CA

*Second Place:* Leslie Ann Cohen, CKD, Leslie Cohen Design, Cardiff, CA

*Third Place:* Tanya L. Woods, X-Tiles, Royal Oak, MI

*Honorable Mention:* Mark S. Morris, Mark Morris Design Group, Brisbane, CA

### **CATEGORY 7: LARGE BATHROOMS**

*First Place:* Siri Evju, CKD, CBD, Siri Designs, Portland, OR

*Second Place:* Donna L.A. Riddell, CKD, CBD, Artistry Design Group, Ltd., Victoria, British Columbia, Canada

*Third Place:* Blue Arnold, CKD, CBD, Kitchens By Request, Inc., Jarrettsville, MD

*Honorable Mention:* Tracey Scalzo, CKD, CBD, Eurotech Cabinetry, Inc., Sarasota, FL

### **CATEGORY 8: MASTER SUITE/BATHROOMS**

*First Place:* Holly Rickert, Ulrich, Inc., Ridgewood, NJ

*Second Place:* Nicholas J Geragi, CKD, CBD, Klaff's, Inc., South Norwalk, CT

*Third Place:* Scott & Sandra Gjesdahl, Bristol Design & Construction, Kirkland, WA

*Honorable Mention:* Wendy R. Mayes, CKD, Jan Parker's Kitchens By Design, LLC, Wichita, KS

### **CATEGORY 9: SHOWROOMS**

*First Place:* Cheryl Hamilton-Gray, CKD, Hamilton-Gray Design, Inc., Carlsbad, CA

*Second Place:* Gail Drury, CMKBD, Drury Design Kitchen & Bath, Glen Ellyn, IL

*Third Place:* Francis V Garofoli, CKD, Kitchens By Design, Inc., West Boylston, MA

*Honorable Mention:* Areti Tanya Rentzos, Andros Kitchen & Bath Designs, Mississauga, Ontario, Canada

### **CATEGORY 10: OTHER ROOMS**

*First Place:* Sandra L. Steiner-Houck, CKD, Steiner & Houck, Inc., Columbia, PA

*Second Place:* Sheila K. Tilander, CKD, CBD, Showplace Design & Remodeling, Redmond, WA

*Third Place:* Tricia Bayer, Belle Kitchen, LLC, Minneapolis, MN

*Honorable Mention:* Bryan Reiss, CKD, CBD, Cabinet Concepts, Inc., Mt. Pleasant, SC

Additional awards given: the NKBA Pinnacle of Design Award for the best overall project in the competition, Best Overall Kitchen, Best Overall Bathroom, Smartest Hot Water, and Best Before and After.

THE WINNERS OF THESE PRESTIGIOUS AWARDS ARE:

#### **THE PINNACLE OF DESIGN** (*sponsored by Sub-Zero/Wolf*):

Joan DesCombes, CKD, Architectural Artworks Inc., Winter Park, FL

#### **BEST OVERALL KITCHEN** (*sponsored by Miele*):

Peter Ross Salerno, CMKBD, Peter Salerno, Inc., Wyckoff, NJ

#### **BEST OVERALL BATHROOM** (*sponsored by Dal-Tile*):

Siri Evju, CKD, CBD, Siri Designs, Portland, OR

#### **SMARTEST HOT WATER** (*sponsored by Rheem*):

Marcio Decker, Home Concepts, Truckee, CA

#### **BEST BEFORE & AFTER** (*sponsored by Kitchen and Bath Ideas*):

Beverly Staal, CKD, CBD, Showplace Design & Remodeling, Redmond, WA **RO**

## NARDA NAMES INTERIM EXECUTIVE DIRECTOR— OTTO PAPASADERO

The North American Retailer Dealers Association (NARDA) and its service division, Service USA, proudly announce that Mr. Otto Papasadero has agreed to join NARDA as interim Executive Director. Otto, an icon in the industry, has assisted countless independent retailers and servicers in their businesses and we look forward to his leadership role in the association. Tom Drake, the previous Executive Director, has accepted a position with a newly formed trade association outside the industry. NARDA thanks Tom for his efforts and we wish him success.

Mr. Papasadero's position was announced at the 3rd annual Service and Retail Convention (SRC), which just concluded in Las Vegas, Nevada. This year's SRC was the most successful ever presented. With more than seventy-five management and technical presentations complementing the trade show, attendance was at an all-time high. Plans were made for the 2009 SRC with sponsors and exhibitors anxious to participate. NARDA remains committed to educating and informing the retail and service industry. Mr. Papasadero will help guide NARDA in providing those tools and benefits essential for member success.

NARDA was established in 1943 and has members throughout North America. Its members are independent retailers and servicers of major appliances, consumer electronics and furniture. NARDA members represent more than 3,500 storefronts and account for \$11 billion in annual sales. NARDA's mission is to provide the power of knowledge to independent retailers and servicers through progressive education, information and services. Visit NARDA's Web site at <http://www.narda.com>, call 847.375.4713 or email [nardasvc@narda.com](mailto:nardasvc@narda.com).

Service USA is a division of NARDA. It was originally founded in 1992 as a service trade association. Its mission and purpose is to develop and provide services and programs intended to assist members in building strong businesses for the purpose of competing successfully in the currently competitive environment. To achieve these goals, Service USA provides educational programs, financial services, government relations, and management and marketing programs. Visit USA's Web site at <http://www.unitedservicers.com> or call 800.621.0298 (US only) or 847.375.4713, or email [nardasvc@narda.com](mailto:nardasvc@narda.com). **RO**

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## MEMBERNET TV GETS A FACE-LIFT

MEMBERNET 2.0 SCHEDULED FOR RELEASE IN APRIL

Nationwide Marketing Group (NMG) is known for being on the cutting edge of the newest and most innovative commercial technology. MemberNet TV, high quality HD content for TV walls, is getting a face-lift that will include reduced pricing and brand new content choices. The new version, MemberNet TV 2.0, is scheduled to be released this month.

In March of 2005, MemberNet TV 1.0 was introduced to members of Nationwide. A collaboration between Nationwide Marketing Group, Iowa Labs and the Bryant Group, this service gives the independent dealer total control over the content displayed on their TV walls.

“We knew that many of our members did not have access to the content needed to properly display TV features,” said Les Kirk, Executive Vice President of Nationwide Marketing Group, “We saw what competitors were doing and realized we could create something even better.”

MemberNet TV includes content ranging from product commercials to sales training segments. A calendar allows the user to easily select the time, day and duration each program runs. For example, a member dealer may choose to run a sales training video every morning before the store opens and in the afternoon run a hi-def color commercial alongside an eye catching Hollywood movie trailer.

“MemberNet TV is a highly visible tool that will help build our members’ store image so they can compete better with the larger chains,” said Nationwide RentDirect Executive Director, James MacAlpine.

This new technology has changed the face of television sales for independent retail dealers. Many Nationwide members have already benefited from using MemberNet TV’s customized content. The buzz is growing around the new upgrades built-in MemberNet 2.0 that will cost much less and have more content choices than the current version.

“Video displays should be really important to the independent dealer,” said Nationwide RentDirect member, Dan Companion of Home Now Rental Ownership in Florida.

Dan Companion is currently using MemberNet TV and explains how the bigger dealers utilize some type of edited content to attract customers. In contrast, most independent dealers are still using generic video on their TV walls to sell their hi-def televisions.

“If stores are going to be in the hi-def business they definitely should use MemberNet TV,” said Nationwide RentDirect member, Jean-Guy Poulin of J.P. Rental Services in Louisiana, “It is important to be able to choose different content that’s appropriate for your store.”

Members of Nationwide admit that in order to compete, it is necessary to have access to more visually appealing and stimulating content. Through MemberNet TV, Nationwide Marketing Group has made it as simple as replacing a direct TV box for members to get the same high quality video content used by larger chains in their stores.

“We are able to have hi-def picture on the televisions when customers come in,” said Jean-Guy Poulin of J.P. Rental Services, “The content is reliable, nice, sharp, clear picture and colorful, shows off a TV’s performance.”

To get connected to MemberNet TV all a dealer needs to do is sign up for the service on MemberNet and a complete package will be sent to their store that includes a MemberNet TV box. The dealer plugs this box into an existing internet connection, logs on to MemberNet, chooses from a list of video content and clicks the “on-air” button.

“We are very excited at the potential of this new technology and will continue to work towards making it even better,” said Ed Kelly, President of Nationwide Marketing Group, “I am sure our member dealers will be pleased with the new upgrades we have made to MemberNet 2.0.”

For more information on MemberNet TV, send an email to [ckirk@rfsinc.net](mailto:ckirk@rfsinc.net) or call Chris Kirk at (318) 798-0123.

About Nationwide Marketing Group

Nationwide Marketing Group (NMG), headquartered in Winston-Salem, NC, is the nation’s largest buying and marketing organization for independent appliance, electronics, and furniture dealers. Larger than all competing groups combined, NMG has approximately 2,800 members throughout the United States—independent dealers with more than 8,000 storefronts and a combined \$11 billion in annual sales. Nationwide Marketing Group, the parent organization of RentDirect-Nationwide and Specialty Electronics-Nationwide, offers a unique portfolio of services designed to support its members and strengthen their position in the marketplace. Visit [www.nationwidegroup.org](http://www.nationwidegroup.org) to learn more. **RO**

**FISHER & PAYKEL APPLIANCES ANNOUNCES EXPANSION OF ITS U.S. MANUFACTURING**

CONSOLIDATION OF NEW ZEALAND, AUSTRALIAN AND ORANGE COUNTY PLANTS TO ONE NORTH AMERICAN FACILITY

As a key part of its global manufacturing strategy, Fisher & Paykel Appliances is expanding its manufacturing in the U.S. market through consolidating manufacturing plants located in New Zealand, Australia and Orange County to one North American facility.

The company announced that it had acquired land and buildings and a refrigeration plant located in Reynosa, Mexico.

The range and DishDrawer factory in Dunedin, New Zealand, the refrigeration plant in Brisbane, Australia and the DCS manufacturing plant in Huntington Beach will be relocated to the new facility in the next 12-18 months. The DCS move is expected to be completed by the end of the year, and individual manufacturing lines will be shifted separately to reduce the impact on warehouse inventory. The U.S. operation will continue to employ sales and marketing, customer services, head office and an engineering staff of around



340 employees. The financial benefit of the DCS move is expected to be \$6.6 million per year with a one off cost of \$7 million, both at pre-tax level.

With the Reynosa acquisition and the new North American DishDrawer line announced last year, the financial benefits of the new strategy are expected to be around \$50 million per year, at a one off cost of approximately \$100 million. The cost of the move will be offset by the sale of surplus property in Australia and New Zealand, which could total approximately \$100 million.

The refrigeration plant, which was purchased from the Whirlpool Corporation, will be modified to manufacture side-by-side refrigerators for the North American market under the Fisher & Paykel name starting in July 2008. Fisher & Paykel also plans to establish their new North American DishDrawer production line at the 60.3-acre (32,600 sq. foot) facility later this year. **RO**

**BOSCH/ASCENTA™** | *continued from page 10* |

four models, three with easy-to-use exterior controls and one with sleek concealed controls, for an MSRP of \$549-\$799.

**BOSCH ASCENTA™ DISHWASHER PRODUCTION BEGINS AT NEW BERN FACTORY**

BSH's Board of Directors and U.S. Operating Committee gathered at the company's state-of-the-art dishwasher factory in New Bern, NC for a special launch ceremony.

BSH Chairman of the Board, Dr. Kurt-Ludwig Gutberlet, stated, "BSH has invested more than \$300 million dollars in this state-of-the-art factory in New Bern, and it has been the most important investment of all new BSH manufacturing sites. A benchmark facility for home appliances in North America, New Bern exemplifies our commitment to sustainable manufacturing of energy efficient and environmentally friendly home appliances." **RO**

**PCBC GREEN** | *continued from page 26* |

Builder-to-Builder Green Forum will take a holistic look at the green movement and how home building can move beyond simply green building techniques to far-reaching, economy-leading changes.

Through keynote speakers, panels and discussion among attendees, PCBC Builder-to-Builder Green Forum aims to better define green building, describe ways to educate the consumer as well as learn about consumer's desire for healthy home environment, differentiate segments of green building/clean building, describe how the industry might share the costs and better utilize the sustainability offerings that already exist.

"Builder-to-Builder Green Forum will look at traditional customers and markets such as energy savers and environmentalists as well as appeal to new areas such as health-oriented buyers," said Cara Watson, Director of Education for PCBC. "The takeaway from this forum and overall future of green building, indeed much of the green movement itself, hinges on successfully understanding and marketing to the needs of these broader audiences."

To learn more about the Builder-to-Builder Green Forum visit [www.pcbc.com/b2bgreen/](http://www.pcbc.com/b2bgreen/). To register for PCBC 2008 for a full conference pass or an exhibits only pass, visit <http://www.pcbc.com/>. **RO**



# COMING EVENTS

## CALENDAR 2008

### **MAY-2008**

- 13-14 **Almo Expo-** Philadelphia, PA  
15 **NKBA Northern CA Meeting-How to Win a Nat'l Design Competition-**  
Riggs Distributing, Inc-Burlingame CA
- 

### **JUNE-2008**

- 18 **NKBA Northern CA Meeting-**University Electric/GE-Santa Clara CA  
24-28 **PCBC 2008**(Pacific Coast Builders Conference)-Moscone Center SF CA
- 

### **JULY-2008**

- 23-24 **Almo Expo-** St. Louis, MO
- 

### **AUGUST-2008**

- 7 **Almo Expo -**Cincinnati, OH  
11-12 **Almo Expo-** Verona, New York  
14 **Almo Expo-**Bloomington, MN  
17-20 **Nationwide Primetime Fall-**Mandalay Bay Resort, Las Vegas, NV  
21 **NKBA Northern CA Meeting-**Sierra Select Distributors-San Francisco CA  
24-28 **Brandsource National Convention-** Paris Casino and Resort, Las Vegas, NV
- 

### **SEPTEMBER-2008**

- 7-11 **NARI Fall BOD Meeting-**TBD, Baltimore, MD  
9-12 **The Remodeling Show-**Baltimore Convention Center in Baltimore, MD  
18- **NKBA Northern CA -CCRE Prep Course-**Dacor- South SF CA  
20 **NKBA Northern CA-CKD/CBD Exam-**San Francisco Bay Area
- 

### **OCTOBER-2008**

- 22-25 **Bath & Kitchen Buying Group Fall -**Westin Boston Waterfront, Boston, MA  
23 **NKBA Northern CA Meeting-**European Kitchens-Palo Alto CA
- 

### **DECEMBER-2008**

- 12 **NKBA Northern CA Holiday Party-**The St. Francis Yacht Club-SF CA
- 

### **JANUARY-2009**

- 20-23 **International Builders Show-**Las Vegas NV

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

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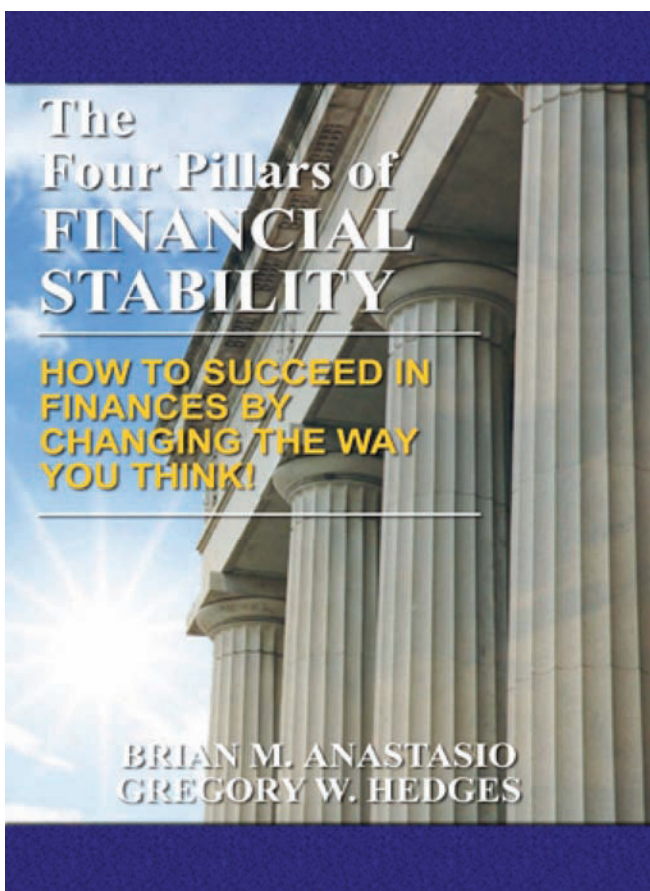
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# YOUR MONEY DOCTORS



If you have been following along over the past few issues you already understand the basics of The Four Pillars of Financial Stability. If not, I encourage you to look over past issues. We are now to the point where it all comes together. The representation of this is called The Financial Stability Model.

The model looks like a table set on a foundation with a barrel on top. The foundation is Values. The table legs are the four pillars; Behavior, Accountability, Organization and Education. On top of the table are the three components of wealth; Protection, Savings and Growth. (The notion of Protection, Savings and Growth is not

new. The concept was developed by Robert Castiglione, CEO and founder of LEAP SYSTEMS, Inc. His PS&G Model is a unique way of analyzing a person's wealth and grants the ability to see the full financial picture more effectively. His book LEAP: Lifetime Economic Acceleration Process is a must read for anyone looking to build balanced wealth.)

The details of how this all works together is too much for this article. The good news is that they are detailed in the book *The Four Pillars of Financial: How to Succeed in Finances by Changing the Way You Think!*. It is available for download as a free eBook at [www.thefourpillars.org](http://www.thefourpillars.org) Through May, 15.

*With 16 years of management experience, Greg has developed a sharp eye for identifying inefficiencies, cross-purposes and miscommunication—and for how quickly they can affect wealth. Utilizing the tools of the Four Pillars of Financial Stability and project management, he empathetically helps individuals and businesses set priorities and create the balance they need for their financial health.*

*Greg is an active member of the National Association of Credit Counselors and the Project Management Institute®. He has spoken to many organizations including the New Mexico Mortgage Lenders Association, New Mexico Association of Mortgage Brokers, community workshops, and seminars. He is co-author of the forthcoming book *The Four Pillars of Financial Stability: How to Succeed in Finances by Changing the Way You Think!* and is highly skilled in organization methodologies, developing a wide range of custom databases, websites and internal controls to increase effectiveness and profitability.*

*His passion is to help others and he uses his talents and experience to help them change the way they perceive money. **RO***







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## CHIPPED BEEF AND THE DEMOCRATS



The continuing hollering, moaning, groaning, great oratory, lousy oratory, histrionics like you can't believe and everyone trying to get into the act is leaving me with a slightly numb feeling as I follow Obama and Clinton. One thing for sure—this is one of the wildest and woolliest campaigns I have witnessed in a very long time.

Reminds me, (yes, I am this old!) of the late campaign when Wendell Wilkie made his great run for the presidency.

April is the silly season in any presidential race—all candidates seem like they are beaten to death by their own rhetoric. There is no middle man to come forth as a savior on either side and while the democrats wage a fierce battle John McCain stands to benefit.

The super delegates, who will probably decide the nomination, are doing their best to act non-committal and denying that they have decided which candidate, Hillary or Obama to back for the nomination. Three states may hold the answer—Pennsylvania, North Carolina and Indiana.

In the meantime McCain moves ahead with little or no opposition and no doubt he will be the republican candidate. He carries a lot of good will with him—his military record and his record as a straight forward senator BUT his insistence on our staying the course in Iraq will reverberate and may create huge losses for his party at the polls. Only time will tell; but this has been a most interesting political campaign. One thing that young Obama has brought to the political scene is a strong desire by the black and lower income voters for a change. They want youth and a new look in Washington. Even if Obama loses the race - what he has proposed and his resolutions and ideas will have a profound influence on American politics in the future.

## HOW'S BUSINESS

As I write this the stock market has had some big gains and I sincerely hope that the market continues to gain. Not for years has our nation seen such an ugly three quarters of depressed earnings with stock values dropping like a boat going over Niagara falls! The shrinking value of stock portfolios and mutual funds ended the first quarter with the worst performance

since the third quarter of 2002.

The economic outlook is depressing and the Conference Board's Consumer Confidence Index for February showed that Americans are depressed more than since 1973, the days of Watergate and the first Arab embargo. Orders for durable goods fell about 1.7% in February from the month before. Despite this demoralizing news our economic outlook isn't that bad but in view of the mortgage mess we have real problems.

In California three counties are near the top of latest mortgage foreclosure rate. Foreclosure proceedings were started on 3100 properties and nearly 1,300 houses were repossessed. The story is much the same for Florida, Arizona, and many other states.

WE ARE NOT IN A RECESSION YET—but very close. The dollar loss against the Euro has helped our exports and this has given our export industry a real short-in-the-arm.

## CREAM SAUCE

I grew up with cream sauces. My mother was a great cook and she could make a cream sauce that would bring tears to the eyes of Julia Child. There was cream sauce for carrots, for tuna fish, for chipped beef on toast, especially for left over chicken and turkey, and you name it—cream sauce was everywhere.

My beautiful wife learned from my mother and for years Ruth would make cream sauces on the most astounding variety of vegetables, left over meats and poultry and even had a cream sauce for certain kinds of fish. Since Ruth had her serious stroke and became an invalid a few years ago we have had caregivers for her but they only work during the day and I have become the cook for supper.

So I am trying to learn and today, for the first time, managed a good cream sauce with left over chicken. Thanks to Rachael Ray. I watch that woman on the overhead TV when I am on the treadmill at my athletic club. She is fantastic. I am learning how to cook but it has been a long slow process. Further cooking adventures will be forthcoming in future issues.

*Charles Edmonds*

Charles Edmonds



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### Highlight your event

**We know what you did last summer; now tell us what you're going to do this next year.**

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

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### Give us your view

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

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### Calendar section

**Attention Buying Groups, NKBA and NARI Chapters, Distributors and Manufacturers:**

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