

The RetailObserver

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Publisher's Statement
Celebrating Our 20th Year!

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The Retail Observer website by www.baymediaarts.com

2009 is the Year of Opportunity

NOTES FROM WORLD MARKET

At the Las Vegas Market on February 11, 2009, a panel of thought leaders discussed "2009: The Year in Anticipation" with a large group of designers and retailers during this last Market.

The panel featured Mark Cutler of Mark Cutler Design; Katherine Stout of Williams Sonoma and Jena Hall of aspenhome.

Cutler began by sharing his proactive strategy to try to make his company "recession-proof." Cutler said, "The slower you get, the busier you have to become and put more energy into your business." Some steps Cutler took included:

- Outsource various positions
- Reach out to your client base on a regular basis
- Build cash reserves—go over P & L statements to determine profit centers
- During slower times, increase hours spent at the office and focus on marketing
- Plan market outreach and strategies, including blogging
- Focus on branding voice mail messages and email signature lines as well as business correspondence

Williams Sonoma's Stout discussed the retailer's successful outreach to the design community, touted focusing on the customer and delivering value in a meaningful way. Stout's key points:

- Do business to business outreach
- Protect and promote your brand
- Get out there and promote yourself
- Look at marketing and see how much should be invested in print or internet
- Focus on your customer and be the best in customer service

Hall at aspenhome had a large design practice and fell into furniture design. Since she joined the company, aspenhome has had many years of progressive growth. Hall said, "The sun will come up tomorrow, it's going to shine and you should be ready for it." Hall's key points included:

- Cash is King, get reserves
- Always improve your business skills
- Continue to develop brand image and product development
- Look at the back end of your business and check out vendors' credit, profit and loss and references
- Create added value to your service or products
- Continue to give back to the community

The final message from the panel was to take this time as an opportunity to massage your business, since people are going to spend money on their home and are still entertaining. By knowing your customer and what their values are, you can change how you think, take a different perspective and know that the industry will recover and grow.



Happy Retailing,

Moe Lastfogel

Preparing for the Big Stuff of Life

I was inspired a couple of months ago after reading the book *“What about the Big Stuff?—Finding Strength and Moving Forward When the Stakes Are High”* by Richard Carlson whom many of you will recognize from his best-selling series, *“Don’t Sweat the Small Stuff”*. This was originally going to be last month’s article, but it was pushed up a month, coincidentally having an earthquake, as well as a dreaded phone call—the type that changes your personal reality in an instant—an unexpected death of a very dear friend and family member. Is it no coincidence that I would choose this topic and then have to live the experience?

So what constitutes the small stuff vs. the BIG stuff in life and how do we react and cope with them? There are plenty of things to worry about, but is that a good use of your time? A lot of changes are happening in the world around us right now and we need to take notice and make a plan both personally as well as in business. Globally we are facing financial crisis, natural disasters, global warming and terrorism. On a personal level, we are having to deal with medical emergencies, illness, aging, and death, to name a few of the “biggies”. For some of these events we can plan and prepare in order to protect or maintain our health or lifestyle. It allows us to feel more secure and protected so we can let go of our worry.

People fall into different categories when faced with challenges and reality, as to everyone in my household can attest. I always ask, “Are you being part of the problem or part of the solution?” When you fail to prepare, that usually puts you in the category of being part of the problem, and sometimes even responsible for creating bigger problems than necessary.

Richard’s criteria is “Will this matter a year from now?” and if the answer is no, then why get upset about it now? If the answer is yes, and if the questions you ask yourself about the events and circumstances in your life pass the one-year test, then that’s the indicator of the worthiness of your time and attention.” I am asking myself more specifically if the use of my time will make a difference to me, to others or to my business a year from now? How many times have we brushed aside time with our families for projects that needed to be done

instead of saying yes to who and what matters most? Why does it take a death in the family or financial crisis before we wake up and get our priorities straight? What would happen to our business and future if we were to get sued? Are we prepared for that? Are we running a tight ship and have all our insurances and emergency plans up to date? Do we regularly look at preventative measures that we can take in case of disaster or misfortune? Do we plan for and are prepared for the unfortunate possibility?

Our personal and our business lives often intertwine in small business environments. I suppose we all know someone who has been affected by a job loss, or house foreclosure, or risk to their financial security in some way. How do we address that when confronted? How do we support the grieving that comes from this loss and change? In our businesses, how many of us take the time to really get to know our employees or co-workers? Do we take the time to find out about the challenges they may be facing either directly or indirectly? Would it make a difference to them or to your team spirit if we took a little time and actually got up close and a little bit personal with those we spend so much of our working days with?

On the positive side of the loss of our friend, the people he worked with that came to the hospital had so much

admiration and respect for him. Many felt it was never expressed and shared fully so that he never really knew how much he was loved by so many. I encourage you all to take the time and let those you know, love and work with everyday know how much you care. That’s just one way to be prepared and at peace with some of the “Big Stuff” that comes along in our lives.

Javier, we will miss you, dear friend...



Eliana Barriga
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“ One of the abundant blessings of a generous life is relationships. ”

Anonymous



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NOW PLAYING —

— PLAYING

UNIQUELY INDEPENDENT

Headquartered in a Memphis suburb, Germantown, TN, MEGA Group USA began in 1983 as Best Brands Plus; an Appliance, Electronics & Home Furnishings buying group. Today with over 1,300 members representing over 2,000 storefronts, MEGA Group USA is the fastest growing organization of its kind.

The group takes a comprehensive approach toward assisting its members' efforts to operate profitable retail businesses. Additional product discounts tend to be the primary reason why independent retailers join a buying group. However, competitive cost-of-product alone does not insure sales and profit success. Dealers must also focus their efforts to attract existing and new customers; improve their sales process; control expenses and measure efficiencies. MEGA Group recognizes the equally important elements needed to succeed in business that is far beyond product cost.

MEGA Group is a single entity and management team. There are no chapters, regions, layers, sub-divisions or offshoots to the organization. Members communicate directly with the management of the group and vice versa. Division Managers exist for each major category of the group: Appliances, Electronics, Home Furnishings/Mattress, Seasonal/Specialty, Marketing & Business Services. Their IT department designs, manufactures, implements and maintains proprietary systems that help facilitate information flow between members, management and business partners.

Another differentiating feature of MEGA Group is their commitment to personal, face-to-face service. Ten Field Marketing Managers cover MEGA Group's landscape. These field business executives are accountable and are empowered to assist existing members' needs in every way. Their depth of knowledge enables them to quickly address and satisfy a member's needs or problem. If the answer is not at their fingertips, they know where to get it! Having a knowledgeable, accessible, local representative provides quality service and comfort to MEGA Group members.

Traffic building advertising is at the forefront of MEGA Group's core initiatives. In conjunction with the group's supplier partners they provide each member with highly cost effective advertising products. These are high quality custom

circulars that rival national retailer's ads enhancing the stature, visibility, friendliness and professionalism of MEGA Group members.

Each promotion is carefully prepared and merchandised by the group's merchandising division managers. In addition to brands, models and prices several other consumer offers are incorporated into each ad. Consumer finance offers, rebates, allowances, buy-and-get are just some of the offers made to generate urgency and compel customers to respond.

Website design and implementation provides additional support to a member's own marketing strategy. MEGA Group makes available to every member several options when it comes to choosing a website. Members can opt for a simple but highly featured web package or, all the way up to more sophisticated sites that offer such things as e-commerce—all for a fraction of a typical Yellow Pages ad cost. Most importantly, the search engine function of each site insures members they will be among the first three results of a local consumer's search. In most cases, they are #1!

After helping members bring more customers into their stores, MEGA Group stresses and provides sales training programs. These training initiatives take business owners and their staff far beyond customary "Step 1, step 2, step 3..." style programs. As an on-going coaching process called G.A.M.E., store personnel learn the importance of and how to create a *remarkable* experience for each customer visiting their store. And when customers receive remarkable experiences it is well documented that they are far more likely to purchase higher end products and a variety of accessories and add-ons. Best of all, they also are eager to tell friends and family of their positive experience!

Maximizing revenue and profit requires proper knowledge and sales associate professionalism. MEGA's G.A.M.E.





TO WIN —

AND RAPIDLY GROWING

process accomplishes this as well. “*Accessorizing-the-Sale*”, a term often easier said than done. Many times to achieve this successfully and consistently a cultural change has to occur in a member’s store. The group’s program provides business owners with the necessary tools to help them make that cultural change.

SOME OF THE MEMBER SERVICES AVAILABLE:

- **Business Owner Insurance**—Unique program developed by MEGA Group in conjunction with Indiana Insurance, a member of Liberty Mutual Group. Plan offers Property, Casualty, Vehicle, and Workers’ Compensation.
- **Company-wide Health Insurance**—MEGA program partnering with United Health care and created to combat the ever growing cost of health care to independent businesses.
- **Exclusive Extended Product Protection Plans**—Program created to promote this profit center in Member businesses. Online remittance and reporting make this program a great tool for adding revenue.
- **Private Label Credit Card Program**—Customer retention and satisfaction, sales closers, and creating the image of being a full service dealer are just a few advantages of using this tool.
- **Online Resources**—a special section reserved only for MEGA Group Members that includes Participant Classified Ads, Message Board Forums, Supplier Specials and Promotions, and Industry News.

GOALS

The combined power of our members makes MEGA Group USA both a valuable and respected entity. It is our goal to provide other independents with the opportunity to take advantage of these benefits. Our mission is simple...

“To supply services to members which provide the synergistic advantages of lower cost - comparable to larger national competitors - while concurrently allowing Members the advantages of autonomy, such as individuality, creativity, local ownership and independence in their marketing areas.”

THE EDGE

As an independent in an ultra-competitive marketplace, you want every advantage you can get. That’s where we come in. Everything we do—every service we negotiate—is geared to help you go head-to-head with the national chains. Specifically speaking:

- MEGA Group handles all Program Supplier negotiations and product testing... saving you the time and expense of doing it yourself.
- This Web Site has a special section reserved only for MEGA Group Members, the MEGA Members Site, which includes Participant Classified Ads, Message Board Forums, Supplier Specials and Promotions, and Industry News.
- Through MEGA Group, you’ll receive pricing and service levels from industry suppliers that are traditionally reserved for the national chains.

SMOOTH, EFFICIENT COMMUNICATIONS

With full time staff members you can always reach someone at MEGA Group USA. Our newsletter is devoted to keeping you informed of the latest happenings at MEGA Group USA. On-going member surveys, conversations by phone, and the use of the new MEGA Mail e-mail system, all contribute to our two-way flow of communication.

PLAYING TO WIN

We give you all of the advantages of a buying group, with no hassles or complications. Drawing on our unique in-depth understanding of this industry to structure a program tailor-made for your needs, we keep all the elements in play with a polished professionalism that frees you to concentrate on your business.

To learn more about Mega Group USA, call 888-332-3344 or visit www.megagroupusa.com **RO**



SEEN AT



1. Show entrance 2. Warren Mann and Robert Nathan of Amana with Dale Baden of O'Rourke Sales Company 3. Lee Wilds and Lele Thompson of Valutec with Sherry Reinhold of GE Money 4. Chuck Melton and Tom Yanzito of Speed Queen 5. Mike Watkins and Henry Davis of Cougar Lawn and Garden 6. Electrolux new French Door 7. Jerry Honea - Mega Group speaks with Bill West - Serta 8. Mega Group Panel Discussion — Jim Sendrak- Mega Group Electronics & Marketing Manager (seated) Rick Bellows - President Mega Group Appliance 9. James Selby, John Colbert and Ken Kidd of Crosley Corporation 10. Jeff Diamond and Buz of Marcone Supply working with Rob and Kelly Otec of Genuine Maytag of Festus, Missouri



This trendy Café just got hotter.

To all of you who have demonstrated your great taste by supporting 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 a new electric range – 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:

Northeast: Pete Furfaro at 508.698.7790

Southeast: Steve Campbell at 727.939.8191

North Central: Steve Stremke at 630.771.0341

South Central: Marc Ingram at 972.770.3313

Northwest: John Boyd at 425.226.7194

Southwest: Jim Skaggs at 480.367.2913

Mid-East: Jeff Cooksey at 513-530-7020

The newest addition to our menu



GE Café™
free-standing
electric range





— INDEPENDENT DEALERS FOR A HEALTHIER

For over 35 years, Nationwide Marketing Group (NMG) has helped hundreds of independent dealers keep their doors open, keep their dreams alive and realize new opportunities for success in an unstable marketplace. NMG 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 3,000 member companies throughout the United States with more than 8,000 storefronts and a combined \$12 billion in annual sales.

INDUSTRY SYMPTOMS

Independent retailers face many challenges today; increasing costs, competition from national big-box chains and, shrinking advertising visibility are a few of the pressures independent retailers struggle against. However, NMG provides its thousands of members nationwide, a strong support network dedicated to helping them stay competitive. Where NMG differs from other purchasing groups is through the additional services it offers in marketing, consulting and training. Although other groups stress that they are "buying" organizations, NMG is a "selling" organization, meaning that it helps its members sell as much as it helps them buy.

THE RIGHT PRESCRIPTION

Purchasing Power

Purchasing was NMG's original service, and the company still provides members with group-negotiated pricing from the world's leading manufacturers. NMG's group distribution provides an advantage to members allowing them to purchase only what they want, so they are not restricted to heavy manufacturers' requirements. NMG's distribution partners deliver multiple brands within 24 - 48 hours to 85 to 90 percent of the country. NMG plays a significant role in the inventory of its members touching about half of independent retailers' volume through negotiations or warehouse distribution.

FINANCIAL SERVICES

Beyond saving members' money on their merchandise, NMG also lends members a helping hand through financial services. NMG provides its members reduced rates on credit card and bank card processing, insurance programs, health insurance

consulting and inventory financing. NMG also offers warranty products tailored specifically to meet the needs of NMG's members.

MARKETING TOOLS

Perhaps the most prominent of the value-added services NMG provides is the creation of advertising and marketing materials, ranging from print ads to TV commercials. In the print arena, the group produces tabloid ad circulars that can be placed in local newspapers. The value of having a full-color, multiple-page insert can be huge for an independent retailer. Customized commercials are also produced at their state of the art production studio in Atlanta. In addition to these, the group utilizes its relationship with vendors to create promotional calendars that members can use to plan sales events.

IN-STORE DESIGN

NMG not only helps to improve the image of its members through quality advertising, but also develops new ways to make its members' merchandise stand out in their stores. The group provides interior design services, giving members the tools needed to build new showrooms or remodel their existing stores. NMG's Design Center, has assisted in creating professionally polished platforms for all store types across the country.

HDTV CONTENT

One of the biggest problems with TV showrooms is that if all the televisions are tuned to a regular channel, there is a chance that at some point they will show something unappealing, boring or, worse, a commercial from a competitor. NMG has developed a service for its members called MemberNet TV, that eliminates that potential problem and gives members control over content on their TV wall displays. Members can easily log into the group's intranet and choose from a host of HDTV content including movie reels and product infomercials.





MEMBERS' PRESCRIPTION —

BOTTOM LINE

INTRANET SYSTEM

MemberNet is an essential component of the service NMG gives its members. More than 90 percent of all communication between the group and members is done through MemberNet and members use it to customize many of the services they receive. Alongside MemberNet, NMG also has VendorNet, where vendors and manufacturers can communicate with independent retailers. Information available through VendorNet includes new product specifications and marketing material. NMG continues to add new services and customizable elements to MemberNet and VendorNet giving members a tool they can access 24 hours a day, seven days a week.

SALESMEN BOOT CAMP

NMG understands the importance of a knowledgeable sales team, and offers training programs free of charge to its members. These programs are provided through MemberNet, and feature the industry's longest-running video and Web-based product training program called Knowledge Surfing TV. In addition, NMG offers a series of web-based selling skills pro-

grams called The MASTERS Method. To encourage employee participation, a rewards based system was created called MemberNet Rewards for members who take advantage of the training courses or web-based videos. Reward points can be redeemed for special gifts and merchandise including golf products, watches and plasma screen TVs.

WEBSITES

NMG uses the Internet to help independent retailers reach the growing number of consumers who research online before they buy. Customers shopping on BrandsDirect.com can choose the make and model of the appliances or electronics they are looking for and find an independent retailer nearby that sells them. BrandsDirect.com places independent retailers

on the same footing as the national players when it comes to Internet presence. NMG has streamlined the online shopping process by incorporating all of the information about the many brands and products represented into the site in a user-friendly format.

SHOW TIME

Another way in which NMG helps facilitate communication between vendors and retailers is through PrimeTime!, the group's biannual exhibition and conference. PrimeTime! gives retailers the chance to network and compare best practices with other independent dealers. The exhibition brings thousands of retailers and vendors together to hear from nationally known keynote speakers, make purchases, see the latest products and meet with manufacturer representatives. NMG has also taken the opportunity to use PrimeTime! as a platform to launch new services for its members.

PrimeTime! is also known for its successful Cash Back Now program and PrimeTime! University courses. Cash Back Now is an incentive for member dealers to take advantage of exclusive show savings. Participating vendors offer millions of dollars off merchandise purchased on the exhibition floor and members receive checks totaling their savings before the show ends. PrimeTime! University courses are specifically tailored for independent retailers and taught by industry leaders who share their expertise on how to build a better business. Topics include financial management, sales, human resources, marketing and succession planning.

FINDING THE CURE

Nationwide Marketing Group continues to look for new ways to support and assist the independent retailer. Divisions like RentDirect and Specialty Electronics Nationwide are a demonstration of the group's commitment to provide tailored support to independents in all aspects of their business. As NMG moves into 2009, the group will continue its focus on gaining market share for today's independent dealers. The group also plans to further develop itself as the ultimate resource by refining their multitude of services and delivering a higher-quality product so members are able to compete and thrive in today's challenging economy. **RO**

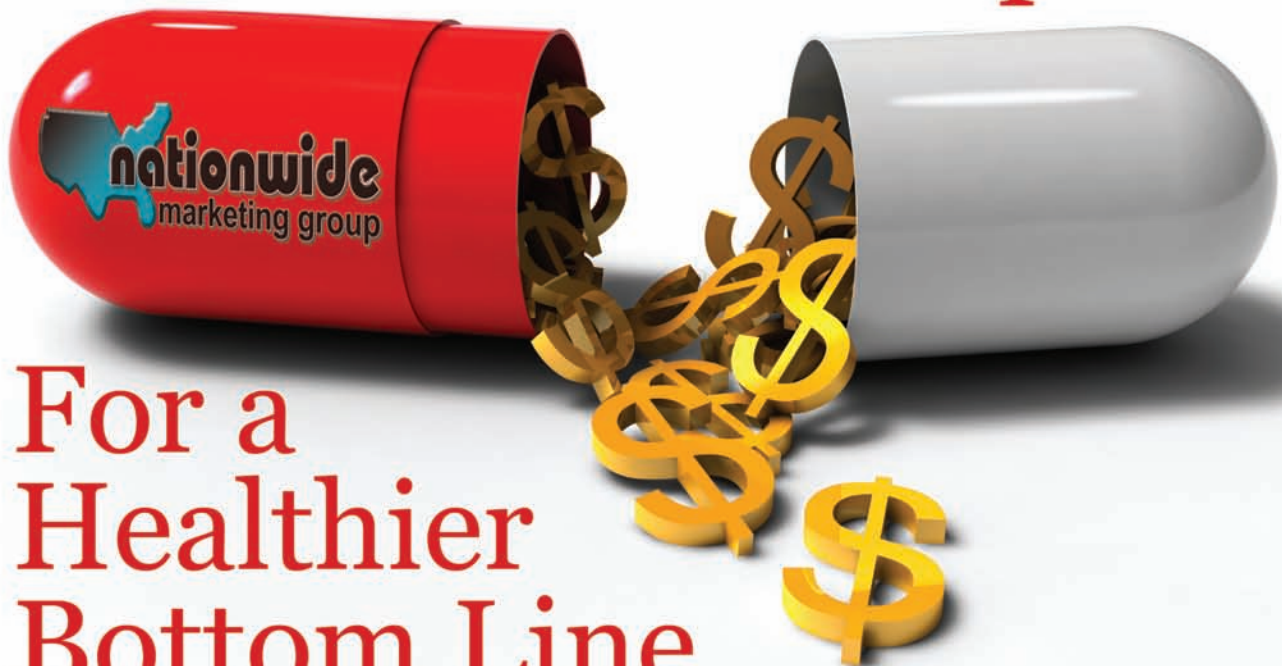


SEEN AT



1. Nationwide design center director Albert Turick 2. PrimeTime! Rick Weinberg and the Maytag Man 3. PrimeTime! Warehouse Direct 4. Marketing session 5. Serta sheep 6. Ed Kelly, Nationwide President, speaking during marketing session 7. Nationwide West Belinda Beach and Marty Wolf 8. G.E. Consumer and Industrials Jack and Jill have gone over the hill (and are soon retiring from the company,) Jill Lock 9. Jarrett Bryant, Monte Walsh, Nick Ord, Leon Barbachano from Allen and Peterson Cooking, Anchorage, AK 10. The leadership team of Nationwide

Your Perfect Prescription



For a Healthier Bottom Line

- Buy better with unmatched buying power
- Sell smarter with advanced educational courses
- Compete tougher with high quality HDTV commercials
- Increase turns with Warehouse Direct
- Increase sales through expert training programs
- Increase traffic with high-impact print promotions
- Stimulate sales with interest-free financing
- See, save, learn and grow at member conferences
- Profit from group-managed extended service plans
- Stay up-to-date with on-line communication systems
- Get advanced Specialty Electronics and Rent-to-Own support

Take advantage of America's largest appliance, electronics and furniture marketing group. No group buys more, sells more, promotes more, educates more, ships more, saves more, or finances more than Nationwide Marketing Group.





NOW PLAYING —

BUILDING BRAN

ONE DEALER

With more than 3,000 independently owned storefronts all operating as one brand and nearly \$11 billion in retail sales, BrandSource is the nation's fastest growing national retail appliance, electronics, home furnishings, floor covering, interior décor and kitchen & bath group. Through Vision, Courage and Perseverance the sole mission of BrandSource is to assure the success of its members and supplier partners and to build brand awareness. All focus, resources and activities serve these interests.

BrandSource is a member-owned, member-managed, not for profit entrepreneurial organization whose only objective is to help its members realize greater profits, brand equity, larger market share, increased share of customer, and long term value. BrandSource has become a national brand, marketed via the internet, national and cable television and over a billion advertising circulars annually. BrandSource is the only marketing group working with the members to drive footsteps through the door nationally through the Brand Source brand. Recognizing that the needs of retailers and consumers vary in different parts of the country, BrandSource has sixteen regions to target members' needs more specifically. Regional meetings, region-specific consumer specials and professional regional support provided by the regional managers are just some of the benefits.

Through the Brand, by creating consumer awareness, we create consideration. Consideration leads to a sales opportunity, which leads to an experience opportunity, which leads to greater consumer satisfaction, which leads to positive word of mouth and customer loyalty...and, growth. BrandSource has many programs that they offer their members which include, but not limited to:

- Major Appliance Suppliers
- Consumer Electronics Suppliers
- Furniture Suppliers
- Floor Covering Suppliers
- Floor Care Suppliers
- Small Appliances Suppliers
- Financial Institutions (banks for credit card processing, GE Money for our BrandSource card)
- Captive Inventory Finance Company That Rewards Members Annually
- Profit Opportunity Suppliers

BRANDSOURCE HAS MANY DIVISIONS, INCLUDING:

- **BrandSource Marketing**—offers professional market analysis, media selection and buying assistance. Development of complete print, electronic and web based advertising promotions from start to finish, including recommendations based on your market and your business, are also available to provide you maximum effectiveness. BrandSource Marketing places all BrandSource national advertising, and produces all television, internet and circulars for advertising nationally and locally.
- **Home Entertainment Source**—represents over 500 of the top custom integrators in the country and works with over 60 manufacturers to provide consumers with the finest and most advanced products on the market. Our mission is to develop a partnership with our key suppliers whereby we create excitement on two levels (wholesale and retail) and really drive business. To that end we have developed a host of solutions designed to market your products to the consumer.
- **PRO Group**—a joint venture with Home Entertainment Source.
- **Gourmet Source**—serving premium and super premium appliance retailers.
- **Sleep Source**—a licensed 'franchise' sleep shop that provides members with everything except the location.
- **Furniture Advantage**—a specialty furniture division where members purchase furniture containers together, and advertise together providing members with more competitive pricing and sell-through promotions.
- **BrandSource Service**—a national service network allowing consumers to call one toll free phone number to schedule service anywhere in the U.S. BrandSource Service is only the second national appliance service solution for consumers.
- **Store Design**—your dedicated resource to help you increase your sales and profits through improvements in store design. Typical store remodeling projects achieve a payback in one to





D AWARENESS —

AT A TIME

three years depending on the extent of work.

- **TRIB: The Rental Industry Buying Group**—the rent to own solution for consumers who choose not to purchase or need an alternative to retail financing.
- **BrandSource Flooring Gallery**—a network of floor covering retailers across the country that helps provide a one-stop solution for today's consumer.
- **Maytag Source**—the Maytag Specialty Appliance stores division, providing dependable quality appliances and service to consumers.
- **BrandSource Home Gallery**—Kitchen and Bath fixtures and decor. BrandSource members who are already in the

appliance, electronics and/or home furnishings business can integrate this format into their existing showrooms, and increase their share of customer dramatically. The turnkey program includes floor covering, kitchen and bath, interior décor, window treatments and even lighting. So, rather than just providing the appliance or electronics portion of a remodel or new home project, members can be the source for all of the consumers needs, and provide the highest quality experience, resulting in positive word-of-mouth, referrals and customer loyalty.

The BrandSource card (retail finance) and the BrandSource Gift Cards are honored by all of the above divisions, allowing consumers to purchase everything for the home, at 0% interest for 12 to 24 months. (In 2008 BrandSource members offered 0% for 12 months or more for over 300 days, for less than it costs to process a credit card, providing consumers with an easy-pay plan and members with a low-cost retail finance solution).

ECO SOURCE—A BRANDSOURCE DIVISION

Eco Source is the BrandSource division established to make members and consumers more aware of recycling today's materials for a better tomorrow. Saving energy, natural resources, materials and keeping our landfills clear of toxic materials is our

responsibility and BrandSource is taking an active role in educating members about the need and steps they must take.

EXPERT ASSURANCE

Exclusive to BrandSource members, Expert Assurance is a premier property and casualty insurance program. Blake Poulton will help guide you to the best coverage for your business. As you read through this list of some of the services, ask yourself this question: Do I have Inland Marine coverage? If you don't know what it is, or if you are not buying this coverage, you **NEED** to call us today.

- Building Replacement Cost
- Business Property, including Inventory
- Business Automobile Coverage
- General Liability Coverage
- Inland Marine Coverage
- Workers Compensation Group Program - a nationally negotiated program.

BrandSource exclusives and health plans are some of the ways the buying power of BrandSource can save you money. Expert Care is a healthcare benefits program designed to help save you money while providing you and your employees with outstanding health care benefits.

BRANDSOURCE IS PROUD TO NAME RONALD MCDONALD HOUSE CHARITIES AS AN OFFICIAL CHARITY

In addition to providing a variety of volunteer opportunities for our membership within their communities, BrandSource gives as a national organization. As an official donor, BrandSource in association with its key supplier Maytag, provides appliances to Ronald McDonald Houses throughout the United States, as well as a cash donation. In addition, BrandSource also provides home electronics for Ronald McDonald Houses. These items will fill a tremendous need, given how costly appliances and electronics can be and the number of families served by these houses annually.

BrandSource and www.brandsource.com can provide consumers with everything for the home. For more information or to join BrandSource call 800-430-0282 or visit www.brandsource.com **RO**



SEEN AT



DON'T STOP BELIEVING!



1



2



3



4



5



6



7



10



8



9

1. Appliance University—Stephen Young, Michelle Young and Michael Silbaugh 2. Electrolux—Mike Collier, Patrick Aloney, Jorge Font and Thad Bullock 3. Bosch booth 4. Stampede crowd 5. Fisher & Paykel—Jason Grant, Bob Seitz and Laurence Mawhinney 6. Sam Abdelnour, Joe Higgins, Bob Bergeth and Jim Brown of Whirlpool Corporation 7. Scratch-Be-Gone—Ron Ford and Barry Feinman 8. Danby Crew—Derek Daugherty, Herbie Aldrich, Travis Podrug and Nick Hanan 9. Tomoko Villarín, Cameron Fuller and Robert Posthauer enjoying a copy of *The Retail Observer* 10. Hotel Anitole, Dallas, TX

ALMO PRODUCT AVAILABILITY

The difference between convenience and constraints.

We think there's more to inventory management than piling boxes in a warehouse. With the world's leading supplier partners, 12 warehouses throughout the U.S., unrivaled B2B web tools, and the ability to ship orders same day if placed by 4:00 p.m., Almo makes it easy for you to deliver best-in-class products to your customers. More than 60 years ago my grandfather started this business with a focus on service, and that unwavering commitment to you still stands true today.

Expect more from Almo. We deliver.

Rapid Ship Services

12 Nationwide Locations

Legendary Customer Service

Drop-Ship Services



Warren Chaiken
President

distribution on a personal level



Home Entertainment



Consumer Appliances

Portable Entertainment

Small Electronics

Mobile Electronics

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PCBC Keynotes Announced

Four prominent keynote speakers will provide insights on the world, sustainability, business ideas and practices and—in a business climate that needs it more than ever—fun during PCBC® 2009, the West Coast's leading homebuilding conference and trade show.

Celebrating its 50th anniversary, PCBC will be held June 17-19 at San Francisco's Moscone Center. Online registration and hotel reservations are now available at www.pcbc.com, or by calling (800) 956-SHOW.

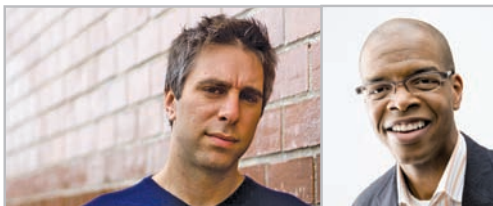
PCBC has always been known for its thought-provoking speakers, and this year, for what is being called PCBC at 50, Show organizers wanted to bring back some of the most popular and inspiring speakers of past shows, said Linda Baysari, the Senior Vice President for Conventions and Meetings for the California Building Industry Association, PCBC's parent organization.

"This year, we wanted to salute the past and reflect on some of PCBC's contributions to the homebuilding industry, but more importantly we wanted to focus more than ever on the future and helping the industry navigate the current economic problems and prepare for more-prosperous times ahead," Baysari said. "These four speakers provide those kind of insights."

Kicking off PCBC at the Opening Breakfast on Wednesday, June 17, will be renowned international journalist Fareed Zakaria, who will provide his insights into what he is calling the Post-American World. Zakaria, the editor of *Newsweek International* and a frequent contributor to the U.S. edition of the magazine and numerous public affairs TV shows, is a global economic and political trend spotter who received rave reviews after his keynote address at PCBC 2007. Tickets are required for the Opening Breakfast and may be purchased during registration.

The other three keynote addresses are open to all attendees.

On Wednesday afternoon, former Sierra Club president Adam Werbach will provide his unique insights into how and why companies are making sustainable decisions. In 1998, Werbach founded Act Now to engage the corporate and media world in social, environmental, cultural and economic



Clockwise from left: Adam Werbach, Kevin Carroll, Seth Godin, Fareed Zakaria



change. It is now Saatchi & Saatchi S, the world's largest sustainability agency.

On Thursday, June 18, master storyteller and "katalyst" Kevin Carroll will inspire and motivate attendees with his keynote address called "Rediscovering Play: Bringing Fun and Passion to Your Work... and Life." Carroll, the author of *The Red Rubber Ball* and other best-sellers, consults with numerous major corporations, including Nike, Starbucks, ESPN, Mattel, and Capital One. He last spoke at PCBC in 2004.

And bringing the Show to a close on Friday, June 19, will be the world-renowned business change agent Seth Godin. The author of such classics as *Permission Marketing* and his latest work *Tribes: We Need You to Lead Us*, Godin focuses on using creative, remarkable thinking to transform business ideas and practices. He last spoke at PCBC in 2005.

Besides these four renowned keynoters, PCBC will feature many other can't-miss programs, including the stand-alone Multifamily Trends Conference and the Builder to Builder Green Forum; a carefully crafted Executive Conference for top industry leaders; the annual Building Industry Hall of Fame Dinner; the Gold Nugget Awards show, presenting the West's leading architectural awards; and of course hundreds of exhibits by leading and cutting-edge suppliers of goods and services to the industry.

ABOUT PCBC

PCBC is a community of builders and manufacturers, building scientists and architects, environmental engineers and landscape companies, working together to advance the art and science of community building. Started 50 years ago as the Pacific Coast Builders Conference, PCBC brings together people creating better communities, imagining and building the places where we love to live. PCBC The Show is held each summer in San Francisco's Moscone Center. Featuring hundreds of exhibiting companies displaying the latest product and service innovations and three days of executive conferences, forums, workshops, and speakers, PCBC The Show is the idea marketplace for leading residential builders, developers, architects, investors, product manufacturers, and advisers in the industry. For more information, visit www.pcbc.com.

Next-Day Service & House Calls: DCS by Fisher & Paykel Appliances



OFFERING CUSTOMERS EXCELLENT SERVICE AND TECHNICAL SUPPORT

DCS by Fisher & Paykel has 1,205 authorized service centers throughout North America available to support consumers. Excellent service and technical support is a way of life at DCS by Fisher & Paykel. In addition to its standard customer support program, DCS by Fisher & Paykel also offers a “white glove” approach that goes far beyond the typical service offering. DCS by Fisher & Paykel already provides its customers a technical assistance support line staffed by a team of experienced field service representatives who are ready with knowledgeable support 24/7. Currently, DCS by Fisher & Paykel has 1,205 authorized service centers available to consumers in North America.

In taking its standout technical and customer support a step further, DCS by Fisher & Paykel offers dealers a premier Dealer Direct service program. DCS by Fisher & Paykel provides its Dealer Direct members and their customers with a number of service advantages including:

- Next-day service support
- Priority parts shipping
- Discounts on parts purchases
- Products typically fixed in one visit
- 24/7 customer service assistance
- Special 800 number for DCS Dealer Direct members and their customers
- Special White Glove service

As another benefit of the White Glove service, a technical service representative will make a free customer house call for any DCS by Fisher & Paykel and Fisher & Paykel 36-inch or 48-inch range within the first year of its purchase and installation. During the visit, the appliance will receive a complete maintenance check up and all functional components will be reviewed. The service representative will also be available to educate customers about their product and answer any questions they may have.

“Our White Glove service is very popular with our customers,” said George Fielding, V.P. of Technical Service in North America for Fisher & Paykel Appliances. “Just to know that they will receive next-day service from a well-trained service technician that will fix their appliance on the first trip goes a long way toward alleviating their concerns should a problem arise.”

The DCS by Fisher & Paykel Dealer Direct service has a team of factory service supervisors available to visit a member’s store monthly and focus on any service issues that may come up.

To find out more about the DCS by Fisher & Paykel brands, please call 888-936-7872 or go to www.dcsappliances.com.



GE® and GE Profile™ Topload Washers Bring Innovation To The Laundry Room

EFFICIENCY, PERFORMANCE AND CONVENIENCE FEATURES COMBINE TO SAVE WATER AND TIME

With colossal capacity baskets of 4.1 IEC cu. ft., GE® and GE Profile™ Topload Washers can handle the king-size items and family-size loads in any laundry room, so there are fewer loads to wash. Numerous other energy-efficient features included on the appliances help homeowners achieve up to a 47 percent reduction in energy consumption, and a 54 percent improvement in water savings compared to a traditional HydroWave™ washer.

Fabric is pulled through the water with an innovative HydroWave with Infusor™ wash system that replaces the agitator and provides a gentle clean while using less water. The addition of auto load-sensing technology matches water levels with the amount of clothing in the stainless steel wash basket, while a RainShower™ rinse system “showers” clothes clean three times, without using more water than needed.

For optimal cleaning and fabric care, guesswork is taken out of the equation with multiple wash cycles — including Towels & Sheets, Jeans and SpeedWash — selected with an LED countdown timer. A handwash | *continued on page 18* |



cycle handles special-care items without causing damage, and the prewash cycle selection allows clothing additional time to soak and agitate to help remove stubborn stains. A self-cleaning fabric softener dispenser significantly reduces the residue left by softeners during the wash cycle, resulting in beautifully laundered clothes.

The entire lineup of GE and GE Profile Topload models meets or exceeds 2009 ENERGY STAR® guidelines for energy efficiency, and the addition of a 700-RPM spin speed means water is removed efficiently during

the spin cycle so less drying time is necessary.

Topload washer models include WPR815OK and WPRE615OK, both of which have six wash/rinse temperatures, multiple wash cycles, variable water levels and CEE Tier II. Model WPR815OK also offers six wash/spin combinations and specialty cycles. Topload version WHRE55OK is equipped with 23 wash cycles, five wash/spin speeds, a three-speed motor, PerfectTemp and CEE Tier I. Prices range from \$549–\$799* and all models are available January 2009.

GE Consumer & Industrial spans the globe as an industry leader in major appliance, lighting and integrated industrial equipment, systems and services. Providing solutions for commercial, industrial and residential use in more than 100 countries, GE Consumer & Industrial uses innovative technologies and “ecomagination,” a GE initiative to aggressively bring to market new technologies that help customers and consumers meet pressing environmental challenges, to deliver comfort, convenience and electrical protection and control. General Electric (NYSE: GE) brings imagination to work, selling products under the Monogram®, Profile™, GE®, Hotpoint®, SmartWater™, Reveal® and Energy Smart™ consumer brands, and Entellisys® industrial brand. For more information, consumers may visit www.ge.com.

Consumer Rebate Program for Appliances

APPLIANCE AND RETAIL INDUSTRY URGES QUICK ACTION



The Association of Home Appliance Manufacturers (AHAM) and the Retail Industry Leaders Association (RILA) urge the U.S. Department of Energy (DOE)

to quickly disburse funding to state energy offices for the Energy Efficient Appliance Rebate Programs so that consumer rebates will be available for the summer months to purchase ENERGY STAR® appliances.

The American Recovery and Reinvestment Act of 2009 included \$300 million to fund a consumer rebate program, which will be administered through state energy offices for the purchase of ENERGY STAR® appliances. This program will stimulate demand for home appliances, provide consumers with tremendous savings on the initial purchase cost and long-term utility costs of appliances, and will also provide an important environmental benefit by way of a significant decrease in energy consumption.

“Once the states receive funding from DOE for | continued on page 20 |



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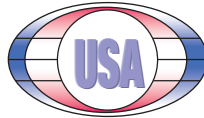
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their rebate programs, consumers can begin to benefit from an immediate savings on the purchase cost of an ENERGY STAR appliance and on utility bills," said Joseph McGuire, AHAM President. "AHAM urges the Department of Energy to quickly provide this stimulus funding to the states so they can get the money into the hands of consumers."

In a joint letter, AHAM and RILA requested that DOE distribute the funds to state energy offices quickly and simply and allow existing and new state programs the flexibility to establish programs that meet regional needs. The associations provided DOE with broad guidelines for releasing the stimulus funds. AHAM and RILA also believe the benefit should include consumers with non-working appliances and consumers who are upgrading to energy efficient products before their current appliances cease to function.

The following ENERGY STAR rated appliances are manufactured by AHAM members: clothes washers, dishwashers, refrigerators and freezers, room air conditioners, dehumidifiers, room air cleaners, ventilating fans and battery charging systems.

USA Builds Essential Service Expertise In Tough Economy



United Servicers Association (USA) held their annual meeting at the Service & Retail Convention (SRC) at the Hilton Anatole in Dallas. For the first time, the SRC shared convention space with the BrandSource Summit Convention which brought together more than 346 service experts who were there to increase their knowledge about the products they service and learn how to navigate their businesses in this difficult economy. "These are actually very exciting times to be involved in the appliance service industry. The training offered at the SRC builds on the extensive knowledge needed to repair appliances—keeping them out of landfill sites and operating efficiently," explains Dean Landers, President of USA. Landers, owner of Landers Appliance, Baltimore, MD opened the conference and led the general business meeting for the association. He reviewed the future direction of USA including key strategic initiatives:

- Continued commitment to partnering with industry associations, working towards a combined industry convention benefiting all service professionals.
- Expanded professional business management education through an aggressive schedule of Regional Service Meetings (RSM's) to be held throughout North America.
- Member survey to influence industry relations with industry partners.
- Advocating a Certified Service Center (CSC) within the USA membership and across the industry.
- Introduction of interactive training webinars to be presented in the second quarter to reach a wide audience.
- Peer group development and facilitation within its membership.
- Industry Standard Profit and Loss Statement percentage comparisons.

"Many of the service businesses are small to mid-size, so attending this conference is a great way for the operators to meet | *continued on page 22* |



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with key suppliers and manufacturers in one location. By holding our conference in conjunction with BrandSource we were able to maximize the benefits of "attending for all," explains Landers. The SRC was a huge success this year and we look forward to what the future holds.

ABOUT USA

USA is a North American service trade association formed by servicers for servicers in 1992. 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, USA provides educational programs, financial services, government relations, and management and marketing programs. Visit USA's Web site at www.unitedservicers.com. For more information email Paul MacDonald at paul.m.macdonald@unitedservicers.com.

The NKBA Announces The 2008/2009 Student Design Competition Winners



The National Kitchen & Bath Association announced the ten winners of the 2008/2009 NKBA Student Design Competition, which offers \$10,000 in scholarships. The winners were awarded at the NKBA Design Competition Awards Luncheon on Friday, May 1, 2009 at the Kitchen/Bath Industry Show (K/BIS) held at the Georgia World Congress Center in Atlanta. This prominent industry event also recognized the professional designers who created the best kitchens and baths of the past year. The luncheon is an exclusive event available only to the press, top designers, and select industry insiders.

Sponsored by American Woodmark Corporation and Sub-Zero/Wolf, the 2008/2009 NKBA Student Design Competition finds the rising stars of the kitchen and bath industry by challenging young designers to create a safe, functional, adaptable space for active senior citizens in their home on the shores of North Carolina. The students' work had to meet the specific needs of the homeowners, which include the use of natural and durable materials, as well as a baking center. The students' creations offer insight into upcoming design trends. The following ten winners' designs were chosen from among the hundreds of entries the NKBA received.

KITCHENS:

1st Place: Sanchali Srivastava, *West Valley College, Saratoga, CA*

2nd Place: Gladys Y. Chen, *West Valley College, Saratoga, CA*

3rd Place: Alissa Mortensen, *Brigham Young University, Rexburg ID*

Honorable Mention: Cecilia Yang, *Mt. San Antonio College, Walnut, CA*

Honorable Mention: Dawnelle Sarlo, *Brigham Young University, Rexburg, ID*

| continued on page 24 |



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BATHROOMS:

- 1st Place:** Gladys Y. Chen, *West Valley College, Saratoga, CA*
- 2nd Place:** Michelle Hamilton, *Joliet Junior College, Joliet, IL*
- 3rd Place:** Paula Ricca, *Arapahoe Community College, Littleton, CO*
- Honorable Mention:** Megan Klement, *Alexandria Technical College, Alexandria, MN*
- Honorable Mention:** Caitlin Stewart, *Brigham Young University – Rexburg, ID*

2009/2010 COMPETITION

The NKBA is now accepting entries for the 2009/2010 NKBA Student Design Competition, which will challenge students at NKBA-accredited colleges to use their knowledge and skills of kitchen and bath design to remodel a 1910 Arts & Crafts “Shingle House.” Once again sponsored by both American Woodmark and Sub-Zero/Wolf, the competition requires students to maintain the historic ambiance of the home, while adding modern conveniences.

The winning entries in both the kitchen and bath portions of the competition will be recognized during K/BIS 2010 in Chicago. The winning designs will be awarded the following prizes:

KITCHEN	BATH
First Place: \$2,500 Scholarship	First Place: \$2,500 Scholarship
Second Place: \$1,500 Scholarship	Second Place: \$1,500 Scholarship
Third Place: \$1,000 Scholarship	Third Place: \$1,000 Scholarship

Students may enter the kitchen, bath, or both portions of the competition. Entries must be postmarked by November 30, 2009.

GE Money Launches Consumer Financing Program with National Kitchen and Bath Association



GE Money

GE Money and the National Kitchen and Bath Association (NKBA), the premier association for kitchen and bath professionals, today announced a multi-year relationship to provide consumer financing. The Home Design program, a revolving credit program backed by GE Money’s Sales Finance unit, is now available nationwide through NKBA dealer, designer and builder/remodeler members.

NKBA members can choose the GE Home Design program that best fits their business needs by calling 866-209-4457 or visiting www.gemoney.com/homedesign. Programs are available for both product purchases and customers making purchases that involve a larger kitchen or bath project. The credit program does not require transaction fees on standard sales.

“Having a credit program is a great way to increase customer awareness and loyalty with NKBA member businesses,” said Suzie Williford, 2009 NKBA President. “We’re pleased to offer our | continued on page 26 |



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members a resource to help their customers make home improvements.”

“Consumers will be pleased with the variety of financing options the NKBA Home Design program provides,” said Greg Pittman, Vice President and General Manager, GE Money – Sales Finance. “Now, they have a way to make home improvements today while spreading out the cost of these enhancements in monthly payments that fit within their budgets.”

New Brilliance™ by Scotsman Residential Ice Machines

DELIVERING THE PERFECT HOME BEVERAGE EXPERIENCE



Scotsman Ice Systems, an Enodis company, brings the perfect ice experience home with the new Brilliance™ Residential Ice Machine. Ice purists everywhere can now enjoy exceptional iced drinks made with Scotsman’s gourmet ice, the crystal-clear cubes that have enhanced the beverage experience for forty years. Brilliance features a sleek, durable design that coordinates well with other appliances and when installed with a custom wood front that matches the surrounding cabinetry it virtually disappears. It’s ideal for updating existing kitchens, bars and home entertainment areas, as well as for new construction. Easy to clean and reliable, Brilliance will delight homeowners who value the perfect beverage experience—all from Scotsman, a world leader in consumer-preferred ice.

Brilliance by Scotsman is one of the most energy-efficient machines on the market. Not only does Brilliance produce approximately 50 pounds of ice per day, innovative technology enables the cuber to use less than half the energy and one-third the water of Scotsman’s previous residential ice machine. This is particularly relevant given today’s heightened concerns for energy conservation and environmental responsibility.

The new Brilliance is one of the smartest, most convenient ice machines available for the home. An electronic control panel clearly communicates the machine’s ice production status and maintenance needs. LED indicators let the user know the machine is on and can alert the user to a no-water condition, and when it is time to clean.

In addition to its self-monitoring and energy-efficient qualities, Brilliance also features a water-quality sensor. This feature automatically adapts to varying water conditions by constantly measuring the water quality and automatically adjusts the purge water amount to minimize scale buildup in every type of water. The result is a longer time between cleanings.

Brilliance ice machines produce crystal-clear, taste-free and odorless cubes to enhance the beverage experience. The Scotsman ice cubes will not change the flavor of the drinks, whereas ice from a refrigerator can due to minerals in the water and absorbed odors. Scotsman is quite simply the best ice—and the line’s companion undercounter refrigerator and wine chiller extend the homeowner’s beverage possibilities.

The new Brilliance residential ice machine is just the latest example of Scotsman’s ongoing commitment to manufacturing | *continued on page 28* |



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excellence. As one of the world's largest manufacturer of commercial ice systems, with more than 300 models of ice machines, storage bins and ice and water dispensers, Scotsman is dedicated to developing today's most promising smart technologies. In the past five years, the company has been recognized by a variety of third parties for excellence in achieving these goals. Twice in the last four years, Scotsman has been recognized as one of the Top 25 Best Plants in the U.S. by *IndustryWeek* magazine—most recently, in September 2006, Scotsman was named one of the Top Ten Best Plants by the magazine. Scotsman was also recognized by the College of Business at Utah State University as a 2006 finalist for the prestigious Shingo Prize.

To enjoy the perfect beverage experience created with the perfect ice log onto www.scotsman-ice.com.

Haier Redesigns Commercial Cool Series

Haier



Haier America, an industry leader in home comfort products, is expanding its line of portable air conditioners with a sleek new design for the Commercial Cool series, ranging from 10,000 to 14,000 BTU.


The new look design of the Commercial Cool series makes this unit a great asset to any room and the Auto Evaporation feature allows for continuous operation without having to remove the water. Four models use R-410A refrigerant, which unlike previous refrigerants, does not deplete the Earth's ozone layer resulting in its classification as an eco-friendly solution for protecting our environment.

Haier's portable air conditioners offer flexibility and simple installation. They are very quiet and with features like a dehumidification function there is no need to buy additional products.

"The Commercial Cool series of portable air conditioners offers versatility and an eco-friendly product that consumers can use as a main cooling source or backup source throughout a home or another area," said Kurt Kaufhold, Vice President Home Comfort for Haier America.

Haier America offers a complete line of room air conditioners, mini-split and portable air conditioners and dehumidifiers. With a dozen ENERGY STAR® rated models, from 5,200 BTU up to 25,000 BTU and the top rated Paragon air conditioner unit which has the industry's highest rated energy efficiency, Haier has the summer covered with "greener" options for cooling your home and saving you money. In addition, all Haier products for 2009 are RoHS compliant, meaning they are free of lead and mercury.

ABOUT HAIER AMERICA

Celebrating its 10th anniversary, Haier America is a leader for room air conditioner, compact refrigerator, and wine cellar sales, as well as a leading force in home appliances, compact laundry, compact freezer and HDTV sales. Haier America is an Official Marketing Partner and the Official High Definition Television of the NBA. www.haieramerica.com 

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Liebherr Expands Side-by-Side Built-In Product Line

LIEBHERR ADDS FULL REFRIGERATOR WITH BIOFRESH & FULL FREEZER



Liebherr's latest side-by-side refrigerator, the SBS 24I3 and its stainless steel counterpart, the SBS 243, is Liebherr's next built-in offering to give designers another feature-packed option for the custom kitchen. The SBS 24I3/243 provides choice in finish (unlimited options in custom overlay or stainless steel) and in location (side-by-side or in separate parts of the kitchen) all while offering premium features such as energy efficient LED lighting, SoftSystem door closing technology and Liebherr's patented BioFresh system.

"We're adding to our product line by strategically answering the question what if?" explains Thorsten Platt, Vice President of Liebherr North America. "What if a family needs more freezer space than a bottom mount offers, what if an eco-kitchen redo also requires large capacity refrigeration and freezing, what if a designer wants to place refrigeration in different areas of the kitchen. This new 48" product is the answer," states Platt.

Comprised of two separate 24" towers with seamless doors, the custom overlay option allows any cabinet surface – from high gloss to exotic wood to traditional styling - to provide the fridge facing. Alternatively, the doors can be stainless for Liebherr's trademark European look. The full freezer tower (FI/F 1051) is outfitted with transparent drawers and an automatic ice maker, and the full refrigeration tower (RB/RBI 1410) has flexible shelving and new BioFresh safes that preserve produce, meats and dairy products up to 3x longer by using the perfect combination of temperature and humidity. And, as with all Liebherr refrigeration, both 24" towers are ENERGY STAR® rated.

Here is the complete list of impressive performance features:

- 22 cu feet of storage capacity with clever layout for maximum storage
- Energy efficient LED lighting in refrigerator and freezer
- Precise, touch-control system for three distinct temperature zones
- Foldable glass shelf and gallon holder for large containers
- VarioBox storage that can go from fridge to table
- Flexible bottle storage on top of BioFresh compartment
- Automatic Ice Maker with advanced water filtration system
- SoftSystem for a gentle closing of doors even when doors are fully loaded
- Cabinet depth dimension so refrigerator sits flush with surroundings
- Meets and exceeds ENERGY STAR® guidelines.

"We're positive that the design community will see the possibilities for this product in their own custom designs," adds Platt. The SBS 24I3/243 is currently in production and will be available Summer 2009. **RO**

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



Riggs Distributing, Inc. Introduces New Consumer Rebate to Dealers



Riggs Distributing, Inc., exclusive distributor of Sub-Zero and Wolf appliances in Northern California, Western Nevada and Hawaii, hosted a “Special Luncheon” for Dealers, Kitchen Designers, Architects and Builders in their Burlingame Showroom. Over one hundred industry partners from all three states networked during the reception preceding the lunch and special presentation. Bob Riggs, President of the company welcomed all guests and introduced special guest speaker, Mr. Keitaro Matsuda. Mr. Matsuda, Director of Economic Research at Union Bank of California, received his

certainly stimulate retail sales during a critical period where new and exciting programs are welcomed in the industry. Everyone in attendance was extremely enthusiastic about the new “Sub-Zero/Wolf Stimulus Package.”

Working closely in all segments of our business community, Riggs Distributing, Inc. has developed strong relationships with Builders, such as Standard Pacific, Shea Homes, Webcor, William Lyon Homes, SummerHill Homes, and Braddock & Logan, to name a few. As the design community is also an integral part of the appliance industry, we will frequently



Richard Catazaro, Don Van Eeghen, Kris Van Eeghen Stoddard and Don Collins awaiting the announcement



Mr. Matsuda, Director of Economic Research at Union Bank of California, speaking at the event



Lee Boucher, Vern Hostetler and Bud Anderson reminisce about the good ol' days



RIGGS Burlingame showroom



Lunch meeting in company event center

MBA from Stanford University and has twenty years of experience focusing primarily on California’s economy. He provided an insightful look into our current economic climate, and discussed the outlook through the year 2010.

In an effort to help stimulate luxury appliance purchases, Bob Hostetler, Vice President of Sales, announced that, beginning April 1, 2009, we would implement a Consumer Rebate Program in which consumers will receive substantial cash payments when they purchase selected Sub-Zero and Wolf products. The general consensus was that this will

host Kitchen Design Symposiums, which will allow Kitchen Designers and Architects to discuss the latest trends and design applications. Wineries also represent an important segment of our business. Over two hundred Sub-Zero Wine Storage Units are prominently displayed throughout the tasting rooms of many Northern California wineries. Lastly, a number of celebrity chefs, including Gary Danko, Roy Yamaguchi, Beverly Gannon, and Michael Chiarello, have used our showroom for cooking demonstrations, book signings and other special events. **RO**

NEW CONSUMER REBATE AD

For truly exceptional kitchens, two names stand out.



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 Cash Back*



Purchase qualifying Sub-Zero and Wolf appliances and receive up to \$1000 Cash Back by Mail.

\$500 Cash Back	\$400 Cash Back	\$400 Cash Back
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BONUS REBATES

Purchase any of the above packages and qualify for additional rebates below.

 \$200	 \$100	 \$100	 \$75	 \$50	 \$100	 \$200	 \$100
Wine Storage (Full Size)	Wine Storage (Undercounter)	Refrigerator and Freezer Drawers	Warming Drawer	Microwave Oven	Ventilation Hood	Double Oven	Single Oven

*On select Sub-Zero and Wolf appliances. Not applicable on prior sale items and cannot be combined with other offers. Offer expires 7/31/2009. See store for details.

Riggs Distributing, Inc. • 1755 Rollins Road, Burlingame, CA 94010 • riggsdistributing.com

Creative Solutions for Challenging Times

marcone | SUPPLY Appliance, Cooling & Property

These days everyone is affected by the state of the economy. At the very minimum you are feeling added pressure to come up with innovative ways to run your business more efficiently or expand your revenue opportunities to positively affect your bottom line.

Two initiatives offered by Marcone Supply may assist you in achieving these challenging goals. If you provide service to your customers, myCycleTime™ is an innovative way to analyze and improve the performance of your service department while identifying ‘opportunities’ for cutting unnecessary costs. If you want to explore new revenue avenues with your retail customer, check out myPartsCenterSM.

myCycleTime.com is a web-based measurement tool allowing companies to track the number of days taken to complete a customer’s service request, a.k.a. their ‘cycle time’. This tool allows you to:

- Argue with facts when evaluating your service performance.
- Identify areas in need of improvement.
- Provide critical data for an improved customer experience.
- Analyze reports, graphs & charts by vendor, type of appliance, parts used & more.
- Analyze warranty vs. COD performance.
- Evaluate your cycle times with & without exceptions such as factory backordered parts.

Determine where your strengths are and areas where you need improvement. Plus, it’s absolutely FREE! Amber Freitas, who owns a service company in Yountville, CA, says they have been tracking their cycle times for a little over 6 months now and are already seeing the importance and relevance to the program.

“It helps us determine what calls we maybe shouldn’t take and what calls are consistently profitable for us” Freitas explained. “It also helps us understand what parts we usually replace so that we can keep them in stock and increase our immediate call turn-around. I would definitely recommend this tool for others in the industry” Freitas said. “It allows you to become more efficient by increasing calls completed in the least

amount of time”. After all, time is money and myCycleTime will help you make the most money out of your time.

myPartsCenter is another potential ‘game changer’ for your company, designed to enhance revenue opportunities with your retail customers. Made up of 3 distinct programs (myPhoneCenter, myWebsite and In-Store Displays), myPartsCenter can open up new profit avenues by choosing which ever ones best fit your business.

With the myPhoneCenter program you simply market a toll-free phone number that offers your customers a full line of parts and accessories for the home. A professional call center answers the call using your company’s name, does all the work including research, shipping, billing and returns, and you earn a 17.5% rebate on all net sales. It’s that simple & the only cost is a one-time set up fee of \$49.

With the myWebsite program you can expand on your current internet offerings by simply posting a link on your current website. Your customers will instantly be exposed to the same full line of essentials for the home as with the myPhoneCenter program. Once again Marcone Supply handles all aspects of the sale including shipping, returns, and any customer service issues, and you receive 17.5% of all net revenue.

The In-Store Display program is for a company with available counter or show floor space. You choose the type of displays and top-selling retail parts and accessories that best fit your market. Plan-o-grams are provided for each display along with suggested products to sell.

Whichever initiative fits your business model; both myCycleTime and myPartsCenter have proven track records. Whether your company is fighting to stay afloat or a ‘well-oiled machine’ just looking to further increase your profits and productivity, these are creative solutions that could help you adapt and excel in these challenging times.

- To sign up for myCycleTime, go to www.mycycletime.com and click on “Sign up now”.
- To sign up for myPartsCenter, email MemberServices@marcone.com, or call 800.482.6022 and ask for Member Services. **RO**

Creative Solutions for Challenging Times

Two programs designed to help you grow your business and manage it wisely.

myCYCLETIME™

Because Time Is Money!

Cycle time /saby-kuhl / tabym / n the number of days from the date a service call was received to the date the call was completed.



A web based measurement tool for service companies designed to improve your performance and increase your bottom line.



To sign up go to www.mycycletime.com and click on "Sign up now".

myPartsCenter™

New Revenue Opportunities As Simple As 1, 2, 3



1.

myPhoneCenter

- Take Advantage of our Nationwide Call Center
- You promote a toll-free number.
 - We do all the work and you earn the highest rebate in the industry at 17.5%.



2.

myWebsite

- Sell Retail On The Web
- Post our link on your website.
 - We maintain the site and handle all orders.
 - You receive 17.5% of all net revenues.



3.

In-Store Displays

- Sell Retail in Your Store
- You decide what type of products best fit your market.
 - Choose from a variety of counter and floor displays.

Call 800.482.6022 or ask your Marcone Supply Representative for more details.

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Appliance, Cooling & Property

Home Warranty Service Companies

There has been a lot of on-line discussion about the various third party warranty companies and their methodologies of doing business. I've been doing work for HMS, AHS and others for more than 15 years. We have not been a preferred contractor for well over 7 years because we have been unable to meet their per call cost requirements. We do not offer any of the various companies any sort of discount for the work we do complete, and we pretty much only do work for them when they can't find anyone else to do it. Of course this has created a serious ebb and flow to call volume over the years as the home warranty companies lose and gain other contractors who are able and/or willing to meet their stringent criteria for extremely low (in our humble opinion) costs per call. And to make this situation even stranger yet, I serve as a volunteer on the AHS Contractor Advisory Council (which has been inactive for over a year now) and have for almost 10 years!

Here is what I can tell you about home warranty companies, they are all for profit businesses. If they can get you or your competitor to do the work for a \$1 less they will shift their call volume to the cheaper contractor. It is nothing personal against you, it's just that the Contractor Relations Rep's (CRR) are incentivized to keep their overall numbers as low as possible. As long as you can help them achieve their goals they will feed you business. If that changes, don't let your feelings be hurt.

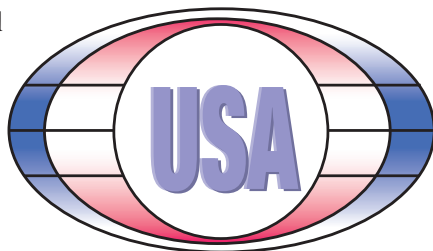
Consider this: If you were generating 2 million service calls a year and could save \$1 per call would you not jump at the chance to make a \$2 million? Sure you would! You operate a for profit business as well. Don't kid yourself. Yes, there is much discussion about the Quality Of Service (QOS) but my impression is that they would be perfectly okay with a C+ QOS score if they can get you or someone else to do the call cheaper than the company that scores an A or a B or even a B – assuming they don't lose customers, that as you can see is a no-brainer. The dollars talk as loudly to them as it does to all business people, including us. They conduct continual research; including trying to determine what level of service they can provide in order to have the

customer renew the policy. I am sure the QOS is viewed very scientifically along with the dollars.

The biggest difference I can see between us little guys and the big boys is that customer service is more personal for us. We develop real relationships with people we do business with. We look people right in the eyes while we are in their homes. Relationships established and maintained in person are naturally longer lasting than any established over the phone or e-mail and snail mail connection. It would take a substantial issue to cause us to sever the relationships we have established with our customers and vice versa. But I can tell you if I could save \$1 on each of the 12,000+ service calls we do annually I would seriously consider all aspects surrounding the matter. Remember that \$12,000 + goes directly to the bottom line!

The best advice I can offer to all businesses that rely on home warranty and third party vendors for work is to get your COD business established as fast as possible and eliminate the dependency you have on them. Marketing, marketing, marketing! Stickers, business cards, magnets, fliers, well designed service invoices, catchy truck lettering, uniforms, a direct mail campaign, simple yellow pages advertising, a web site, and a constant reminder to everyone you know to refer people to you for all their appliance service needs.

Use the home warranty companies to accomplish your goals and don't be angry with them because they are doing the same thing in using you to accomplish their goals. Be wise. They have helped many a company get established and grow to become successful. Once you have legitimate expenses, especially if you move out of your house or garage, etc. and into office space and hire employees, you are not going to be able to charge the same amount of money and therefore you will not be able to maintain the same costs. That is not personal, it is business. Don't lose sight of this when you are developing strategic plans for your company's growth; make sure you use all avenues available to your company's advantage. **RO**



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NARI Announces 2009 National Winners

COTY AWARDS AND ACHIEVEMENT AWARDS

CotY[™]2009
Awards

*Evening
of Excellence*
Winning the remodeling industry's heart

The 2009 Evening of Excellence™ capped a weeklong event for the National Association of the Remodeling Industry (NARI) that also included its Spring House of Delegates Meeting, held at the Sheraton Atlanta in Atlanta, Ga., March 25-28, 2009.

The Evening of Excellence™, culminating with the Contractor of the Year (CotY) Awards ceremony, is commonly regarded as the premier event of the year throughout the remodeling industry. Held Saturday, March 28, 2009, the event was attended by more than 250 of the industry's elite and was sponsored by the following NARI national member companies: Platinum Sponsors—Ferguson Enterprises Inc., Pella Corp., Stock Building Supply and The Home Depot; Gold Sponsors—Lowe's Commercial Services; Pewter Sponsors—Moen and GE Money; Bronze Sponso—Hanley-Wood Remodeling Magazine; Contributing Sponsor—Qualified Remodeler.

Contractors from seven regions nationwide vie for the awards on an annual basis. Most projects submitted for judging were an improvement or an addition to an existing structure, with the exception of one category, "Residential

Exterior Specialty." Otherwise, new construction projects were not eligible. In addition, competing projects were completed between July 1 of 2007 and November 30 of 2008 and were not submitted in prior NARI National contests. An impartial panel of judges, who are experts within the industry and associated fields, selected winners based on each entrant's "before and after" photography and project description. Judging was based on problem solving, functionality, aesthetics, craftsmanship, innovation, degree of difficulty and entry presentation.

Twenty-seven national CotY winners were named at this year's ceremony. Preliminary judging took place at the association's national headquarters in Des Plaines, Illinois, in early January, where regional winners were announced in each of the categories. These regional winners advanced as finalists at the national level. To be considered, a company must be a NARI member in good standing. NARI members represent a select group from the approximately 800,000 companies and individuals in the U.S. identifying themselves as professional remodelers.

THE COMPLETE LIST OF NATIONAL COTY AWARD WINNERS FOR 2009

RESIDENTIAL KITCHEN UNDER \$30,000

Home Spaces Remodeling
Suwanee, GA

RESIDENTIAL KITCHEN \$30,000 TO \$60,000

Keystone Building and Design, LLC
Nixa, MO

RESIDENTIAL KITCHEN \$60,001 TO \$100,000

Custom Design & Build, Inc.
Ann Arbor, MI

RESIDENTIAL KITCHEN OVER \$100,000

Paul Davis Restoration & Remodeling of SE WI
Milwaukee, WI

RESIDENTIAL BATH UNDER \$30,000

CG & S Design-Build
Austin, TX

RESIDENTIAL BATH \$30,000 TO \$60,000

Lori Jolin Design
Monona, WI

With team members

Monona Plumbing and Fire Protection, Inc.
Madison, WI
Nonn's Flooring, Inc.
Middleton, WI
Academy Electric, Inc.
Madison, WI

RESIDENTIAL BATH OVER \$60,000

Capital Improvements
Allen, TX

RESIDENTIAL INTERIOR UNDER \$100,000

Superior Woodcraft, Inc.
Doylestown, PA

RESIDENTIAL INTERIOR \$100,000 AND OVER

Bartelt-The-Remodeling Resource
Menomonee Falls, WI

RESIDENTIAL INTERIOR SPECIALTY

Alward Construction Company, Inc.
Berkeley, CA

RESIDENTIAL ADDITION UNDER \$100,000

S. D. Lohr, Inc.
Waldorf, MD

RESIDENTIAL ADDITION \$100,000 TO \$250,000

B & E General Contractors, Inc.
Glendale, WI

RESIDENTIAL ADDITION OVER \$250,000

Orfield Remodeling, Inc.
Minneapolis, MN

RESIDENTIAL EXTERIOR UNDER \$100,000

Wentworth, Inc.
Chevy Chase, MD

RESIDENTIAL EXTERIOR \$100,000 AND OVER

Anthony Wilder Design/
Build, Inc.
Cabin John, MD

RESIDENTIAL EXTERIOR SPECIALTY

Neal's Design & Remodel
Cincinnati, OH

ENTIRE HOUSE UNDER \$250,000

JG Development, Inc.
Blue Mounds, WI

ENTIRE HOUSE \$250,000 TO \$500,000

Renovations Unlimited
Grove City, OH

ENTIRE HOUSE \$500,001 TO \$1,000,000

Home Rebuilders, Inc.
Atlanta, GA

ENTIRE HOUSE OVER \$1,000,000

Rogers Remodeling
Sacramento, CA
With team member
Reynolds Gualco Architecture &
Interior Design
Sacramento, CA

RESIDENTIAL HISTORICAL RENOVATION/RESTORATION

Bartelt-The-Remodeling
Resource
Menomonee Falls, WI

RESIDENTIAL UNIVERSAL DESIGN

Harrell Remodeling, Inc.
Mountain View, CA
With team members
Segale Bros. Wood Products, Inc.
Fox Marble and Granite
San Francisco, CA

COMMERCIAL INTERIOR

Inner View
Cottage Grove, WI
With team members
Ganser Exteriors
Academy Electric, Inc.
Top Hat Fireplace & Chimney
Specialists
Fass Masonry, LLC
Bella Domicile, Inc.
Brunsell Lumber & Millwork
all of Madison, WI

COMMERCIAL EXTERIOR

Marrokal Construction Company
Lakeside, CA

COMMERCIAL SPECIALTY

Key Renovations, Ltd.
North Richland Hills, TX

HOME THEATER & MEDIA ROOMS UNDER \$150,000

Graf Developments
Grand Prairie, TX

HOME THEATER & MEDIA ROOMS \$150,000 AND OVER

CHC Creative Remodeling
Lenexa, KS

THE COMPLETE LIST OF NATIONAL ACHIEVEMENT AWARD WINNERS FOR 2009

These categories are designed to recognize outstanding achievement by an individual, company or chapter that serves to promote and enhance the professional remodeling industry.

LOCAL CHAPTER PRESIDENT AWARD

Debbie Mackey,
Daniel Mackey Construction, Inc.
NARI of Silicon Valley,
San Jose, CA

LOCAL CHAPTER COMMUNITY PROJECT AWARD

NARI of Bucks, Mont
Bucks, Mont

LOCAL CHAPTER EXCELLENCE AWARD

Milwaukee/NARI Home
Improvement Council

2008 DISTRIBUTOR OF THE YEAR

FloorCo,
West Allis, WI

PETER H JOHNSON IMAGE AWARD

David Pekel, CR,
Pekel Construction & Remodeling, Inc.
Wauwatosa, WI
NARI of Central Ohio
Central Ohio

PROFESSIONALISM AWARD

Tom Weiher, CR, CKBR, Carmel Builders, Inc.
Menomonee Falls, WI

HAROLD HAMMERMAN SPIRIT OF EDUCATION AWARD

Susan Davis CKBR, GCP, CGBP, CAPS,
Spectrum Fine Homes,
Mountain View, CA

LIFETIME ACHIEVEMENT AWARD

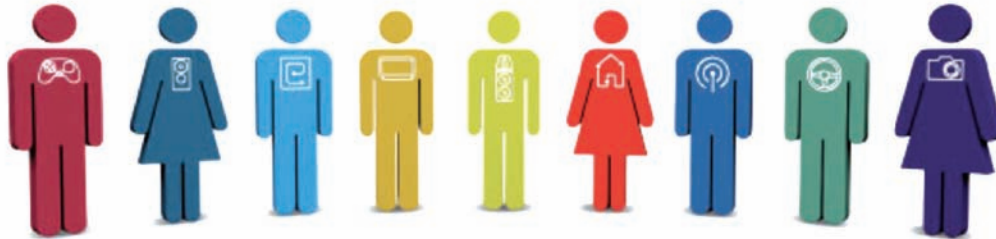
William (Bill) Bobrowitz,
Milwaukee/NARI Home Improvement Council,
Wauwatosa, WI
Thomas J. Hagner, CRS,
Better Building by Weather-Seal, Ltd.
Racine, WI

The National Association of the Remodeling Industry (NARI) is the only trade association dedicated solely to the remodeling industry. With more than 8,200 member companies nationwide, the Association, based in Des Plaines, Illinois, is "The Voice of

the Remodeling Industry."TM For membership information, or to locate a local NARI chapter or a remodeling professional, visit NARI's Web site at www.RemodelToday.com, or contact the national headquarters office at 800-611-NARI.



CE Industry Career Center



Introducing the CE Industry Career Center

Looking for that perfect fit? Introducing CEA's new, interactive, online job board—CE Industry Career Center. The CE Industry Career Center is your resource for making online employment connections in the consumer electronics industry.

Many employers and job seekers today are discovering the advantages of shopping online for industry jobs and qualified candidates to fill them. The CE Industry Career Center offers employers targeted access to quality consumer electronics industry professionals, along with quick and easy job posting and online job activity reports.

Job seeking professionals can make sure their resumes are being seen by those in the industry who matter most to them. The CE Industry Career Center offers job seekers free and confidential resume posting, automated weekly e-mail notification of new job listings, and the ability to save jobs for later review.

To find a job or fill a position, visit careers.CE.org today.

KEY FEATURES FOR JOB SEEKERS:

- FREE and confidential resume posting – Make your resume available to employers in the industry, confidentially if you choose.

- Job search control – Quickly and easily find relevant industry job listings and sign up for automatic email notification of new jobs that match your criteria.
- Easy job application – Apply online and create a password-protected account for managing your job search.
- Saved jobs capability – Save up to 100 jobs to a folder in your account so you come back to apply when you are ready.

KEY FEATURES FOR EMPLOYERS:

- Unmatched exposure for job listings
- Easy online job management – You can enter job descriptions, check the status of postings, renew or discontinue postings, and even make payments online.
- Resume searching access – With a paid job listing, you can search the resume database and use an automatic notification system to receive email notifications when new resumes match your criteria.
- Company awareness – Along with each job posting, you can include information about your individual company and a link to your web site.

CEA Names Industry Leaders to the 2009 CE Hall of Fame

The Consumer Electronics Association (CEA)[®] announced the 2009 class of inductees into the Consumer Electronics (CE) Hall of Fame. The announcement came during CEA's Washington Forum, a two-day technology policy conference held at the JW Marriott in Washington, DC. The CE Hall of Fame, created in 2000, honors consumer electronics industry leaders who made vital contributions to the products and services that consumers value and are a vital part of our nation and its economy.

Gary Shapiro, president and CEO of CEA, praised the new members for their efforts to improve the lifestyles of consumers all over the world. "These individuals have contributed enormously to the growth of the consumer electronics industry. They are truly deserving of this honor," he said.

The CE Hall of Fame includes inventors, executives, engineers, retailers and journalists who are selected by an independent panel of industry judges. The judging for 2009 inductees took place at the Warwick Hotel in New York on February 24th. Nominations were submitted by industry

professionals and media through online submissions.

These leaders will be inducted into the CE Hall of Fame at a special dinner and ceremony during CEA's Industry Forum to be held in Phoenix, Arizona October 18-21, 2009. More information about registering for CEA's Industry Forum and attending the Hall of Fame Dinner are available at www.CE.org.

ABOUT CEA:

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$172 billion U.S. consumer electronics industry. More than 2,200 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES - Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA's industry services. Find CEA online at www.CE.org. **RO**

THE FOLLOWING ARE THE NEW MEMBERS OF THE 2009 CE HALL OF FAME

FOUNDERS/INVENTORS

- **Dr. Irwin M. Jacobs**, co-founder of Qualcomm who led the commercialization of CDMA technology.
- The team of **Karl Hassel** and **Ralph Mathews**, founders of the Chicago Radio Laboratory, which later became Zenith Radio.

SALES/MARKETING

- **Steve Jobs**, co-founder and CEO of Apple Inc. who helped to create one of the first commercially successful PCs, the Macintosh (Mac).
- **John Shalam** founded Audiovox Corp. and helped establish the aftermarket car audio business, the aftermarket security business and the mobile video business. He also has served as CEA Chairman.
- The late **Neil Terk**, founder of Terk Technologies, introduced the Pi antenna in 1987. The Pi was selected to be sold through the Museum of Modern Art.

RETAILERS

- **Walton Stinson** is president and co-founder of

the Denver-based Listen Up audio/video specialty chain and also co-founded the Professional Audio Video Retailer's Association (PARA) in 1979.

- **The Cohen brothers: Norman, Maurice and Philip**, grew their father's Cambridge tire store in Boston into the discount retail giant Lechmere Sales that specialized in CE products.

MISCELLANEOUS

- **Richard E. Wiley**, past Chairman of the Federal Communications Commission (FCC), played a pivotal role in the development of HDTV, serving as Chairman of the FCC's Advisory Committee on Advanced Television Service for nine years.
- **Dr. Joseph Flaherty** demonstrated HDTV to the Society of Motion Picture and Television Engineers in 1981 and also gave demonstrations to FCC and other officials, who established the Advisory Committee on Advanced Television Systems, leading to the ATSC standard.

JOURNALIST

- **Aaron Neretin** is a consumer electronics journalist who wrote for *Merchandising Week*.

Gary's Got It Going On

Business consultant Sam Geist recently sent out a message in which he said, "As tough as it is out there, I've learned two things--the sky isn't going to fall and we can't sit around and wait for a turnaround, we have to initiate a turnaround."

I posted Sam's message on Nationwide's MemberNet website and received the following response:

"My name is Gary Larmore and I own Shore Appliance Connection, a company founded in 1951 which I purchased over 13-years ago. I thought I had seen everything; that was until the recent economic downturn.

I totally agree that the sky is not falling. There is still a lot of business out there and a lot of customers who want to spend their money. If unemployment is at 7.6%, that means 92.4% of Americans are working, making good money that can purchase appliances. Our sales staff has complained about everything you have mentioned from slower daily traffic to more aggressive marketing by our competition. Several weeks ago I had heard enough, so I set out to go back to school, OLD SCHOOL that is. We held a Private Letter Sale, like the ones we used to have with real savings for the consumer and a real reason to purchase product.

We sent out only 15,000 letters to the 4 zip codes closest to our store. We decorated the store, papered the windows and blew up 300 balloons placing a certificate inside for an additional 10% - 50% off. My wife and her mother prepared hors d'oeuvres and drinks for our representatives and guests. We officially closed the store at 12:00 noon and prepared to reopen from 5:00 p.m. - 10:00 p.m. At 4:30 I peeked outside and the parking lot was empty. To say the least, I was a bit concerned. At 5:00 p.m. when we opened the door it took 20 minutes to get the first rush of people on to the showroom floor! We had people standing in line for up to 30 minutes to pop their balloons and claim their discount. Imagine people waiting 30 minutes for a sale?

When the smoke had cleared we had done \$300,000.00 in five hours. We were hungry, exhausted and simply thrilled! Our sales staff has a new outlook on the market now and we have the sales and profit to pull out of the first quarter in better shape than before. Our reps were elated and tired but now are asking what they can do for us, not what we can do for them. The entire event cost us \$7,530.00 including food, decorations, mailing and the 32" Sharp TV we gave away. Our margins averaged 24% after discounts.

We did give up another 2.5% in credit card and finance processing fees.

In addition we have opened a 10,000 square foot clearance center where we sell closeouts, blemished and refurbished appliances. It is not business as usual; it is business as you make it. "If you build it, they will come."

We are excited and already planning our next event to attract designers, remodelers and the trade. In addition we are working on some open house events for some of our largest employers in the area. Don't misunderstand me, it is tough and you fight for every inch of ground you earn, and the customers are looking for a reason, not excuses!"

It's going to take more than a positive attitude and a big smile to grow your business in this economy. In talking to Gary about opening his clearance center, he said it was a big change from the expensive lifestyle products they'd been selling the last few years. I reminded Gary that he wasn't always selling upscale appliances. He expanded his lines in response to demand from his customers. Similarly, if customers are stepping themselves down in this new economy, smart dealers will lead that trend as well. Here are a couple suggestions:

- **Promotion.** If there was ever a time to increase your advertising budget, this is it. Budget-minded customers who are in the market today are looking for low prices. You'll never get the chance to show them better, more featured products if they think you're too expensive.
- **Add Categories.** You may need to give customers additional reasons to come into your store. Maybe reach out to younger customers who may be first time buyers or expand into areas in your community that you haven't tapped before. If the pie is getting smaller, you need to grow your piece of it.

The fat lady isn't singing. There's plenty of business out there for those who are hungry and go after it. Be more like Gary and you'll win this battle. **RO**

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





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Service Recovery:

WHAT TO DO WHEN YOU'VE MADE A MISTAKE

You arrive at the restaurant 10 minutes before your 7 p.m. reservation. Forty-five minutes later, you are finally seated. The maître d' restaurant doesn't offer an apology, and you are upset. Do you have a right to be? Absolutely! Will you return to that restaurant? Probably not. Scenarios such as this occur at businesses every day, and more often than not, leave owners and executives wondering why their repeat business is taking a nosedive. Instead of taking a good hard look at the reasons those customers are defecting, they invest hundreds of thousands of dollars in advertising to attract new customers—customers who also will defect when they experience poor customer service. And the cycle continues.

No matter how good a company or organization is in providing customer service, it's almost a given that at one time or another they will make a mistake. How they handle those mistakes is what separates them from the rest of the pack and keeps customers loyal for life.

Service recovery, is putting a smile on a customer's face after you've screwed up. It's solving a customer's problem or complaint and sending them out the door feeling as if they've just done business with the greatest company on earth. And it's doing so in 60 seconds or less. I have developed the following four techniques for providing quality service recovery:

- **Act Quickly.** You must acknowledge the mistake immediately. The employee at the point of contact is the person in the best position to successfully implement service recovery. When problems and mistakes are moved up the chain of command, they not only cost the organization more in time and money to deal with it, but the delay quickly increases the customer's level of frustration and anger.
- **Take responsibility.** No matter who is at fault, you must own the mistake and sincerely apologize: Don't place the blame on someone else; the customer doesn't care whose fault it was, he merely wants it rectified. It's also important to thank the customer for pointing out the problem and for giving you the opportunity to correct it.
- **Be empowered.** Employees are not making empowered decisions because they're afraid they're going to be reprimanded, fired, or have to pay for whatever they give the customer. Empowerment is the backbone of service recovery, and organizations that truly want to serve the customers and retain their business must not only allow, but insist, that employees bend and break the rules in order to

keep those customers coming back.”

- **Compensate.** You must give the customer something of value, something that will impress the customer and give them the feeling that you really do value their business. Every company has something that doesn't cost a lot but has value in the eyes of the customer. An airline can upgrade a passenger to first class. A ski resort can give a free lift ticket. A computer repair store can extend the customer's warranty by a year.

Service recovery can have a major impact on an organization's bottom line. Word-of-mouth advertising as customers tells their family, friends, and coworkers about the exceptional service they received from you. Service recovery puts the 'wow!' in service and generates word-of-mouth advertising you couldn't buy if you wanted to.

So what should that maître d' have done when you were seated 30 minutes after your reservation time? He should have apologized and offered you something that had value. Such as a round of drinks or a free dessert, this would have cost the restaurant a few dollars but carries a perceived value of \$20 to \$25. The magic in service recovery occurs when a frontline employee solves a customer's problem and does so in 60 seconds or less. Acting quickly, taking responsibility, making an empowered decision, and compensating the customer will result in customer loyalty that will increase your sales and profits and help to ensure your success in an increasingly competitive world. **RO**

*John Tschohl is an international service strategist and speaker. Described by Time and Entrepreneur magazines as a customer service guru, he has written several books on customer service, including *Loyal for Life*, *e-Service*, *The Customer is Boss*, *Achieving Excellence Through Customer Service*, and *Ca\$hing In: Make More Money, Get a Promotion, Love Your Job*. His bimonthly strategic newsletter is available online at no charge, www.customer-service.com. You can also contact him via email, John@servicequality.com or call 800-548-0538.*



AHAM Salutes the Recipients of The 2009 Annual Industry Achievement Awards

The Home Appliance Industry Leadership or “HAIL” award is the industry’s highest honor and recognition of achievement. The HAIL award recognizes an individual’s efforts within the association for significantly benefiting the industry and serving as an example to Association members.

The Michael C. Thompson Public Policy Award recognizes extraordinary effort and accomplishment in the area of public policy and is presented only at AHAM

annual member meetings held in Washington DC.

The AHAM Distinguished Service award serves as a special recognition of significant contributions, by virtue of longevity and quality of service, to the Association and to the home appliance industry.

The AHAM Industry Achievement Awards were presented on Monday, April 20, 2009 during the AHAM annual member meeting, “Organized for Opportunity” held in Washington DC. **RO**



Sarah Bovim, Director, Congressional Relations and International Trade for Whirlpool Corporation was presented with the Michael C. Thompson Public Policy Award.



Rick Habben, Safety Compliance Engineer, Wahl Clipper Corporation, Steven Polinski, Regulatory Affairs & Product Development Engineer, Miele, Inc. and Anthony Hardaway, Lead Engineer, Fabric Care, Whirlpool Corporation (not pictured) were recognized with AHAM’s Distinguished Service Award.



Franz Bosshard, Senior Vice President of BSH Home Appliances was presented with the industry’s highest honor, the Home Appliance Industry Leadership Award.

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BUILD

Are You a Branding Do-It-Yourselfer? Part 1

A few years ago, I needed to replace my kitchen sink and faucet. I considered myself to be above average in home repair and handy work, so I decided to do it myself.

The results, while functional, were not pretty. Above the counter, the sink and faucet looked fine. Under the counter was a tangled mess of flexible plastic drains and plumber's cement. A professional plumber would shake his head in disgust knowing what I did.

Whether it's home repair or marketing, doing it yourself can save you a lot of money. But it's not always the smart thing to do. Hiring a professional will always save you time, so you can focus on running your business. It can also save you money in the long run.

When it comes to marketing, there are three areas that you should leave to the pros, unless you happen to possess the skills and/or training yourself.

PHOTOGRAPHY

They say a picture is worth a thousand words and great pictures can leave you speechless. Photography is the single most-important element of any marketing materials. Well-done, professional photographs elevate a piece, create a sense of quality, and impart the precise tone or feeling you want. On the other hand, bad photography can ruin a piece, no matter how good the rest of it is. In short, nothing affects the impact of a piece like photographs, and using a skilled, professional photographer is crucial. Of course, good photographers don't come cheap. A single day of shooting can run into the thousands of dollars, but it's money well spent. If your photography budget is tight, just pick the top two or three photos you can't live without. It's better to have just a few really good shots than hundreds of bad ones.

DESIGN

Nowadays, there are a lot of tools and software packages that have made it easy for the layperson to design brochures, ads and Web sites. Unfortunately, this has led to a lot of bad design being unleashed on the public. I don't have anything against the new software products available, as they have given people access to "better" design for companies who might otherwise have done nothing.

If you want to take your marketing to the next level, hiring a good designer is crucial. They understand things like color,

balance, contrast, and they know how to put them together to make your marketing piece more appealing. It is also important to note that good design is harder and more time-consuming than the software packages make it seem. So when you do work with a professional designer, know that sometimes "little" changes aren't so little, and could end up costing you lots.

The good news is that there are a lot of talented designers out there, many of them are young and hungry for work. If you aren't working with an agency or design firm, you might look into hiring a freelance designer to create your marketing materials. You might be shocked to see how much of a difference professional design can make.

COPYWRITING

The craft of writing is often underappreciated. Unlike photography, we have all learned to write from the time we're in grade school. It's easy to look at some writing and think, "I can do that." I will tell you from experience, it's harder than it looks. In marketing, the text needs to do more than list the features and benefits of a product. It needs to tell a story that relates to the reader and engages them on an emotional level, and ultimately creates desire. In addition, the writing needs to complement the design and photography and not detract from it. This usually means using just a few sentences – or just a few words – on a page, carefully chosen words. Not every piece of marketing copy needs to read like a Shakespearean sonnet. There are certainly instances where more "utilitarian" writing is needed. But when you need your writing to sing, call on a professional writer to help.

So, you still think you are a marketing do-it-yourselfer? What are some things you can do on your own to get more bang for your marketing buck? The good news is there are several things you can do quite well on your own. The bad news is you have to wait until next month's column to find out! **RO**

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



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Store Renovation

In today's marketplace the expectations of the consumer are much higher than they were ten years ago. Large retailers are spending millions of dollars seeking out new ways to entice shoppers into their stores. If we take time to analyze some of the successful ones you will immediately recognize that the appearance of the store is a very high priority. All of these retailers have raised the expectation level of the consumer.

Your current and prospective customers need to recognize that you are a successful player in your market. How your store is presented will say a lot to your prospective customers. This does not mean that you go out and spend hundreds of thousands of dollars. Simple, yet effective changes can be made to your store that tells people you care. When your store shows signs of deterioration, customers will lose a sense of value in you and the products you sell.

If we take a close look at the shopping center industry we will see that aggressive renovation has occurred over the past ten years. Like a retail store, if a shopping center is left to deteriorate, it will consequently lose traffic and good tenants. If your store is located in an aging strip mall, approach the landlord and ask what his or her plans are regarding renovation. If they cannot provide answers, consider looking for a new location.

Before picking up a paint brush or replacing a single fixture, establish a general plan. It is very important that you know ahead of time what the final project will look like. With a central plan you will be able to attack your project in phases over several months, without the fear of ending up with more disorganization than you started with.

HERE ARE A FEW ITEMS TO CONSIDER BEFORE RENOVATING:

1. Define your reasons for the renovation such as: change in inventory mix, focus on new market, target new customers, etc.
2. Make changes that customers will recognize. Do not

waste money on maintenance issues. Changes that do not elicit customer support will usually fail.

3. If extensive changes are being made to the interior, the exterior should also be included.
4. Give attention to your entrance. It should be wide enough to allow customers unencumbered movement in & out.
5. Give consideration to lighting. The ambient level of light should reflect the image, price and product displayed. Use accent lighting to create points of interest.
6. Involve employees in the planning process. It will give them a feeling of participatory responsibility and you will gain positive feedback to consider.
7. Make sure you know who your competitors are. Take time to evaluate their strengths and weaknesses. Observe the customer activity in their store as well as design.
8. Always make sure that all elements have been designed to work together: flooring, fixtures, ceilings, and perimeters need to have good continuity.



Before you get started, make sure that you have the right tools to attack a renovation project. If you do not have experienced personnel, it is best to seek professional advice. It will save you both time and money over the long haul. **RO**

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

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1947

The FIRST Wall Oven with matching Built-In Cooktop



1952

Introduction of the first Warming Drawer



1963

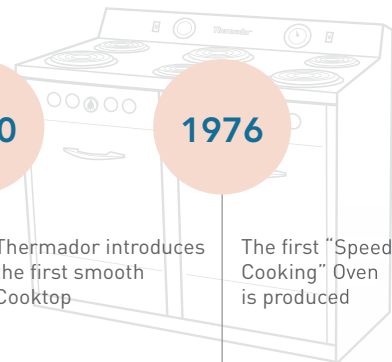
Thermador develops the first self-cleaning Oven

1970

Thermador introduces the first smooth Cooktop

1976

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- High visibility interior



1982



The first gas Cooktop with a "Super Burner" with 11,500 BTUs

1998



The first Professional Ranges and Cooktops with EXCLUSIVE Star Burners are produced

2006

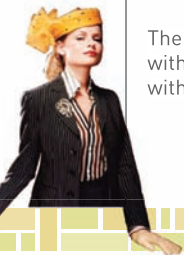


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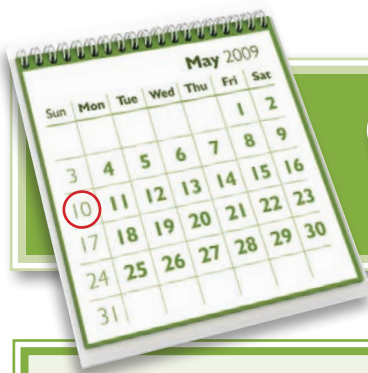


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- 5-6Almo Expo—Philadelphia, PA
 29NKBA Advanced Appliance Course—Bosch Gallery and Training Center, Scottsdale, AZ

JUNE-2009

- 2-4CONNECTIONS™: The Digital Living Conference and Showcase—
 Santa Clara Convention Center, Santa Clara, CA
 10-12Digital Downtown—World Financial Center, New York, NY
 11NKBA Advanced Appliance Course—Miele Design Center, Princeton, NJ
 17-19PCBC—Moscone Center, San Francisco, CA

JULY-2009

- 16NKBA Advanced Appliance Course—
 Dacor Corporate Design & Culinary Center, Los Angeles, CA

AUGUST-2009

- 10-11Almo Expo—Verona, New York
 13Almo Expo—St. Paul, MN
 16-19Nationwide Primetime—Walt Disney World Dolphin, Orlando, FL
 19-20Almo Expo—Cincinnati, OH
 30-Sept.3.....Brand Source Convention—Paris Hotel, Las Vegas, NV

SEPTEMBER-2009

- 1-4Mega Group USA/Best Brands Plus Convention— San Antonio, TX
 10NKBA Advanced Appliance Course—Dacor Design & Culinary Center, Chicago, IL
 14-15Almo Expo—St. Charles, MO
 14-17Las Vegas World Market Fall—Las Vegas NV

OCTOBER-2009

- 1NKBA Advanced Appliance Course—Miele Design Center at LUWA Distributing, Seattle, WA
 17-20High Point Furniture Market—High Point, NC
 18-212009 CEA Industry Forum—Phoenix, AZ
 28-30Remodeling Show 2009—Indiana Convention Center, Indianapolis, IN

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NOTE: Attention Buying Groups, NKBA and NARI Chapters, Distributors and Manufacturers: Please submit your meeting schedules to 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 to subscribe.



"My NKBA certification gives me the edge to design kitchens that 'wow' my clients."

X *Cait Lauza, AKBD*

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Benefits of a NKBA Membership

THE VALUE OF CORPORATE MEMBERSHIP IN THE NKBA

With more than 40,000 industry members, the National Kitchen & Bath Association offers numerous benefits to companies of all sizes, from small design shops and dealerships to multinational suppliers and manufacturers.

As the owner of the Kitchen/Bath Industry Show & Conference, the NKBA gives its members significantly discounted booth rates at K/BIS every year—discounts so substantial that they usually more than pay a company's membership dues for the entire year.

As an NKBA corporate member, you'll also benefit from the frequent networking opportunities available only to NKBA members. In addition to other industry professionals, you'll also be able to reach consumers with information about your company and products on the NKBA's highly trafficked website at NKBA.org.

By joining the National Kitchen & Bath Association, you can also benefit from the strong consumer awareness that the NKBA has developed, featuring the NKBA logo in your company's print ads, television commercials, yellow page listings, product packaging, and other locations.

Your company will also be eligible for a number of promotional opportunities, such as sponsoring events like K/BIS conference sessions and NKBA courses, having executives give presentations at K/BIS, and advertising in the NKBA's Profiles Magazine and on NKBA.org.

In addition, employees of corporate members also enjoy a number of professional benefits, including business and design courses, as well as kitchen and bath design certifications, which will enable them to become among the most skilled and recognized professionals in the industry.

EDUCATION

NKBA Professional Development programs raise the bar for kitchen and bath professionals through course offerings, technical manuals and resource materials, educational conferences, and a multi-level certification program.

- More than 100 Professional Development courses are offered across the United States and Canada and online
- The premier distinction for kitchen and bath professionals, NKBA Certification includes the Associate Kitchen & Bath Designer (AKBD), Certified Kitchen Designer (CKD), Certified Bath Designer (CBD) and Certified

Master Kitchen & Bath Designer (CMKBD) appellations

- Gain access to professional conferences, featuring some of the biggest names in the industry
- Discounts available on NKBA Professional Development Programs, business management tools and educational materials, including the NKBA Professional Resource Library (PRL)

NETWORKING

The NKBA has a strong foundation which will enable you to strengthen and cultivate your professional relationships. With more than 70 chapters located throughout the United States and Canada, the NKBA is the ultimate source for kitchen and bath resources and the primary means of uniting the industry.

- Develop professional contacts and interact with like-minded business people
- Learn strategies and exchange leads to address the needs of your business
- Share best practices and create relationships
- Participate in networking opportunities at regional conferences and K/BIS
- Post and respond to job listings in the Members section on www.nkba.org

LEADERSHIP

NKBA members are encouraged to serve as volunteer leaders on national boards, councils, program advisory councils, industry segment councils, and local chapters, gaining valuable leadership training. Involvement allows individuals to directly contribute and benefit from the growth of the kitchen and bath industry's leading Association.

- Serve as a member advocate and representative to the Association for your colleagues
- Earn peer recognition for your successes and accomplishments
- Serve as a mentor to student members to develop potential and build skills
- Learn and sharpen skills to become a stronger manager and leader
- Represent your industry segment and help to plot the course of your Association **RO**

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EPA and DOE Award Nationwide Marketing Group for Third Consecutive Year



Richard Weinberg VP of NMG (middle) accepts ENERGY STAR award from Richard Karney of DOE (left) and David Lee of EPA (right)

Nationwide Marketing Group (NMG) was named a 2009 Excellence in ENERGY STAR® Promotion Award winner for the third year in a row. On Tuesday, the U.S. Environmental Protection Agency (EPA) and the Department of Energy recognized NMG for their efforts in ENERGY STAR promotions at an awards ceremony in Washington, D.C.

According to the EPA, organizations recognized with the Excellence Award are strong promoters of energy-efficient homes, products, practices to employees, consumers, and the community at large. NMG earned the award based on their outstanding contributions to reducing greenhouse gas emissions by sponsoring significant consumer education efforts through energy-efficient product promotions.

“88% of consumers care about energy efficiency,” said Richard Weinberg Vice President of Appliance Merchandising at NMG. “Selling ENERGY STAR qualified products not only increases sales by giving an outstanding value to consumers but most importantly, positively impacts our communities and the environment we live in.”

Last month, Weinberg presented NMG’s 2009 ENERGY STAR initiative and encouraged continued participation in ENERGY STAR campaigns and local events at PrimeTime! in New Orleans, the nation’s largest vendor exhibition and conference for independent dealers of appliance, electronics and furniture.

“At Primetime! our vendor partners had a strong

presentation of new ENERGY STAR qualified products. We also introduced ENERGY STAR focused promotional offers and consumer incentives from all of the major manufacturers including a Nationwide Marketing Group Exclusive promotional calendar for 2009 so our Member dealers can aggressively market this year.”

Representatives of the ENERGY STAR Program at the PrimeTime! exhibition commented, “Nationwide was a big part of the Change the World Start with ENERGY STAR and our Recycle My Old Fridge campaign. This year, we are hoping to get even more independent dealers involved in new campaigns like ENERGY STAR Appliance Recycling. So far, we’ve had a great response from dealers who are asking lots of questions about our programs and the new tools and resources we have to offer online so they can easily align their promotions with ENERGY STAR.”

“We are honored to be recognized for our promotional efforts for the third time,” explained Weinberg. “The ENERGY STAR initiative is not a side component of NMG’s, or our members’, corporate strategy rather it is a major platform within our promotional strategy, and assists us to distinguish ourselves from the rest of the retail distribution in America.”

ENERGY STAR initiative is not a side component of NMG’s, or our members’, corporate strategy rather it is a major platform within our promotional strategy, and assists us to distinguish ourselves from the rest of the retail distribution in America.” **RO**

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MEGA Show Recap

NASHVILLE, TENNESSEE—FEBRUARY 2009

In Nashville, TN, February 19-21, MEGA Group hosted its 2009 spring convention at the beautiful Renaissance Hotel. Hundreds of members from around the nation descended on the country's music capitol. They came for industry updates, information, vendor and business training, buy-ins and to have a bit of fun. Even more important to MEGA Group is the opportunity to gather knowledge and input from its members. Group management strongly believes in taking direction from its member base.

The opening Keynote speaker for this event was Sam Geist who insists that asking tough questions—and answering them honestly—is crucial to the well being of every organization. He showed participants how to capitalize on their resources, and how to turn their knowledge into action.

During the day the MEGA Group National Convention took on a University style atmosphere. Meetings and seminars took place throughout the day. Members were given a multitude of choices to design their own curriculum for the first two days. Sales meetings, product meetings, advertising, business courses, service and

delivery seminars, roundtable discussions with members, industry overviews and forecasts all took place simultaneously throughout the days.

Within the convention center itself, Serta (mattress) erected a 4,000 square foot replication of their prototype America's Mattress store. Members were given the opportunity to not only see it, but also inquire and learn about the investment potential of establishing their own freestanding unique mattress store.

For the last day and a half, members worked the convention floor visiting both product and service suppliers.

Also this year, MEGA Group USA received Buying Group of the Year recognition from Consumer Electronics Daily News.

The award was presented during the International Consumer Electronics Show (CES). CES is the largest convention held in North America. Consumer Electronics manufacturers from all around the globe attend and present their latest technology and products that will be sold in 2009 and beyond. Over 100,000 business owners and executives representing the retail trade attend the event. **RO**



SEMINARS OFFERED AT THE FEBRUARY 2009 MEGA NASHVILLE CONVENTION

- New Ideas to Impact the Profitability of YOUR Business with Paul Bumlaskas
- How to Plan Your Advertising and Manage Your COOP with Jim Sendrak
- Use Private Label Credit Cards to Increase Sales and Profits with Vince Raneri
- Operating a Profitable Service Company with Dave Borsani
- The Mystery of the Budgeting Process with Joe Milevsky
- Profit Builders In A Tough Economy with John Egger
- How To Effectively Use The Web with Scott McFarland
- Recruiting and Retention Build and Keep a Winning Team with Dan Mann

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2009 Brand Source HES Summit

With the economy trending downward, this year's Summit was expected to be soft, both in attendance and sales. Quite the contrary occurred. The Home Entertainment Source (HES) division of Brand Source reported a 20% increase in member attendance, and Brand Source appliance dealer attendance increased as well, however many members brought fewer additional store personnel to this year's event.

The Stampede, a 90 minute special kick off sale begins the event every year, and this year the deals were stronger than ever before. According to Dean Sottile of Expert Warehouse, "this was our best Stampede ever. It wasn't supposed to be. We never expected it to be, but it was by far the most we have ever sold at this event."

Other suppliers were caught off guard as well, underestimating the Fast Cash bonus payouts that Brand Source offers its members. Combined suppliers underestimated Fast Cash by nearly one million dollars. "We beat last year's Summit sales and last year's Convention

sales," said Steve Sayer of Electrolux. "We didn't expect it, but that's a good thing."

Adding to the excitement and bringing in even more bodies was the 2009 Service and Retail convention. "Essentially we had four shows in one," said Bob Donaldson, General Manager of Brand Source. "We had the Brand Source furniture and appliance show, the TRIB rent to own show, the Home Entertainment Show and the Service and Retail convention. Add to that, a new division we added on the appliance side and this was our biggest event ever."

Members could also choose from over 60 different educational seminars and workshops over a two day period. "By far, we provided our members with more information and ammunition to improve their profits and store image than ever before," said Donaldson. Members' attitudes were positive and attendees departed with outstanding product buys and an eye on future success. The 2009 Brand Source convention is scheduled for August 31 to September 3, in Las Vegas, NV. **RO**

SEMINARS AT BRAND SOURCE SUMMIT 2009

- Designing a Profitable Customer Experience—Kim Hiltack/Kathryn Baird , BrandSource Marketing
- Backroom 101 - Navigate the Backroom—Joette Lein, BrandSource Marketing
- Be an Internet Player - Learn How to Maximize Your Online Presence—Mark Baird, BrandSource Marketing
- New Opportunities with Energy Star®—Chris Cloutier, D&R International
- Adding Profitability with MOM's Help - Adding Additional Line Items to Your Invoices—Jon Krueger/ Joe Javins, BrandSource National Marketing Managers
- Bullish Sales Management Ideas Guaranteed to Conquer a Bear Market—Steve Smith, Profitability Consulting
- Developing and Executing a Marketing Plan for Small to Medium-Sized Dealers—Dave Herbert, Watson Furniture Co.
- Using Credit to Survive & Thrive in a Turbulent Economy—Lou Pagliarini, BrandSource Credit Card
- Maximizing Your Online Experience – at an Affordable, Personalized Scale?—Alex Porter, VP of Location3 Media



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