

# The RetailObserver

May, 2010

YOUR RESOURCE GUIDE TO THE INDUSTRY

Vol. 21, Issue 5

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CULINARY ART AND INNOVATION IN THE  
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Models Shown: Refrigerator: G55VHAXY Dishwasher: GU3600XTVY Range: GFE471LVS MHC: GH7208XRS.

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## Energy Star Rebate Program Frenzy!

While in Chicago for K/BIS, the rollout of the cash for appliances ENERGY STAR™ rebate stimulus program launched in Illinois on Friday, April 16th. There was a spot on the morning news highlighting Abt Electronics with 150+ people lined up around the corner waiting to buy energy efficient home appliances in order to receive the ENERGY STAR rebate for their purchases that day. The Illinois program was supposed to run April 16th – 25th, but closed at 7:00 p.m. that very same evening—as the funds had already expired. Abt Electronics was reported to have sold more appliances in that one day than they had sold on any given day in their 73 year history of the company. At the same time, Sears handed out deli style tickets to process their early riser customer's purchases in an orderly fashion amidst the chaos and frenzy the rebate program stirred up.

As these rebates stimulate retail activity and with the summer months less than 4 weeks away, it's a good time to use this increase in sales activity as a springboard to launch your business into a successful and profitable season. Your customers will be coming into your store as they transition out of the rainy doldrums that have plagued this country clear up to May. They will be freshening up their homes and making summer living preparations, so be sure your store is spit shined and ready to go with your showroom looking bright and refreshed after these long winter months. Your atmosphere on the showroom floor should be one of welcoming interaction, not only in your design and displays, but with upbeat customer service and smiling faces, creating a positive experience for your customer—bringing them back for more with their friends too—right through your front door.

With K/BIS and many conventions behind us now, there is time for us to stop and reflect on how 2010 is going so far... We get a lot of feedback from many of you while we are on the road, and the feeling overall is an upbeat and positive one. The strong entrepreneurial spirit many of you have is not only inspiring, but contagious. As we see you working so very hard to adapt and implement new strategies and ways of doing business, we too are taking it upon ourselves to continue to improve our publication and our business model in order to serve you better. Remember, this is YOUR magazine, so please stay in touch with us so we can keep our finger on the pulse of the industry through you.



*Here's to saving energy,*

*Eliana Barriga*

*letters@retailobserver.com*

## The RetailObserver

MAY 2010

VOLUME 21, NUMBER 5

CELEBRATING OUR 21<sup>ST</sup> YEAR

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Deadline for JULY 2010 issue:  
**JUNE 1, 2010**

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### For more information on GE Café™ appliances, please contact:

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South Central: Marc Ingram at 972.770.3313

Northwest: John Boyd at 425.226.7194

Southwest: Craig Cracchiolo at 480.367.2911

Mid-East: J. J. Brown at 614.774.9330

## Winds of Trade

What is a trade show? Is it a place *to* trade or a place *for* trade? Who is trading and why? The world of trade shows seems to be heading on an uncharted course, and not just the Building, Kitchen & Bath and Consumer Electronics shows, but all trade shows.

Historically, trade shows started with people displaying their wares in public places, a tradition that began when no precise records were available. The book of Ezekiel (written in 588 BC) contains many references to merchants trading in a "multitude of riches—silver, iron, tin and lead". Merchants took time to talk with buyers about their wares as they agreed to barter or negotiated a fair price. Public exhibition of wares was the only way to market their products.

Trade Shows provide a forum for companies to demonstrate and display their products to potential buyers. Since the 1960's, trade shows and exhibitions have played a prominent role in the marketing strategy of vendors, with a large dollar volume spent each year on trade exhibitions -- much more than is spent on magazines, radio and internet marketing combined.

Trade show organizers provide educational content, demonstration theaters, and consultative opportunities as important features at their events. These exhibit booths, at their best, can be very effective—a three-dimensional ad so to speak, that commands the attention of news media who cover these shows in search of stories on new products and innovations. This kind of PR can have a life span of many months, adding marketing value to these events.

What is the future of the trade show? I personally think they are changing their strategy to adapt to a new rhythm of commerce. I see some of the larger shows looking at new ways to bring more people to their venues on a much larger scale. Creating anticipation by displaying every 18 months - 2 years, allows the manufacturers more time to launch new products. By coordinating more regional shows in the off years, in smaller, more intimate venues, we'll see more personal contact with clients. Building virtual trade shows, will allow more people to attend, who may be unable to travel, expanding the reach of the educational segments and updates on products online, and in the comfort of their home or office.

Trade remains trade, down through the ages, essentially unchanged. We need to continue to connect with our trade partners, as well as builders, designers, and consumers, to keep our businesses alive and well. Let's continue to support our trade organizations and get back in the game!



*Happy Retailing,*

Moe Lastfogel

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## The RetailObserver

MAY 2010

VOLUME 21, NUMBER 5

CELEBRATING OUR 21<sup>ST</sup> YEAR

We proudly support the following trade associations and buying groups throughout North America whose news and information greatly contribute to the quality of *The Retail Observer* and the education of our readers.



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# Factory Spotlight

FACTORY SPOTLIGHT

**FULGOR**  
MILANO

# Fulgor Milano—

ITALIAN DESIGN EXCELLENCE

CULINARY ART AND INNOVATION IN THE WORLD OF COOKING & KITCHENS

COMPILED BY ELIANA BARRIGA

**I**n April, for spring break, we took our daughter with us to Italy on a business trip, joining an intimate group from the U.S. and Canada, to tour the Meneghetti/Fulgor Milano factory headquarters located in the Veneto region of Italy. We flew into the Venice airport and proceeded to drive through the Italian countryside to the small town of Bassano del Grappa, an area not only known for its fabulous grappa, wine, furniture and ceramics, but a region also considered to be one of the top in Italy for kitchen design and appliance manufacturing. Fulgor Milano brings to America impeccable Italian style and craftsmanship, combined with cutting-edge technology and a commitment to quality that goes back over three generations.

Fulgor Milano now combines the design heritage of Fulgor with its parent company Meneghetti, with its renowned reputation for manufacturing excellence, quality control, and superior service support. Fulgor Milano products are designed and manufactured in

Italy in the Milano region, in the ultra modern and efficient production facilities that allow the company to have great flexibility in the product range, time and manufacturing process.

## HISTORY

Fulgor was originally founded by Mr. Piero Puricelli in 1949 as a maker of coal stoves. Piero chose the name Fulgor for his budding company because of its Latin meaning; “to shine”. By the mid-1950s, Fulgor was producing free-standing gas ranges. In 1960, Meneghetti—at the time, a separate company—was founded, originally as a tool and metal-pressing factory that specialized in appliance components.

In the 1970s, Fulgor began production of built-in gas cooktops and electric wall ovens, while Meneghetti offered its own cooktops in the 80s. In the early 1990s, Fulgor became a global leader as one of the first manufacturers to introduce “gas on glass” | *continued on page 10* |

# FULGOR

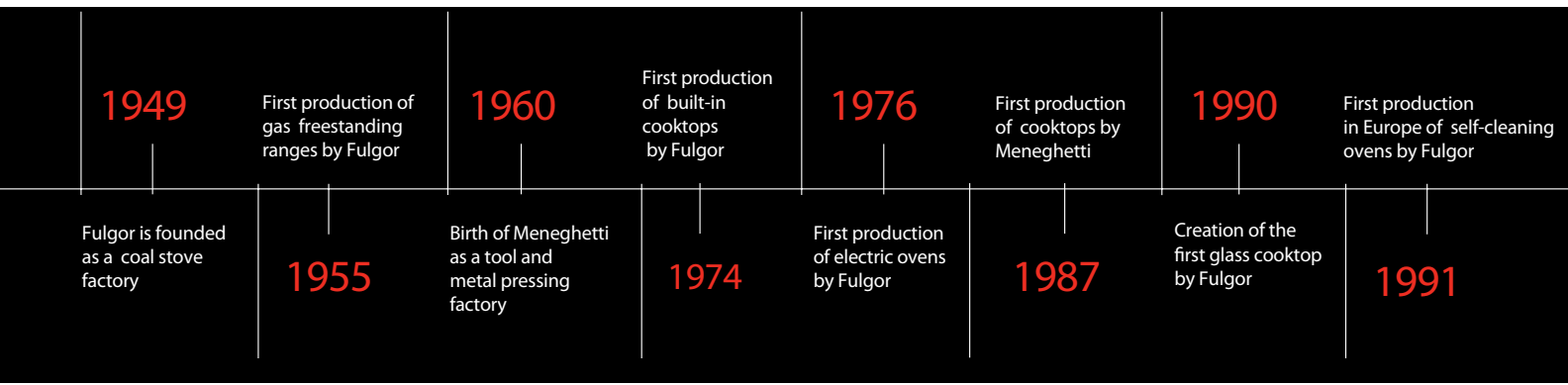
## MILANO

cooktops and self-cleaning wall ovens, the first production of self-cleaning ovens in Europe, and the invention of the world's first dual-flame burner. By 1994 Fulgor's products had caught the eye of many key global appliance brands, and the company began exporting its product to North America and other parts of Europe. Simultaneously, Meneghetti was also producing ovens, cooktops, and vent hoods, thus earning its status as the go-to Italian manufacturer for many of the world's premiere OEM brands—a reputation that continues unabated today.

The company's North American division was first opened in 2005, and later reorganized under the name Fulgor USA, LLC. The product line in North America consisted of built-in ovens, gas and electric cooktops, microwaves, dishwashers and a unique electric grill called La Scappi. Fulgor used to be marketed in North America under the FCI label. In 2009, Meneghetti S.p.A acquired Fulgor, and will begin introducing Fulgor Milano into the U.S. and Canadian markets gradually, starting with the rollout of built-in ovens and cooktops, which will be available in June of this year.

### FULGOR MILANO FACTORY

Yet despite the impressive numbers behind the company today—with nearly 300 employees, over 260,000 square feet of production space, and distribution in 54 countries worldwide—the beginnings of this global powerhouse can trace their roots to two companies in Italy that traveled convergent paths. In the factory, Meneghetti/Fulgor Milano uses PDCA production methods, and is ISO 9001:2000 certified, also leveraging such innovations as LEAN quality control through the Lean | *continued on page 12* |



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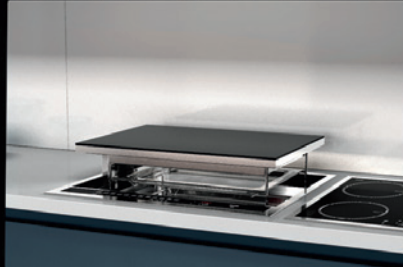
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25



1994

First production of ovens by Meneghetti

2000

First production of self-cleaning ovens in Europe for the North American market by Fulgor

2006

Invention of first dual flame burner in the world by Fulgor

2007

Meneghetti becomes the leading manufacturer of cooktops in Europe

2009

First production of ventilation hoods by Meneghetti. Acquisition of Fulgor by Meneghetti S.p.a. Fulgor celebrates 60 years and the new brand Fulgor Milano is born.

2010

Meneghetti and Fulgor look towards the future, with combined traditions and the search for the most innovative technologies

11



Production System of manufacturing, created by the Toyota founders Sakichi Toyoda, his son Kiichiro Toyoda, and the engineer Taiichi Ohno, promoting a process simplifying and automating assembly lines and mass production through efficiency and focusing management decisions to use a long-term philosophy, even at the expense of short-term financial goals. It is believed that the right process will produce the right results and is becoming one of the leading styles of production management in the world today.

#### LEAN PRODUCTION PRINCIPLES

The system creates a continuous process flow to bring problems to the surface using the “pull” system to avoid overproduction. It levels out the workload (to work like the tortoise, not the hare) by building a culture based on stopping to fix problems, and get the quality right from the beginning. Standardized tasks are the foundation for continuous improvement and employee empowerment using visual control so no problems are hidden. It uses only reliable, thoroughly tested technology that serves people and processes in which leaders are grown who thoroughly understand the work, live the philosophy, and teach it to others. The model develops exceptional people and teams who follow the company’s philosophy by respecting the extended network of partners and suppliers by challenging them and helping them to improve.

The main focus is to continuously solve root problems and to drive organizational learning. It teaches to go and see for yourself, to thoroughly understand the situation (Genchi Genbutsu, 現地現物); make decisions slowly by consensus, thoroughly considering all options (Nemawashi, 根回し); implement decisions rapidly; and become a learning organization through relentless reflection (Hansei, 反省) and instill continuous improvement (Kaizen, 改善).

#### FULGOR GLOBAL DISTRIBUTION & CUSTOMER SUPPORT

Meneghetti/Fulgor Milano has North American offices and a showroom in the Washington, D.C. area, as well as a warehouse and after-sales service department near Chicago, IL. The company offers a two-year warranty on its products, with a focus on customer service and support. These offices will work closely with Meneghetti/Fulgor Milano in Italy to ensure efficient and quality support for its products. It is the sincere plan of the company, as a whole, to develop a long and profitable business with its distributor and dealer partners.

Our time spent touring the factory and learning about the company’s management principles were topped off with an evening spent sampling the delicious food and wines of the region, and enjoying the company and hospitality of our gracious Italian hosts in Bassano del Grappa. We miss Italy already! **RO**

# CIAO, BELLA.



Hello, Beautiful. Direct from Milan, the design capital of the world, comes Fulgor Milano, a familiar, but new name in luxury kitchen innovation, technology, and quality. Fulgor Milano is backed by Meneghetti S.p.A., a company built on a solid reputation for more than a half century and known for creating private-label masterpieces for the world's premiere kitchen appliance brands. With stunning cooktops and built-in ovens, be sure to introduce yourself to Fulgor Milano. Call today.

## FULGOR

### MILANO

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**MADE IN ITALY**

## REDEFINING THE ART OF KITCHEN DESIGN: FISHER & PAYKEL INSPIRES, HOMEOWNERS INNOVATE

THE COMPANY'S 36-INCH MODULAR KITCHEN SYSTEM IS ANOTHER FIRST FOR THE KITCHEN APPLIANCE INDUSTRY



**Fisher & Paykel**  
Innovative Living

How does one redefine kitchen products? Where does one seek innovation and inspiration? Why not start at the core of a product and better yet, the environment it sits in - the kitchen. The kitchen industry continues to evolve, yet the products are still designed to fit into a specific place within the kitchen. These are the appliances of yesteryear.

Fisher & Paykel has looked at this evolution as an opportunity to create change – a shift in the kitchen paradigm that offers the industry something new.

“We have developed a modular range of 36” products that are well made, have outstanding performance and incorporate user-focused innovations,” says Laurence Mawhinney, president of Fisher & Paykel Appliances. “Fisher & Paykel’s modular system also provides flexibility, giving customers and design professionals an infinite number of optimal kitchen layouts.”

All the appliance modules are 36” wide and are designed at one level to provide the best ergonomics. This also gives you the freedom and flexibility to arrange drawers and cupboards however you want, from the simplest layouts to the most expansive.

The 36” DishDrawer will be released mid-2010 and the 36” single oven in 2011. These products combined with the existing 36” CoolDrawer and cooktop products will complete the modular kitchen solution.

With more than a decade of manufacturing and sales experience, Fisher & Paykel’s DishDrawer continues to provide innovation on a worldwide stage. The latest DishDrawer builds on its world-renowned platform. It features a nine-place setting capacity, tall design with fully adjustable racks and fold-down tines.

To complete the family, the latest built-in oven offers sleek contemporary styling. The oven is loaded with features such as Aero Bake, Roast and Self Clean. The rotisserie features provides another level of cooking functionality for the aspiring chef.

To find out more about Fisher & Paykel’s products or its DCS by Fisher & Paykel brands, please contact your local Fisher & Paykel dealer. You can also get more information at [www.fisherpaykel.com](http://www.fisherpaykel.com) or call us toll free at 888 936-7872.

## ONO CHARCOAL ANNOUNCES DISTRIBUTION AGREEMENT WITH SIERRA SELECT DISTRIBUTORS, INC.



Ono Charcoal, located in Maui, Hawaii, and its brand of 100% all natural Kiawe charcoal, is pleased to announce a distribution agreement with Sierra Select Distributors Inc.

Sierra Select Distributors Inc. is the region’s premier distributor of sophisticated home appliances, home electronics, outdoor appliances, mobile entertainment equipment, and floor-care products. Their distribution network includes California, Nevada and Arizona. In addition to carrying the full line of Ono Charcoal products, Sierra Select offers only the finest outdoor entertainment products and accessories. Their manufacturers are renowned for delivering performance along with precision craftsmanship, advanced technology, and design elegance. Sierra Select features cooking islands, outdoor ovens, grills & barbecues, refrigeration, beverage and serving carts, heaters, fire pits, accessories and more—all made by the world’s leaders in outdoor entertainment products.

Everybody is worried about health and taste these days. Why cook organic, natural healthy meats and great fresh vegetables with chemical briquettes, when you and your family can now enjoy barbecuing in a natural way?

Ono Charcoal is the finest producer of 100% all natural, premium professional-grade kiawe charcoal. Kiawe wood is a Hawaiian tradition of the famous Luau & the Hawaiian family BBQ. Rich in history, it was introduced to the Hawaiian Islands in 1828 from the Sonoran Desert.

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- **Delicious flavor** of Ono charcoal gives a uniquely mouth-watering taste and aroma to grilled foods.
- **Low ash** increases food quality and reduces environmental pollution.

Ecologically responsible, Ono growers utilize a GREEN method of harvesting; for over 20 years, our Kiawe has been produced by using selective and sustainable pruning and thinning techniques. Contact Ono Charcoal LLC, at [www.onocharcoal.com](http://www.onocharcoal.com) or Sierra Select Distributors at [www.sierraselect.com](http://www.sierraselect.com).

## THERMADOR TO HEALTH-MINDED HOME COOKS: YOU CAN HAVE IT ALL WITH THE NEW THREE-IN-ONE STEAM AND CONVECTION OVEN

FIRST STEAM OVEN TO COMBINE 3 COOKING SOLUTIONS WITH PRE-PROGRAMMED FOOD MODES AND INNOVATIVE FEATURES CULINARY ENTHUSIASTS REALLY WANT

**Thermador**® Finally, culinary enthusiasts with an eye towards health, versatility and convenience can have it all in a single cooking appliance. From the pioneer of the built-in wall oven and countless real cooking innovations since comes a new steam and convection oven that combines all the benefits of steam

cooking with legendary Thermador performance, craftsmanship and innovation geared specifically to the serious home cook.

The new Thermador Steam and Convection Oven is the industry's first steam oven to combine three distinct cooking solutions—Steam, True Convection and Combination (Steam and Convection)—with 40 automatic food programs, nine advanced cooking modes and a series of advanced features that Thermador research shows culinary enthusiasts really want.

“For the first time, Thermador brings all the advantages of steam cooking, previously available only at gourmet restaurants, to the home cook,” explained Zach Elkin, director of the Luxury Division of BSH Home Appliance Corp. “The ultimate culinary tool, the Thermador Steam and Convection Oven elevates steam, convection and combination cooking to a whole new level thanks to an industry-leading number of automatic food programs and cooking modes.”

#### POWER AND PERFORMANCE

- To maximize the in-kitchen possibilities, the Thermador Steam and Convection Oven offers three distinct cooking solutions: Steam; True Convection; and Combination (Steam & Convection), which is ideal for poultry, roasts, lamb, quiche and bread.
- The 1.1-cubic-foot oven cavity is large enough for a 14-pound turkey. (A 14-pound turkey takes only 90 minutes to cook in Combination mode, resulting in a moist inside and a perfect crust outside.)

| *continued on page 18* |



## Looking Beyond Energy Star®

LIEBHERR RAISES THE BAR TO NEW EFFICIENCY STANDARDS



ENERGY STAR® appliances are 20% more efficient than U.S. Department of Energy's allowable maximum in the federal standard. Consumer recognition of the ENERGY STAR brand is high and in the home and design arenas, ENERGY STAR is part of the vernacular. Liebherr's entire refrigeration product line however, is not only ENERGY STAR rated, but many of the models are 25% and even 30% more efficient than the federal maximum limit. As the German manufacturer's ongoing commitment to making the most efficient

refrigerators in their categories plays out, Liebherr's thinking is reaching well beyond ENERGY STAR.

During the last several months, the U.S. Department of Energy has funded individual states so that they can offer ENERGY STAR appliance rebate programs. In fact, in mid-April, the state of Illinois is kicking off its 10-day home appliance rebate program which allows consumers to trade in less efficient models in exchange for ENERGY STAR qualified appliances. Although buying ENERGY STAR appliances is a step in the right direction for eco-minded consumers, a more aggressive program by the Consortium for Energy Efficiency (CEE) exceeds standards developed for ENERGY STAR qualification. CEE's Tier 1 is equivalent to ENERGY STAR ratings. Select Liebherr models are now meeting CEE's more efficient Tier 2 (25% more efficient) and Tier 3 (30%) levels. The latest CEE ratings can be found online at [www.cce1.org/resid/seha/seha-main.php3](http://www.cce1.org/resid/seha/seha-main.php3).

"Appliance manufacturers have similar access to components and raw materials," states Andrew Sullivan, Liebherr North America's technical advisor. "The difference with Liebherr products is the sculpting of the interior and design of drawers and bins, allowing us to control air flow. For example, our enclosed freezer drawer system is so much more efficient than a wire frame system. The dual compressors do not need to work as hard when the interior is designed to best manage the air flow," concludes Sullivan.

For further information, visit [www.liebherr-appliances.com](http://www.liebherr-appliances.com). **RO**



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# More Fresh Thinking

Liebherr offers fresh design ideas with its freestanding product line in 24", 30", 36", 48" and 60" widths. With stainless steel sides, the refrigerator can go anywhere in the kitchen, or taking advantage of cabinet-depth dimensions, can create the look of a built-in without the price of building in. And, Liebherr's commitment to responsible manufacturing and energy efficiency is exemplified by the new 30" CS1660 (shown here) which goes beyond Energy Star® with energy consumption 25% better than federal requirements.

The Cooling Specialist for over 55 years.



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

**LIEBHERR**  
Design, Quality and Innovation



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**CULINARY AND HEALTH BENEFITS**

- Culinary enthusiasts can access all the health and nutrition advantages of steam cooking and steam and raw food diets, including cooking without butter or fat, and preservation of many of the vitamins, minerals, nutrients and micronutrients typically lost through traditional cooking methods.
- Hosts can realize gourmet restaurant-caliber results in food taste, appearance, texture and crispness. Steamed food stays moist on the inside and perfectly finished on the outside. Multiple dishes can be cooked at the same time without the risk of flavor transfer or the need for temperature or time adjustment. Burnt, dried-out and boiled-over dishes are a thing of the past.

**INNOVATION AND VERSATILITY**

- A Thermador exclusive, 40 EasyCook food programs automatically set temperature and humidity levels for specific foods to ensure maximum results.
- Nine advanced cooking modes meet every cooking need.
  - *True Convection (85-450oF)* – A fan on the back wall distributes the heat evenly throughout. Perfect for moist cakes, sponge cakes and braised meat.
  - *Steaming (95-210oF)* – Perfect for vegetables, fish, sides and extracting fruit juice.
  - *Combination (250-450oF)* – A blend of steam and convection modes. Perfect for fish, soufflés and baked goods.
  - *Reheat (210-360oF)* – Cooked food is gently reheated. The inflow of steam keeps the food moist, and brings back the original flavor, texture and crispness.
  - *Proof (95-120oF)* – Steam and convection modes are combined to keep the surface of bread dough from drying out. This special cooking mode enables the dough to rise much faster than at room temperature.
  - *Slow Cook (140-250oF)* – Tenderizes all meat cuts and types, especially roast beef and leg of lamb.
  - *Defrost (95-140oF)* – Steam and convection modes are combined. Humidity transfers heat to the food, maintaining its moisture and shape. Ideal for fruit, vegetables, meat and fish.
  - *Keep Warm (140-210oF)* – Designed to keep food warm for up to one hour without drying it out.
  - *Dish Warm (85-160oF)* – This mode prevents food in preheated ovenware from cooling as quickly. Perfect for ovenware and plates.
- Six Favorite settings allow automatic pre-programming for personal dishes and frequent recipes.
- The SteamClean feature steam-cleans the interior with a push of a button.

**DESIGN**

- Masterpiece® and Professional® Series handles and trimkits offer design consistency with any Thermador kitchen.

| *continued on page 22* |

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## CALL TO ACTION



### SEND US YOUR SHOTS

LOOKING FOR RETAILERS, DISTRIBUTORS AND MANUFACTURERS engaged in their element while at trade shows, special events, showroom openings or just plain group get-togethers. *The Retail Observer* is interested in featuring you in our new snap-shot page, "Retailers Observed", where you can see what your industry buddies are up to. Please e-mail us your hi-res photos in .jpg format. Include the captions with the photos you send for consideration and be sure to put "Retailers Observed" in the subject line. Send to: [production@retailobserver.com](mailto:production@retailobserver.com)

**FEATURED THIS MONTH:  
BRAND SOURCE SUMMIT  
CONVENTION**



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## Mailbag

It keeps getting better and better! I love seeing the progress in professionalism made in Retail Observer month after month. Developing a theme (Green Revolution in the April issue) and building the articles around it helps to make the magazine even more readable cover to cover. I especially enjoyed the articles by Elly Valas and Robert Spector—they are particularly relevant to your target audience—and to ours as a marketing group. Since our organization will be celebrating 30 years together in 2011, we congratulate the R/O on 40 and many years more!



*Martin Wolf, Founder/Director  
Nationwide West—Carmel, California*

A copy of your magazine was sitting by our photocopier today and I took the time to read it. Oddly enough, I was thinking about how to keep positive about work on a continual basis as I was driving to work this morning. The story was great and I have put your article up next to my desk as a reminder with the line

"Business is Great!" highlighted. Thanks for the article.

*Evren Mumcuoglu  
Calgary, Alberta CANADA*

"Your publication is the best I've seen in my 55 years of business."

*A.C. Carlson  
New Hope, Minnesota*

*(Missed the original article to which these letters refer? They are available online at [www.retailobserver.com](http://www.retailobserver.com))*

## CLASSIFIED AD

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## HOW TO REACH US

EMAIL: [letters@retailobserver.com](mailto:letters@retailobserver.com)

MAIL: *The Retail Observer*  
5542 Monterey Road #258  
San Jose, CA 95138

We welcome your thoughts & comments, questions & suggestions. Letters may be edited as necessary for clarity and space



# Book Review

## The Inspiration Factor:

HOW YOU CAN REVITALIZE YOUR COMPANY CULTURE IN 12 WEEKS

AUTHOR: TERRY BARBER

When all is said and done, everybody wants to know they have made a difference in someone's life. Regardless of your personality type, background or age, you can choose to create an inspirational transaction and positively impact people around you, or as chief inspirational officer Terry Barber calls it, your "Inspiration Factor".

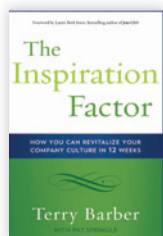
Barber reveals the seven principles of inspiration and how implementing even one of them can positively impact someone's life. Implement all seven and you will change the very culture in which you live and work. When the principles are applied at home, families become safe and fun environments. When applied at work, team members become more loyal as do customers, clients, and donors.

"The market is overrun with books on 'leadership' and 'motivation,'" says Barber. "But do a search for inspiration and little is there beyond a category that has mostly been captured by the religious crowd. What most people don't realize is that inspiration is a precursor to leadership and motivation. Inspiration, in fact, is a new category for business."

Throughout the book, Barber uses insights, humor, and gripping stories to impart the seven proven principles and will help you—as an individual and as part of an organization—to:

- Be the most valuable team leader in your company
- Grow your sphere of influence
- Get ahead by inspiring those around you
- Revitalize your company culture after a very difficult economic down time

"I've had the great privilege of rubbing shoulders with men and women who inspired me," adds Barber, "and now I want to inspire others. Though we may come from different backgrounds, with widely varied experiences and our personalities differ in many ways, every person is uniquely equipped to inspire others."



*Terry Barber trains business leaders on how to inspire employees and customers alike, and has been a consultant to nonprofits for inspiring their constituents to give and get involved.*

*Publisher: Greenleaf Book Group Press  
Web: [www.inspirationfactor.com](http://www.inspirationfactor.com)*



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- An easy-to-use knob/touch-control panel features a clear digital display.
- The simple water tank design allows for convenient, spill-proof refilling.
- The oven is sized to fit a 30-inch Thermador or any other brand microwave cutout, giving home cooks the chance for immediate steam cooking results.

The Thermador Steam and Convection Oven will be available August 1, 2010 at high-end appliance retailers, for an MSRP ranging from \$3,299 to \$3,499. For more information, visit [www.thermador.com](http://www.thermador.com) or follow us on Facebook and Twitter at [www.facebook.com/thermador](http://www.facebook.com/thermador) and @ThermadorHome, respectively.

## ROSE DISPLAYS' NEW ZIPLINES™ — ADJUSTS CABLE LENGTH WITH A TOUCH OF A BUTTON

**rose displays**  
The Signware Specialists™



Rose Displays' ZipLines makes it quick and simple to hang graphics from varying ceiling heights during multi-store rollouts. With ZipLines, the cable length can be adjusted in 3" increments with the touch of a button, up to 60" in length. Simply hold the release button to lengthen or shorten the cable—it's that easy. This exclusive design means that the same cable length can be ordered regardless of ceiling height, and customized in seconds by in-store staff.



ZipLines attach and reposition easily on standard ceiling grids. The secure hook design ensures that graphics are held safely. ZipLines can be used with hole-punched graphics to save money, or with graphic holders for a more upscale look.

Based in Salem, MA, Rose Displays, Ltd., has been a leading developer of retail signware since 1980. The company markets to a worldwide customer base that includes some of the best-known names in retail. As a value-added partner in crafting signware solutions, Rose Displays offers customized solutions for virtually all visual display merchandising needs, from floors to ceilings, walls, windows, or any place in between.

For additional information about Rose Displays products or to request the latest edition of the Rose Displays IdeaBook, call 1-800-631-9707 or visit the website at [www.rosedisplays.com](http://www.rosedisplays.com).

## EVERPURE WINS FIFTH PLATINUM AWARD FOR PRODUCT EXCELLENCE

SPA-400 DRINKING WATER FILTRATION SYSTEM AWARDED A 2010 PLATINUM ADEX AWARD



Everpure, a world leader in commercial grade water filtration and a product brand of Pentair, has been awarded a 2010 Platinum ADEX (Award for Design Excellence) product award. The company was recognized for the superior design and quality of the SPA-400 Drinking Water Filtration System, a filtration device specifically designed to safeguard a highly trafficked faucet in every home – the bathroom faucet.

The SPA-400 Drinking Water Filtration System is ideal for use in luxury home spas, guest or children's bathrooms as it reduces unwanted impurities such as lead, cysts, mold, chlorine taste and odor, and oxidized sulfides from drinking water, while retaining healthful minerals.

"We're honored to, once again, be recognized by ADEX and Design Journal," says Joseph Hutko, marketing manager for Everpure Residential. "This award underscores our commitment to providing homeowners with the highest level of water filtration and product excellence."

The SPA-400 Drinking Water Filtration System was chosen as an ADEX Platinum winner based on five criteria: innovation, technological advancement, quality, aesthetics and value.

Everpure Residential is part of the Residential Filtration division of Pentair, Inc., [www.pentair.com](http://www.pentair.com). For more information, contact Everpure at (800) 323-7873 or visit [www.everpure.com](http://www.everpure.com).

| *continued on page 24* |

# Selling a fresh idea.

Unlike other refrigerators, smart **VitaFresh™** technology automatically maintains the optimal temperature and humidity, keeping food fresher longer.



**Simply fresh.** Your customers aren't looking for a tutorial on how to best keep their produce fresh, they're looking for technology that does it for them automatically. Introducing VitaFresh, available exclusively in the new Bosch French door bottom-mount refrigerators. Unlike other refrigerators, smart VitaFresh technology **automatically** maintains the optimal humidity, keeping food fresher longer. With a special humidity control screen that helps maintain the correct moisture level for every type of fruit or vegetable, VitaFresh helps your customers save green. And their lettuce too. [www.bosch-home.com/us](http://www.bosch-home.com/us)



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BO423-14-92219-3

## PERLICK ANNOUNCES ITS OFFERING OF CEE TIER 1 AND TIER 2 PRODUCTS



**Perlick** As the leader in energy-efficient undercounter refrigeration products, Perlick is pleased to have earned the Consortium for Energy Efficiency (CEE) Tier 1 and Tier 2 status on a number of qualifying products. CEE is a program in which administrators from across the U.S.

and Canada work together on common approaches to advancing efficiency. Through joining forces, the individual efficiency programs of CEE are able to partner not only with each other, but with other industries, trade associations and government agencies. By working together at CEE, administrators leverage the effect of their funding dollars, exchange information on effective practices, and by doing so, achieve greater efficiency for the public good. Perlick's focus on green and energy-efficient products is a company-wide effort.

PERLICK'S CEE PRODUCTS

Model #	kWh/Year	Fed. Std (kWh/Year)	CEE Tier
HA24RB	320	416	1
HC24RB	328	422	1
HP15RS	313	399	1
HP15TS	313	399	1
HP48FR	448	579	1
HP48RO	310	394	1
HP48RT	310	394	1
HP72ROO	352	462	1
HP24FS	368	496	2

“Perlick has long prided itself on being the most environmentally-friendly organization it can be,” says Jeff Wimberly, director of sales and marketing for Perlick Residential & Hospitality Products. “Achieving CEE Tier 1 and Tier 2 status on such a wide range of products shows how strong our commitment is to preserving our energy resources. Perlick has once again merged superior performance with excellent energy preservation.”

The Perlick product line includes both indoor and outdoor

undercounter refrigerators, wine reserves, freezers, freezer and refrigerated drawers, clear ice makers and beer dispensers as well as countertop blender stations, cocktail centers and liquor displays. For more information, visit [www.perlick.com](http://www.perlick.com).

## WALLS + FORMS UNVEILS NEW WEBSITE: WWW.WALLSFORMS.COM



Walls + Forms just unveiled its newly revamped website—see the results at [www.wallsforms.com](http://www.wallsforms.com).

The site show-cases Walls + Forms products and services while providing information about the company, what's new there and it's currently featured offerings. It also allows you to easily stay connected to Walls + Forms with useful links to the company's Twitter page, LinkedIn profile and RSS feeds. The site even contains a growing number of informative “how to” videos that can be accessed by way of a link to the company's YouTube channel.

“Our clients expressed some difficulty in accessing information on our previous website. As a result, we listened to their feedback and produced a much more user-friendly site. Now it is much easier for anyone to learn more about their products and services of interest,” said Dan South, owner of Walls + Forms.

You can easily browse product offerings such as Shop-in-a-Box pop up store systems, modular shop systems, wireless and electronic display solutions, floor fixture displays, exhibit modular frame solutions, retail and showroom modular systemstool displays, signage, components and more. In addition to greatly simplified | *continued on page 26* |



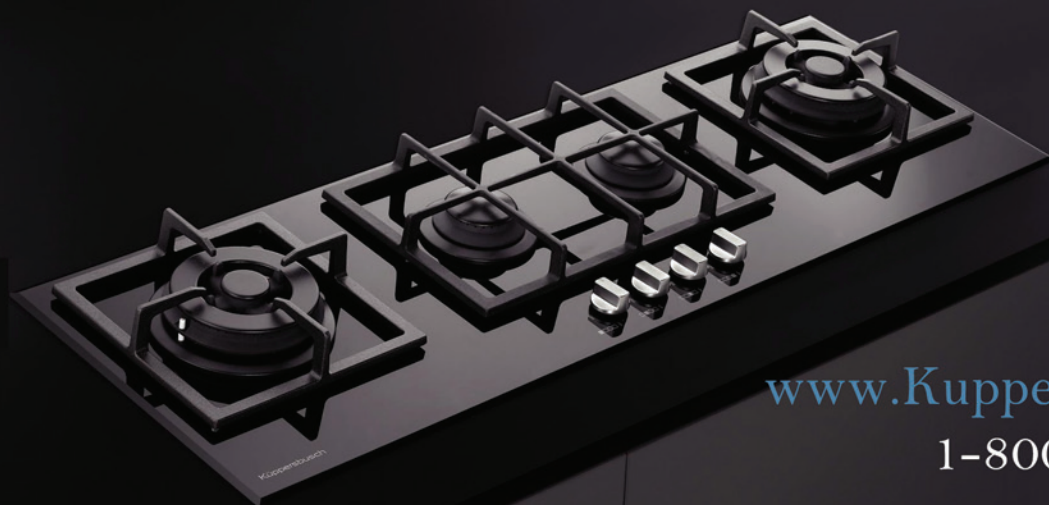
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access, the product pages now include more in-depth information. For those looking for even more product details, links are provided to easily view and download literature and to request additional information.

Wallsforms.com also contains a growing gallery of images featuring counters, floor displays, signage, and other merchandising solutions. Highlighted services include design, engineering, manufacturing, customer services, fulfillment and more. Please continue to check back to the site for updates and additions as Walls + Forms strives to better serve its customer's needs.

For further information, visit [www.wallsforms.com](http://www.wallsforms.com) or contact sales department, Walls + Forms, Inc.

## OUTDOOR MODULAR DESIGN INNOVATION FROM DCS:

262,143 COMBINATIONS JUST WAITING TO BE BUILT



From traditional grills to The Liberty Collection: DCS sets the design world on fire with the first outdoor modular system design.

The company that pioneered the concept of the outdoor kitchen with its “see-it today, cook on it tonight” island has released another innovation for the home cook who loves to entertain. DCS by Fisher & Paykel’s newly revamped Outdoor Module System integrates its traditional grilling system with the versatile 360° grilling of the Liberty Collection to provide a single versatile cooking platform.

The Outdoor Module System provides three professionally styled 30-inch cooking components: the All-Grill, the Side-Burner Sink and the Side-Burner Griddle. DCS has also expanded its outdoor refrigeration options and customized layouts to allow home chefs to create their own outdoor kitchen. With the inclusion of the traditional grill components there are 262,143 configurations from which

to choose.

“By combining the DCS traditional grilling components with the Liberty components the Outdoor Module System gives consumers ultimate customization, which truly reflects how they live and cook”, says Gina Lathrum, product manager for DCS by Fisher & Paykel. “There is greater flexibility and functionality with the option to expand or change the outdoor kitchen design over time.”

Lathrum says all the capabilities of an indoor kitchen can finally be realized in an outdoor setting. “Customization, connectivity, simplicity, performance, ease of use and installation are what sets apart the DCS Outdoor Modular System. But aside from its adaptable design, the overall cooking performance is what truly distinguishes this collection. The All-Grill unit features two independent burners, each capable of 25,000 BTU; a patented DCS Grease Management System® that reduces flare-ups by effectively keeping oil and grease away from the flame; and ceramic radiant technology that ensures the cooking surface has an even heat distribution. You can cook anything from delicate fish to steaks with delicious results.”

DCS outdoor refrigeration products include a standard 24-inch outdoor refrigerator, an outdoor beer dispenser and now a cooling drawer unit. This makes it easy to have cold beer on tap, ice cubes to freshen your drink, or a fresh salad whenever when you’re ready to serve your guests.


To find out more about the DCS by Fisher & Paykel brand, please call 888-936-7872 or you can also get more information at [www.dcsappliances.com](http://www.dcsappliances.com).

## CLCID AND NKBA SAN DIEGO 2010 INDUSTRY SHOWCASE



The California Legislative Coalition of Interior Design (CLCID) is proud to announce our 2010 Annual Industry Showcase. CLCID will be combining this event with The National Kitchen & Bath Association San Diego (NKBA-SD), making this the largest event hosted by the CLCID and the NKBA-SD associations. The location for this event will be in San Diego and is scheduled for May 11, 2010 at the Four Points by Sheraton Hotel on Aero Drive.

Featuring Guest Speaker Fu-Tung Cheng, highlights include new trends exhibitor displays from all areas for interior design, awareness-raising of the ADA act for the legally blind in California, silent | *continued on page 32* |



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[redcross.org](http://redcross.org)



Invite customers to bring in their dishware to get the right dishwasher racks.

According to a recent study in *Appliance Magazine*, 85% of consumers want an energy efficient dishwasher and they want that dishwasher to be quiet too. When customers are searching for a dishwasher, it's important to help them buy smart... and be aware that while some brands claim to be the "greenest" or "quietest", they are not always the best in terms of performance or durability. It's a matter of balancing what they want... and what they need to clean effectively and reliably for the long run.

#### **Give them what they want.**

According to an Energy Star® report, 91% of dishwashers are Energy Star® qualified. The real question is how they got that way. Direct customers to a model that's eco-friendly, but not one that compromises wash results. "Point out smart technology, like Miele's advanced AutoSensor, that monitors and adjusts the wash cycle to deliver spotless dishes – an ingenious feature that can save 2 gallons per load," recommends Debbie Schaeffer, Owner & President of Mrs. G TV & Appliances in Lawrenceville, NJ. How important is performance? "Have them consider that if their dishwasher can't clean without pre-rinsing, then they're wasting up to 20 gallons of water per load," states Schaeffer. "That's 5x more water than a Miele dishwasher uses."

Just how quiet is it? It's tough to say since there's more to sound than

Miele is the only brand to offer a 90-day money back guarantee if customers aren't completely satisfied.



decibels. Miele's design effectively reduces vibrations, contributing to some of the quietest models in the industry, like the La Perla Series. Every element inside a Miele dishwasher – water pumps, flow meters and spray arms – is carefully engineered to provide the quietest, most advanced cleaning operation. In addition, a unique sound proofing system, containing layers of insulation, blankets the appliance to minimize noise while maximizing performance. "Want to know just how quiet a Miele dishwasher is?" asks Vicki Robb, Miele Gallery Manager in Princeton, NJ. "We invite customers to come into our Gallery where they can listen to and test run our dishwashers in a real kitchen. It's also a good idea if customers bring in their favorite platters, plates and glasses, making sure the dishwasher they want has the right rack configuration," states Robb.

#### **Give them what they need. Guaranteed.**

Price is truly relative. It's actually more frugal to buy something well made that will run more reliably. According to Energy Star®, the average dishwasher will last only 10 years. A Miele dishwasher may cost a little more, but is tested to last for over 20 years. "Plus they are the only dishwasher brand to offer a 90 day QC money back guarantee if customers are not completely satisfied that it cleans better and is quieter," states Schaeffer.

#### **Quick Links:**

**Miele**

 [miele.com](http://miele.com)



 [energystar.gov](http://energystar.gov)

# Help customers get smart, not soaked, on their next dishwasher.

Let them know it's important to balance "green" and "quiet" ratings with a top performing model that's reliable long-term.



**Miele**

Anything else is a compromise

## Dacor® Introduces New 30” Distinctive™ Double Wall Oven

Indulge in luxury and ease with the Distinctive Double Wall Ovens by Dacor—the first class features and superior craftsmanship provide unmatched performance in the newest addition to the Dacor appliance offering.

The perfect introduction to luxury cooking, this premium wall oven combines quality craftsmanship, sleek styling and innovative features for consumers who want a better culinary experience, at an entry-level price.

Designed and assembled in California, the new Distinctive Double Wall Oven continues the company’s long heritage of developing innovative cooking appliances that provide people who are passionate about the details of cooking with the optimum ownership experience. With a unique understated handle that sits completely flush with the wall oven door, providing kitchen designers and homeowners additional freedom with planning kitchen layouts. Along with the previously announced Distinctive Single Wall Oven, the Distinctive Double Oven also features Dacor’s exclusive four-part Pure Convection™ technology, providing home chefs with the power to expand their culinary repertoire.

“With the introduction of the Distinctive Series in 2009, Dacor opened up the world of luxury cooking to a broader base of consumers,” said Steve Joseph, vice president of marketing at Dacor. “The Distinctive Wall Ovens continue our tradition of offering consumers the premium performance and distinctive styling for which Dacor has been known for more than 45 years.”

Available in a stylish stainless steel finish with an understated contemporary handle design, the Distinctive Double Wall Oven features six intuitive cooking modes—Bake, Broil, Convection Bake, Convection Broil, Convection Roast, and four part Pure

Convection™ for the flexibility to create masterpieces.

The exclusive four-part Pure Convection system creates uniform temperatures on every level of the oven cell, using a custom designed air baffle for channeling hot air in a perfect pattern. The unique convection filter captures grease and flavor particles within the oven cell, allowing users to cook multiple dishes simultaneously without the worry of flavor transfer. The Meat Probe ensures proteins are cooked thoroughly before serving.

With a hidden Bake and recessed Broil Element, the wall ovens have more interior capacity to fit larger dishes and cleaning up after spills and drips is easier. An electronic touch control panel makes operation of the wall oven simple and digital timers and Temperature Hold helps users plan meals accordingly, so everything hits the table at exactly the right time. Bright interior halogen lighting makes it easier to monitor oven contents.

The new Distinctive Double Wall Oven is the latest addition to the Dacor line of award-winning wall cooking appliances, which includes the timeless Renaissance and innovative Discovery™ series. Renaissance Wall Ovens are classic in their design, but offer advanced features for impeccable performance. Discovery Wall Ovens feature an easy-to-use interactive controller, which is preset with 99 of the most popular cooking modes recipes organized by food type with room to store up to 100 more, to help even the most novice chef cook like a gourmet.

The Distinctive Double Wall Oven is Star-K Certified with Sabbath Mode for universal appeal which rolled out to authorized Dacor dealers February 2010, with pricing starting at \$2,699.

Visit [www.dacor.com](http://www.dacor.com), or contact Customer Care at (800) 793-0093. **RO**





The function of a professional range.  
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The Epicure® Dual-Fuel Range by Dacor®. The only range that has managed to blend culinary artistry with pure artistry. Beauty is in the details. Dacor is in the details.

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Visit [dacor.com/love](http://dacor.com/love) for promotion details or call 1-800-793-0093.

**dacor**  
The Life of the Kitchen.®

auction fundraiser benefiting the San Diego Center for the Blind and Vision Impaired. Network with professionals from all over California. For more details go to [www.sdcanbka.org](http://www.sdcanbka.org), [www.clcid.org](http://www.clcid.org).

## THERMADOR EXPANDS ITS ONE, TWO, FREE LUXURY APPLIANCE DISCOUNT PROGRAM

POPULAR OFFER NOW INCLUDES ANY SIZE RANGETOP OR COOKTOP AND ANY SIZE VENTILATION SYSTEM; CULINARY ENTHUSIASTS CAN SAVE MORE THAN \$6,373 WITH STATE APPLIANCE REBATE



The best discount offer in the luxury appliance industry just got better as Thermador expands its popular ONE, TWO, FREE discount offer to include any size Rangetop, or Masterpiece® Series Cooktop, to give culinary enthusiasts even more ways to save as much as \$6,373 on a professional-grade Thermador kitchen. The augmented promotion now gives participants the opportunity to receive any size Thermador Ventilation system for free,

provided they purchase a qualified appliance package.

The changes to the popular program, which was recently extended by Thermador through 2010, mean that home cooks purchasing a 30-inch Thermador Rangetop or Cooktop, are also eligible to receive a free Thermador Emerald™ 6-program Dishwasher provided they also purchase any Professional or Masterpiece Series Double or Triple Combination Oven. The previous ONE, TWO, FREE offer covered only 36- and 48-inch Rangetops and Cooktops.

Participants who add any Thermador Refrigerator or any two Freedom® Columns to their cooking system also receive a free Thermador Ventilation system of any size, and may be able to realize additional savings by participating in their State Appliance Rebate program for ENERGY STAR® qualified products.

“Our expanded ONE, TWO, FREE offer is good news for professional remodelers and smaller home and condominium owners who want to upgrade to a Thermador kitchen, but may not meet the kitchen space requirements of our larger appliances,” said Zach Elkin, director, Luxury Division,

BSH Home Appliances Corporation. “Now culinary enthusiasts can save big while creating a professional-caliber kitchen that will showcase their cooking skills.”



### DETAILS OF THE EXPANDED 2010 ONE, TWO, FREE PROMO

- Purchase a Professional Series 36- or 48-inch Range, or any Rangetop, or any Masterpiece Series Cooktop, with an accompanying Professional or Masterpiece Double or Triple Oven and get a free Thermador Emerald Dishwasher.
- New for 2010, step-up to Thermador’s top-of-the-line Sapphire™ 6-program Dishwashers for an additional \$500 or \$750 (depending on model).
- Add any Thermador Refrigerator or any two Freedom Columns and get any size free Ventilation System. As in the current ONE, TWO, FREE promotion, stainless steel door panels and toe kicks for the Freedom columns are also provided for free.

ONE, TWO, FREE participants can save more by taking advantage of their State Appliance Rebate Program – and may even be able to trade-in their old dishwashers and refrigerators. Programs differ by state, customers need to inquire about the rebate from a qualified dealer for details or go to [www.energysavers.gov/financial/70020.html](http://www.energysavers.gov/financial/70020.html).

Thermador is supporting its expanded ONE, TWO, FREE program with new point-of-sale materials and other on-floor collateral throughout 2010. For details of the program go to:

[www.thermador.com/kitchens/one-two-free.aspx](http://www.thermador.com/kitchens/one-two-free.aspx).

RO



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# K/BIS EXHIBITION SPOTLIGHT

HIGH TECH APPLIANCES  
WITH ENTICING DESIGN



With nearly 700 exhibitors and co-exhibitors showcasing their most dynamic products, the new appliances are amongst the most anticipated category during the show. The latest in cooktops, refrigerators, dishwashers, and hoods were on display, inviting feedback from industry leaders and attendees alike.

Major manufacturers such as Jenn Air, G.E., Fisher & Paykel, Liebherr-Export AG, TurboChef, and hundreds more showcased their latest and signature products, setting an industry standard with incredible design, technology, and operational ease. Below is a highlight of some featured appliances that were shown at KBIS 2010:

**1. GE CONSUMER & INDUSTRIAL**—Industry leader GE spotlighted its pilot line of smart-grid enabled appliances. The new **Hybrid Water Heater** is the first smart appliance available on the market, to be followed by refrigerators, microwaves and ranges. Following air heating and cooling, home water heating is the largest in residential energy consumption. Both economical and environmentally friendly, the Hybrid Water Heater can cut residential water heater energy costs by more

# S 2010 BITOR LIGHT

SET INDUSTRY STANDARD
   
 AND OPERATIONAL EASE

than half. The smart appliances are forward thinking in that their inner mechanics would talk to the utility grid and use less electricity when prices are highest. A huge cost savings to consumers, this would mean that the appliances would power down or delay operations to avoid using power during peak demand times.

**2. FISHER & PAYKEL APPLIANCES**—Fisher & Paykel featured its **36" Side by Side Energy Star<sup>®</sup> Refrigerator**, the latest edition to the DCS family of products. Offering unparalleled food care with a tri-sensor control system, the Side by Side Energy Star<sup>®</sup> Refrigerator includes a humidity drawer perfect for produce, an adjustable temperature drawer for meats and cheeses, and a beverage chiller designed to keep beverages cooler than the rest of the refrigerator. Most notably, the refrigerator's ergonomic design includes hidden hinges, multiple drawers and shelves that allow for maximum storage of large items, and a counter depth design that installs flush with cabinetry. The energy efficient DCS by Fisher & Paykel refrigerator is ENERGY STAR<sup>®</sup> approved and uses 20% less energy than required by current federal standards.

*| continued on page 36 |*



4



5



**3.KUPPERSBUSCH USA**—An innovator in kitchen technology, Küppersbusch showcased one of its signature products at KBIS 2010, the **Honeycomb Cooktop**. Exceptionally designed, the electronic Honeycomb cooktop can be fitted into any countertop material, with a number of layout options. Each honeycomb is controlled by one centrally positioned honeycomb with sensor touch controls that allow for programmable cooking times for up to 99 minutes. The sleek surface allows for easy cleanup of spills and features pan detection and a child safety lock.

**4.JENN-AIR**—KBIS exhibitor Jenn-Air showcased its **Trifecta® Dishwasher**, part of its luxury appliance collection that also includes wall ovens, cooktops, and ventilation systems. Dish washing has never been easier—a new Sensor Wash option gauges the load size and food particle levels and adjusts the wash cycle accordingly. Additional cycles include a one hour wash option, a plate warmer cycle, a crystal and china cycle, a top rack only option and a steam clean option. Best of all, a variable speed motor adjusts to save energy and reduce noise—a benefit when entertaining at home. Ultimately designed to maximize load flexibility, the Trifecta® Dishwasher was constructed with an adjustable upper rack, cup shelves with integrated stemware holders and a lower rack with a Split & Fit™ silverware basket.

**5.TURBOCHEF**—Considered an industry leader in ovens, TurboChef featured its **30" Double Wall Speedcook Oven** during KBIS 2010. These dual ovens feature a top and bottom cook cavity. The top cook cavity incorporates TurboChef's patented Airspeed Technology that can prepare food up to 15 times faster than a conventional oven whereas the bottom cavity serves as a traditional convection oven. TurboChef's signature design features premium stainless steel chassis and polished aluminum door handles with the upper door available in a variety of exciting colors. An analog clock and timer, precise dial-control knobs and a color LCD interface—featuring TurboChef's Cookwheel™ and Cook Navigator™ functions - were developed to maximize functionality, visibility and ease.

**6.KOBE RANGE HOODS**—An innovator in range hoods, Kobe Range Hoods showcased its **CH-122SQB Series Multi-Style Hood**, a signature product that blends into any kitchen style whether used in an under

cabinet or wall mount style. This sleek 6” height seamless Multi-Style hood features 4-speeds and Kobe’s exclusive QuietMode™ technology. Halogen lights effectively illuminate over the cook top and the dishwasher-safe stainless steel baffles give the unit a professional appearance. It also features a versatile multi-exhaust for top or rear venting. Cleaning is a breeze and the unit also showcases a convenient 30-second delay shutoff feature.

**7. DANBY**—Danby featured a number of products at KBIS 2010, including its **DDW1899BLS Dishwasher**. Featuring a built-in water softener system, this large dishwasher can hold up to eight place settings. The sleek black and stainless steel design also features a durable stainless steel spray arm and interior, and is also ENERGY STAR® approved. A number of programmable features, including a delayed start function and seven different wash cycles, including one conveniently for glass, can accommodate crystal and fine china.

**8. TRUE PROFESSIONAL SERIES**—True Refrigeration can be found in some of the most prestigious hotels and restaurants throughout the world, and now it can be found in your home. The company featured the **True® Private Reserve Wine Cabinet**, a signature product from its line of residential, high-performance undercounter beverage refrigerators. True’s balanced refrigeration is a renowned system that keeps the desired temperature within +1/-1 degree throughout the cabinet at all times. The True® Private Reserve Wine Cabinet holds 53 bottles in a state-of-the-art glide-out shelving, for the most elegant design in wine storage.

**9. LIEBHERR**—Two exciting new products that Liebherr-Export AG debuted during KBIS 2010 are the **CS 2060 and HC 2060 36” Single Door Refrigerators**. As part of Liebherr’s larger capacity product line, the high performance features include a dual refrigeration system with separate super-efficient variable speed compressors for the refrigerator and the freezer, double freezer drawers on telescopic rails, LED light columns, and ceiling lighting. Vegetable and freezer drawer illumination and an icemaker that features the most technically advanced water filter available for household appliances is also included. Both the CS 2060 and the HC 2060 36” Single Door Refrigerator are ENERGY STAR® rated. **RO**



# The Business Alliance for Local Living Economies

LOCAL BUSINESS NETWORKS COMMITTED TO ENHANCING THE HEALTH AND WEALTH OF THEIR COMMUNITIES AND ECOSYSTEMS

The Business Alliance for Local Living Economies (BALLE) was founded in 2001 based on the belief that the best solutions to our global economic, environmental, and community crises would come from the grassroots and would be driven by entrepreneurs. The rather audacious goal was to build an alliance of local business networks committed to enhancing the health and wealth of their own communities and ecosystems—and to connect these networks nationally and globally to spread best practices and engage in fair trade.

BALLE has since become North America's fastest growing membership of socially responsible businesses with 80 business networks comprised of 22,000 local, independent businesses in 30 U.S. states and Canadian provinces.

BALLE business networks in large cities, small towns, rural areas, and regions of high unemployment have increased their communities' health and economic vitality through a focus on green jobs, sustainable industries, investing locally, and buying local first.

These new alliances of local entrepreneurs are focused not only on the single bottom line of individual enterprises, but on the overall health of their cities and home towns. Working systemically to build sustainable local economies, these networks are connecting the dots between the fast growing movements toward green building, energy efficiency and renewables, local and sustainable agriculture, social finance, independent retail, and local zero-waste manufacturing.

- In Philadelphia, Pennsylvania, the sixth largest city in the United States, the BALLE network has created one of the nation's most recognized models for green collar jobs and work force development.

- In Grand Rapids, Michigan, a study showed a 10% shift toward locally owned businesses would add 1600 jobs in Kent County. The BALLE network of 600 businesses supports each other first, making it a bright spot in an otherwise decimated state economy; they are now spreading best practices to other cities in the state.

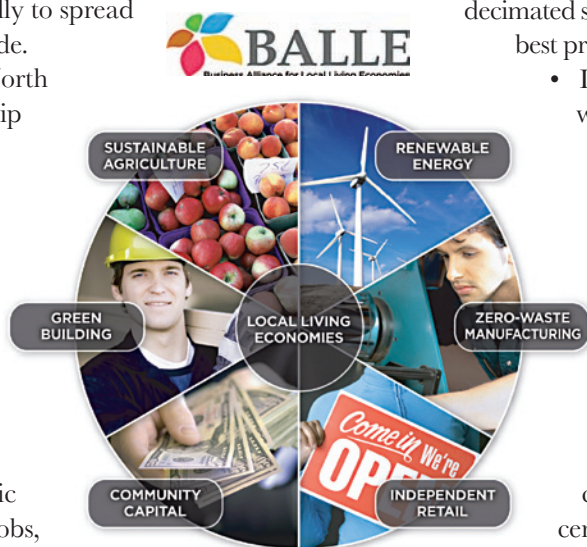
- In rural New Mexico a BALLE network, with support from the United States Department of Agriculture, is revitalizing local economies through re-localization of food and energy production.

- In Arizona, the multi-city BALLE network is changing state procurement policies to support local businesses first.

- In Missoula, Montana, the BALLE network has designed a cutting edge assessment, training, and certification program for helping businesses improve their social and environmental sustainability and is sharing it with other networks nationwide.

- In Bellingham, Washington, the BALLE network was recently featured on a Department of Energy webinar for their innovations in using ARRA funds to pilot deep energy efficiency; the Natural Resources Defense Council awarded the community its "number one small city" for urban progress toward sustainability.

New BALLE business networks have formed in sixteen communities in just the last four months. **RO**





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**BALLE was founded in 2001 and is the fastest growing network of socially responsible business in North America: 80 local networks, 30 states and provinces, 22,000 independent business members.**



#### **SPEAKERS INCLUDE:**

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- INDIA PIERCE LEE, Evergreen Cooperatives
- ANNIE LEONARD, Story of Stuff
- DAVID ORR, Oberlin College, author
- ERIC HENRY, Cotton of the Carolinas
- LYLE ESTILL, Piedmont Biofuels
- MICHAEL SHUMAN, BALLE, The Small-Mart Revolution
- BEN BURKETT, Mississippi Association of Cooperatives
- WOODY TASCH, Slow Money Alliance

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#### **SPONSORS:**



# Beware The Customer

When Arthur Frommer first published *Europe on 5 Dollars a Day* in 1957, he was the first travel expert to advise rookie travelers about the larger world out there. Today, there are shelves full of travel books and countless professionals writing in newspapers, blogs and websites about what to see and do and where to stay on all seven continents. There's no lack of travel information.

Similarly, every newspaper and slick city magazine has a restaurant reviewer sneaking into the newest hot spots to report on trendy food selections and marginal service from the waitstaff. Their reviews have been known to make or break an establishment.

But these professionals—as good as they may be—no longer have the impact they once did. They've been replaced by an army of well-informed travelers, diners, and customers, as well as a pile of informative websites providing detailed data answering virtually any question.

Once, we took our doctor's diagnosis and treatment protocol as gospel. We took our medicine and hopefully, were cured. Today, we'll take our doctor's diagnosis and head right to the Internet to check for alternate medications and treatment options. We'll come back to him armed with information, questions and in some cases, better ideas.

When I travel, I check TripAdvisor or Expedia and read reports from real travelers like me. Their opinions mean more to me than a professional because, they're not getting special treatment and their comments—positive and negative—are based on

recent experiences. A collection of comments can give you a real feeling about the good, the bad and the ugly of a hotel, resort or tourist attraction.

When the *Zagat Survey* was first published thirty years ago, professional restaurant critics cried foul—after all, a guide to the best restaurants compiled from customer reviews couldn't possibly be accurate. How could diners off the street possibly understand what makes a restaurant experience good? How arrogant they were.

Amazon relies on its readers' comments to help sell books. The bookseller will also remind a buyer that others who read *The Girl with the Dragon Tattoo* also bought the authors' sequel *The Girl Who Played with Fire* as well as *The Help*.

And then there's Yelp, Angie's list and a host of other sites where customers can post their observations about the customer experience they had in your store or with your service or installation department.

In a search on Yelp for appliances, I found the Sears Outlet store to be the big winner over the local independent store, having as many negative comments as positive ones. In another market, one of my favorite retailers had mixed comments while a big chain had 14 positive reviews and mostly 5-star ratings. And don't think that prospects reading the Yelp reviews might just blow off your occasional negative review as being written by some customer who is never happy. Customers trust that others will share their information openly and fairly.

So what can you do? The obvious answer is to take care of all your

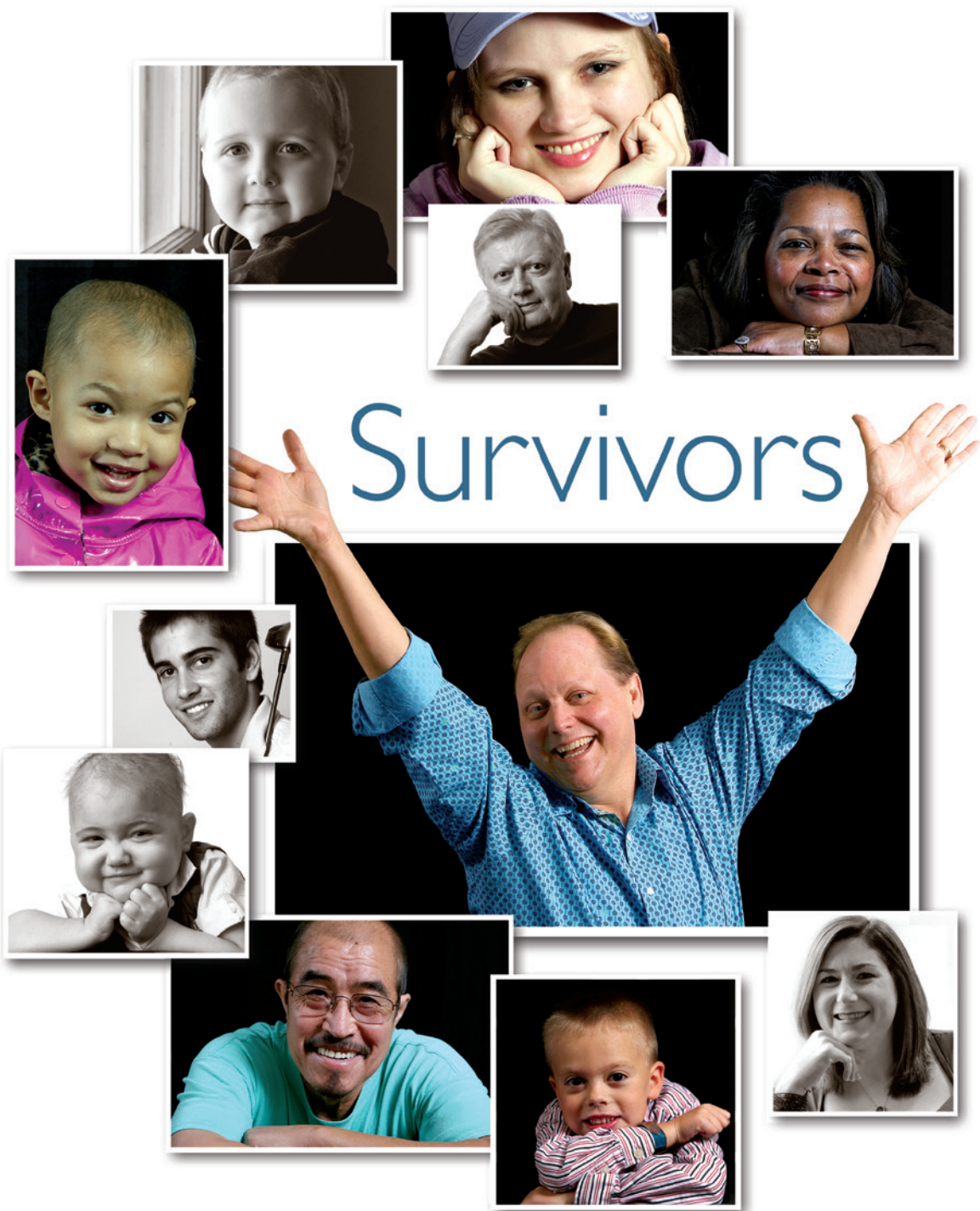
customers so that they all have exceptional buying and service experiences in your store. Somehow, though, that's just not reality—stuff happens, so:

- Make sure your entire team understands that every customer complaint—no matter how seemingly petty—counts. Multiplied in cyberspace, those small concerns can seriously impact your business. Every complaint is an opportunity to make lemonade out of lemons.
- Solicit positive and negative comments from your customers and your prospects. Leave survey forms in the home after delivery, installation or service. Offer a \$25 store gift card to customers who complete and return them.
- Act quickly to resolve complaints. In most cases, if you ask the customers what they want to solve their issue, they'll ask less than you may offer.
- Monitor websites and local media for comments about your business. Respond to the negative and use the good ones as testimonials.
- Customers rule. Their opinions count. They influence their friends, relatives and business associates. The world is viral and everyone is a potential opinion-maker. Your best defense is a good offense. **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](mailto:elly@ellyvalas.com) or visit her website: [www.ellyvalas.com](http://www.ellyvalas.com).*







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# What is Your Dream?

IF IT'S A PROMOTION AND MORE MONEY, READ ON

**H**oward Schultz, chairman and founder of Starbucks, was recently asked what he would say to a young person who wants to be the next Howard Schultz. His answer, in part, was this: "Define what your dream is. Dream bigger than that and don't let anyone tell you [that] you are not good enough, not smart enough, that your dream can't come true. And don't settle, because you are going to find yourself at 30, 40, or 50 years old saying, 'I could have done that.' And you probably could have."

What is your dream? If it is to be promoted and make more money, you can make that dream come true by following these five steps:

- 1. Feel good about yourself.** The way you feel about yourself is the way others see you. Develop a positive attitude; it's contagious. Avoid hanging out with coworkers who are negative and complaining; they will drag you down. Believe in yourself. Build your self-confidence; self-confidence is power. It leads to improved performance, which leads to improved pay. Don't wait for others to validate you and your efforts. Pat yourself on the back. Concentrate on your strengths and recognize the importance of the role you play in the organization.
- 2. Learn.** The more knowledgeable you are the more capable you will be and the more successful you will become. Learn as much as possible about your job, your industry, your

customers, personal relationships, and anything else that will help you move up the ladder of success. It's important that you know how to handle the technical aspects of your job, but you also must have strong people skills if you want to advance. Ask your supervisor or manager to help you identify the skills and training that will make you more promotable and then look for training programs that will provide them. Sign up for every training program your company offers, as well as those for which the company will reimburse you.

- 3. Invest in yourself.** You can't wait for your company to send you to training programs; you must take the offensive. Set aside a specific amount of money each year to use to train yourself; it's the best investment you will ever make. Buy industry-related publications and self-help books, audio programs, and CDs. During the past 38 years, I have read at least two personal development books each month. As a young man, I invested \$500 in a program by Paul J. Meyer, founder of the Success Motivation Institute, and within eight years, by the time I was 30, my net worth went from \$2,270 to more than \$1 million.
- 4. Set goals.** Those goals don't have to be lofty but they do have to be realistic. Look at those goals every day; make them part of you. Visualize achieving those goals. If, for example, one of your goals is to get promoted to your boss' job, have

a friend take a picture of you sitting at your boss's desk and look at it every day (at home, of course, where your boss won't see it.). As you reach one goal, set another that will have you reaching a little higher.

- 5. Perform.** Deliver what you promise. Do what you say you will do, and do it with quality and speed. If you say you will complete a report by Monday, do it. Manage your time. Get organized. Identify problems and seek solutions. When you "over-fill" your position, you will earn the respect of your coworkers and your boss. Execute tasks based on priorities. Don't procrastinate. Ask for more responsibility. Go out of your way to provide exceptional service to your customers, your coworkers, and your supervisors. If you go above and beyond the call of duty, you will be noticed, you will be promoted, and you will make more money.

The greatest limitations you will ever face in your job and in your life are self-imposed. You can do and be anything you set your mind to. It will take some effort, but you can do it. Your future is in your hands. Follow these five steps and your dream will become a reality. **RO**

*John Tschohl - described by Time and Entrepreneur magazines as a customer service guru, is also an International strategist and speaker. He can be contacted at [John@servicequality.com](mailto:John@servicequality.com)*





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# The Four Rules of an Effective Press Release

An age-old staple of the public relations industry, the press release has been an effective way to convey news for generations. Some would say the press release has outlived its usefulness. I disagree. I think they still can be a very useful tool to tell your story. They do, however, need to be updated. The media landscape has changed dramatically from even a few years ago. Journalists—both professional reporters and amateur bloggers—have very different needs than they did a decade ago. If a press release in the “old” style crosses their screen, it’s not likely to get much attention.

There are four rules of an effective press release. Follow these, and your news should get more attention.

## RULE #1: KEEP THE FORMAT SIMPLE

Nothing bugs a journalist more than an unnecessarily complicated press release. If it’s too hard for them to open and locate the information they need, they won’t bother.

Keep your format simple. Build your releases in Microsoft Word on a plain background with standard margins. Don’t get cute with columns and text wrapping. If you have images embedded in the release, make sure the resolution is adjusted to keep the file size down. And keep your release to one page. Anything more most likely won’t get read.

## RULE #2: KEEP THE INFORMATION CLEAR AND CONCISE

In the old days, PR practitioners would use press releases to weave tales about the wonder and beauty of the product or service being promoted. Those days are over.

Keep the information you include in the release clear, concise and fact-based. Start with a straightforward headline. Follow with 100 words of copy (200 if you must) that tells the story in easy-to-understand language. Avoid puffery and superlatives. Don’t say your product is the next great thing, say why it is and let the journalist decide.

After your copy, provide additional information in five to ten bullet points. These should be facts that are interesting and that support the introduction. Finally, make sure there is a date on your release. Journalists like to know how new the news is.

## RULE #3: INCLUDE MULTIMEDIA

The Web has forever changed the news and PR industries. Your press release should be optimized so it can make the most of what the Web can offer.

If you have low-resolution images embedded in your release, include a link to a site where high-resolution images can be downloaded, or at least to some-one who can provide them (see Rule #4). Other links you should consider:

- YouTube videos of your product, service or location
- Interesting areas on your Web site like a comment section, a list of locations, or specifications
- Your Facebook fan page or Twitter feed
- Social bookmarking sites where people can share your news

## RULE #4: LIST CONTACT INFORMATION

I put this last, but it should be at the top of your press release. Make sure you include the name, phone number and e-mail of someone the journalist can contact for more information. Make it as easy as possible for this person to be reached. Do not give a general phone number; make it a direct line to a real person. And make sure it’s someone who is prepared to handle media inquiries. Requests from journalists require prompt attention, so sending them to a sales manager who has other things to do is not a good idea.

There are, of course, exceptions to any rule, and these are not carved in stone. Following the above rules will enhance the effectiveness of your public relations. **RO**

## BUILD

Christopher Thiede owns BUILD Communications, a branding and PR firm. Read Chris’ blog at [www.buildcommunications.com](http://www.buildcommunications.com).



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# BEAUTIFUL AND SMART

This Smart System washer and dryer pair brings convenience to families with large laundry needs, with spacious drum capacities and steam features for both appliances.

## **WASHER** (model # DWD-WD1353RC)

A first in the appliance industry, this washer features an *integrated* Smart Detergent system, storing up to 45 loads of detergent, softener and bleach. The Smart Detergent system is not a separate item, and thereby conserves materials and money. Drum capacity: 4.5 cu.ft.

## **DRYER** (model # DWR-WE5413RC)

Our dryer has a large capacity of 7.3 cu.ft. and offers a steam drying feature that increases effectiveness. The vertical heating system conserves energy by preventing the loss of heat and reducing the flow of heat, increasing the internal temperature more quickly, saving drying time.



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# Better Keep an Eye on Your Watch!

*“Consultants are people who borrow your watch to tell you what time it is, and then walk off with the watch.”*

- Robert Townsend

If you ask business owners what is the 1st thought that comes to mind when you think of consultants, most would answer with comments like: waste of time, someone who tells you what you already know, or they cost me a lot of money, with no results. In other words, consultants are about as popular as the guy who shows up selling chicken fingers at the PETA rally—well, maybe not quite that bad. I have been guilty of uttering many of these same comments while working with consultants throughout my career. Most negative consulting experiences are the result of a failure to implement the solutions that are developed. So who’s at fault? The consultant, of course... *hmmm, not so fast.*

### WHAT WE HAVE HERE IS A FAILURE TO COMMUNICATE.

As my dad always told me, it takes two to tango. The experience ultimately turns ugly when there is failure to achieve a matched expectation between the consultant and the client from the beginning. Most client - consultant relationships assume that the client will implement the solution that is developed by the consultant—*wow, what a bad assumption!* The reality is the implementation is where businesses need the most help. The weight of this assumption is only compounded by the failure of *the client and the consultant to*

understand that even the most carefully developed plan isn’t perfect, and these flaws only become evident when subject to the stress of practical application.

### YOU ARE A CONSULTANT, RIGHT?

I know what you’re thinking - Gee Kelly, you starting your own consulting business is like setting-up a Hummer dealership in Berkley—it appears to be a really bad idea. I am guilty of harboring a negative perception regarding the traditional consulting relationship—the key word being *traditional*. I believe there is vital role that consultants play in developing and implementing solutions for businesses. It’s through an iterative consultant implementation where the most effective solution is operationalized, and results are delivered that exceed the client’s expectations.

### OKAY, WHERE ARE YOU GOING WITH THIS?

As I have painfully detailed in my previous writings, ERP implementations are very difficult and risky. Most businesses do not employ the internal expertise to effectively manage the process of identifying, selecting and implementing the right solution for their business. As a result, most businesses simply rely on the software reseller (VAR) or designate an unsuspecting employee who has little or no experience in guiding a process that is both complicated and expensive. Often the result is an ERP system that is over budget (both financially and time), clumsy, and will require additional

investment to customize the system to achieve the efficiency that was expected with the original investment.

### OBJECTIVITY AND CLARITY OF FOCUS—THE CONSULTANT ADVANTAGE...

The most powerful tool in the consultant toolbox is the word “why”. Questioning the existing process is the key to unraveling the maze of inefficiency that is the result of decades of tweaked processes. Identifying the inefficiency in bloated processes only works when you have the ability to objectively *focus* on the “gnat’s-ass” detail of every functional area in your business. As a consultant, I don’t care that Marge called in sick and a full day of purchasing is lost, or that Johnny didn’t show in the warehouse, and we lost 10 stops on the delivery route today. As a consultant, my job is to eliminate the “managed chaos” mentality, and implement systems that insure efficiency—regardless of who calls in sick. This objectivity and focus is especially critical when implementing a new ERP. Process inefficiencies are magnified and mistakes more evident under the intense light of better technology. Get the most from your investment, and hire a consultant—but *ask someone else for the time!* **RO**

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*Kelly M. Rigdon with R2: Rigdon Resources, developing business processes to grow the bottom line. [www.r2-online.com](http://www.r2-online.com)*



## CONVENIENCE LEARNING



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June - November, 2010  
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Presented by  
Morton Block, CMKBD - NKBA Instructor

May 11, 12, and 13, 2010  
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### What Shade of Green is That?

LIVE Webinar

Presented by  
Deborah Dunning - Author, President,  
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July 13, 2010  
2:00 - 3:00 p.m. EST



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# Smiling in the Valley

**W**ater rolls down hill, and so do a lot of other, less pleasant substances. This isn't news to retailers. How many times have you borne the brunt of a customer's wrath—over something you had absolutely nothing to do with? From manufacturer's recalls, special orders gone wrong, or the fact that no one is making the exact thing the customer wants at a price they're able to pay. We've heard it all and if trouble rolls down hill, we're right in the valley!

The reason I'm bringing this up now is that as retailers, we're dealing with customers who are crankier than ever before. Between a slowed economy, health care reform, and dozens of other tension causing events, people are stressed right out. They're going to take it out on someone. Guess who?

There's a silver lining to this situation. I realize that's hard to accept when you're dealing with people at their worst. But just as our personal relationships are tested and strengthened by going through a crisis, our customer relationships can be built during the worst times.

### RECOGNIZE THAT CUSTOMER STRESS IS REAL

Our customers are not cranky because they woke up and decided to ruin your day. They're handling stresses and pressures that are overwhelming them—and they're not necessarily graceful about it.

We have to be sensitive to our

customer's emotions. Now is the time to be compassionate and understanding. It may not seem like a catastrophe to have to choose furniture from the 'better' line rather than the 'best'—but for that customer who's never really had to rein in their desires, and now have to make that change, it can be painful. Always remember that we don't know what's happening 'behind the scenes'.

Using open ended questions to research what's truly important to the customer will do more than allow you to make appropriate suggestions to your customers. It will also allow you to make these suggestions in a way that the customer needs to hear. The insecure customer wants to know they're making a good decision. Emphasizing the value of a purchase—how long it will last, the durability that line offers, and other reassuring qualities will help overcome the anxiety the customer may be feeling.

### REMEMBER YOU CAN'T PLEASE EVERYONE

Real-life retailing means acknowledging that there are times when you're not going to be able to be sensitive enough, compassionate enough, or just plain likeable enough to overcome the negativity the customer brings in with them. These are the customers who only want one item during the buy one/get one sale; the people who take an offer to carry a heavy item to their car as a personal insult.

I have felt like I could bend myself over backwards for a customer and

they still would not be pleased with my response. Running promotions and offering incentives to get customers to sign up for your mailing list or become a fan of your Facebook page might put a smile on some folks' faces, but not these guys. They couldn't crack a smile if you paid them \$50.

In these situations, it's important to remember what Bill Cosby said: "I'm not sure what the path to success is but the path to failure is trying to please everyone." Train your team to recognize those moments and move on with a friendly smile. Learning to let it go means you don't carry over any tension from these negative encounters onto your next customer.

### TOMORROW WILL BE BETTER

Our customers are looking for more than merchandise. They're searching for understanding, empathy, and more than anything, optimism. Retailing is ultimately about the emotional experience. If our customers leave our stores feeling better than they were when they came in, we've provided the ultimate in customer service. That's what will bring them back, time and time again. **RO**

*Rick Segel, author of The Retail Kit for Dummies, helps retailers and vendors partner so everyone sells more! Visit Rick's website at [www.ricksegel.com](http://www.ricksegel.com)*





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# Kevin, Your Coffee is Ready... Kevin?

## 15 MINUTES INTO THE FUTURE

“Good morning, Kevin” comes a disembodied voice similar to HAL, the computer from 2001. “You’re up early today... did you sleep well?” “Just fine, Kitchen—I have an early morning meeting at the office... so I’m in a hurry” I respond. “Coffee or Cappuccino?” it asks. “Coffee, please” I reply. “Cereal or eggs?” asks the Kitchen. “Just toast this morning” I answer. And so my day begins. Science fiction you ask? No, just a glimpse of things to come.

Just imagine for a moment, in the not so distant future, when your “wi-fi” enabled home will permit your dishwasher to call you at work to let you know that it has sprung a leak... but not to worry, it has already informed the service company and they will be out between 9 and 12 on Tuesday. Or maybe you are caught in rush-hour traffic and you will be 30 minutes late, so you call your oven from your cell phone to recalibrate the cooking time on your roast to be ready at 8:30. Even better your oven will be able to connect with the manufacturer to self-diagnose itself as well as down-load new recipes and cooking instruction

With this new networking application your refrigerator will be able to take inventory of itself and will place an order for all pre-programmed items to be replenished automatically with an online grocery service. It has also ordered a few additional items that will be needed for tonight’s dinner party. It may even make a few suggestions for wine.

Networked appliances will be the next big thing to hit your kitchen...with “wi-fi” technology slowly creeping into all of our home electronics. Appliances that think and plan out menus, re-order and re-stock themselves are already on the assembly lines. The next wave of microwaves will have a scanner to read the package of chili or popcorn and then preset itself for operation.

An idea that is being developed by Mike Roberts at Visualize Inc, is the PrepSurface. The PrepSurface senses and identifies the capacitive signature of food products. The integrated digital scale weighs the product and the embedded WiFi connects the PrepSurface to online food databases to obtain nutritional information. The PrepSurface can connect to online recipe databases and on-board video provides the user with step-by-step instructions on how to prepare your favorite meal. The PrepSurface can even advise on which knife to use and at the right time pre-heat the oven to the recommended temperature.

The family calendar on the refrigerator will update everyone’s calendar- from Mom’s computer at work to sis’s cell phone. It will be able to download and update brother’s iPod with all of his favorites, and Dad can check on the solar collectors on the roof as well as the energy consumption for the entire house, as well as be able to turn off lights from his cell. It will keep everyone informed with all of the events and activities of the day, including soccer practice and dental

appointments. It will even remind Grandma to take her pills and Grandpa that he has a 6:30 tee-time.

As for the other appliances, as they are connected to the internet they will receive electronic up-grades, diagnose problems and download patches. In the not so distant future, your kitchen will read your personal electro-magnetic field when you enter the kitchen and begin to brew your favorite beverage and up-date your portfolio and download your tweets, all while you wait for your bagel to be toasted. Eventually the kitchen itself will become one huge, connected appliance that reads your lifestyle patterns, anticipates your needs for food, lighting, entertainment, and cleanup, and performs functions automatically—all without an explicit human command.

Whether this kitchen comes to pass, the modern kitchen will continue to be the heart, if not the hub, of the modern home, an essential element in our daily lives that touches and affects us both physically and emotionally. A place where we seek communion, rejuvenation, and sanctuary. Today’s kitchen will provide us with a unique outlet for creation and self-expression. **RO**

*Kevin M. Henry is an international speaker on market trends and sustainable kitchen design in the kitchen industry for over 30 years. For more info, visit: [www.bazzeo.com](http://www.bazzeo.com).*





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## The Wisdom of Mom & Pop: Independence

*“The four cornerstones on which the structure of this nation was built are: Initiative, Imagination, Individuality, and Independence.”*

Captain Eddie Rickenbacker  
Heroic flying ace of World War I

Virtually every owner of a mom & pop store has a fierce desire for independence. The smart ones understand that independence, like everything else in life, comes with a price—of time, money, responsibility, family issues—that they are willing to pay.

The decision to own a shop takes many different paths. Some shopkeepers are born to it; others choose to combine their passion and interests to create a business. Some are looking for meaning in their lives; others are looking for means.

In the late 1980s, Rob Kaufelt left his family’s successful New Jersey supermarket chain, went through a divorce, and moved to Greenwich Village, where he became a customer of Murray’s Cheese Shop. When he heard the store was for sale, he bought it in order to give himself something to do. He had also been inspired by his immigrant grandfather, who ran a little independent grocery store that eventually grew into the family supermarket chain.

“I wanted to go back to some current version of what I assumed my grandfather originally had,” said Kaufelt, who has built Murray’s into

the most famous cheese purveyor in New York City. “Nevertheless, I’m not naïve. Wanting to do this individual thing may be quixotic. Independent neighborhood shops feed that community need, but the community will support us only if we deliver what the community wants.”

In 1994, Judy Davis, newly divorced, moved from Florida to Savannah, Georgia, where her daughter was in art school. Judy, a trainer of horses, bought the Gallery Espresso coffee shop “to create a job for myself.”

For a while, “We were the only coffee place in town, and we were very busy. But then more independents opened. One guy would come into my store and take notes. Then he opened up his own store, but he hired managers to run it and it failed. Some independents view success as when they don’t need to be in their store. That’s when their business falls apart. I’m not an absentee owner. I have people who walk in every day just to say ‘hi’. It’s not just about getting their cup of coffee” said Judy.

Alan Robson and his wife, Linda, own the Great British Pine Mine in Kensington, Maryland, which is packed with antique armoires, bookcases, desks, etc. imported from Great Britain and Europe.

“The work itself has been my passion,” Alan told me. “I could

never do it if I didn’t love it.”

A desire for independence has been a keystone to his life. A graduate of Cambridge University in England, Alan said “I couldn’t imagine taking a regular job, joining a corporation or even a profession. Buying and selling seemed to me to be a way that I could be independent and true to myself; not selling my labor power for forty hours a week to someone else, and having my life the rest of the time.”

Quoting from the *I Ching*, the five-thousand-year-old Chinese Book of Changes, Robson believed that “‘perseverance furthers.’ If you stick at it, if you like what you do, if you believe in what you do, if you have a good product, and if you treat people honestly, then you should prosper.”

Reflecting back on the last three decades, Robson said that he and his wife and three adult children (who are all in the business) have had, “the good fortune to be able to make a living from something that we believe in and enjoy doing. That’s the key: We wanted to do our own thing. We wanted independence.” **RO**

*Robert Spector is the author of The Nordstrom Way to Customer Service Excellence and The Mom & Pop Store. Robert can be contacted at [robert@robertspecter.com](mailto:robert@robertspecter.com).*





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# UPCOMING EVENTS

2010

## MAY

11

### CLCID AND NKBA SAN DIEGO 2010 INDUSTRY SHOWCASE

Four Points by Sheraton Hotel  
SAN DIEGO, CA  
[www.clcid.org](http://www.clcid.org)

18-20

### TOP TO TOP EXECUTIVE BUSINESS CONFERENCE

Renaissance Chicago Hotel  
CHICAGO, IL  
[www.narms.com](http://www.narms.com)

22-25

### NATIONAL RESTAURANT ASSN. — RESTAURANT, HOTEL-MOTEL SHOW 2010

McCormick Place  
CHICAGO, IL  
[www.restaurant.org](http://www.restaurant.org)

## JUNE

9-11

### PCBC 2010 CONFERENCE

Moscone Center  
SAN FRANCISCO, CA  
[www.pcbc.com](http://www.pcbc.com)

15-17

### E3 EXPO 2010

Los Angeles Convention Center  
LOS ANGELES, CA  
[www.e3expo.com](http://www.e3expo.com)

22-23

### CE MIDYEAR CONFERENCE AND TECH SHOWCASE

7 W. 34th St.  
NEW YORK, NY  
[www.cealineshows.com](http://www.cealineshows.com)



## JULY

22-24

### SEBC GREEN BUILDING SHOW

Orange County Convention Center  
ORLANDO, FL  
[www.sebcshow.com](http://www.sebcshow.com)

## AUGUST

2-6

### SUMMER 2010 LAS VEGAS WORLD MARKET /GIFT+HOME / VEGAS KIDS

Las Vegas Market  
LAS VEGAS, NV  
[www.lasvegasmarket.com](http://www.lasvegasmarket.com)

15-18

### NATIONWIDE MARKETING GROUP PRIME TIME!

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

29-SEPT 2

### BRANDSOURCE CONVENTION

Paris Hotel  
LAS VEGAS, NV  
[www.brandsourceconvention.com](http://www.brandsourceconvention.com)

## SEPTEMBER

3-8

### IFA 2010 CONSUMER ELECTRONICS UNLIMITED

Messe Berlin  
BERLIN, GERMANY  
[www.ifa-berlin.com](http://www.ifa-berlin.com)

13-14

### FALL MARKET

High Point Furniture Market  
HIGH POINT, NC  
[www.highpointmarket.org](http://www.highpointmarket.org)

14-17

### REMODELING SHOW 2010

Baltimore Convention Center  
BALTIMORE, MD  
[www.theremodelingshow.com](http://www.theremodelingshow.com)

## OCTOBER

### ENERGY AWARENESS MONTH NATIONAL KITCHEN & BATH MONTH

15-17

### NINTH ANNUAL DPHA CONFERENCE

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[www.dpha.net](http://www.dpha.net)

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# A Little Respect Will Go a Long Way...

While exercising on my grueling daily run today, I passed a parked car with a personalized license plate that simply read “Respect”. I wondered why someone would bother putting this on their car. Were they asking others to respect their car or their driving habits, either bad or good? The more I pondered this person’s vanity plate, the more I came to the realization that there is a growing deterioration of respect in society as a whole.

Respect is an integral part of business which is necessary for both growth and success. In today’s marketplace of ever shrinking margins, gone are the days of the quick sale and one time customer, as repeat and referral business becomes our future. Lasting relationships are built on respect and trust, of which business relationships are no different. Some will argue that you don’t have to respect someone to do business with them, and this may be so, but the demonstration of lack of respect for a customer is a guarantee they won’t call you back again.

Customers also need to know the details about the proposed repair, such as what needs replacement and how much that is going to cost, solving their problem efficiently and effectively, respecting their time and money. Your professionalism through product knowledge and

confidence adds value and respect to the relationship as well as standing behind your work and providing excellent service.

Successful servicers always respect their customers—both C.O.D. consumers as well as manufacturers who pay for warranty calls. When you respect your customers and their time, that respect is strengthened by your actions, like showing up on time, calling ahead if you’re going to be late, and returning all messages in a prompt time frame. Yes I know this is simple stuff, but it’s the stuff that is lacking in business just the same, which shows a lack of respect of the client.

Respect for your customers is also about respecting their needs, which requires that you take the time to listen to them before offering a solution to a problem. It also requires that the solution fit their needs and not the other way around. Since customers need to understand and relate to what you are saying, the onus is on you to make sure your communication is crystal clear. When questions are asked, you need to have good answers and verify that the answer actually put the questions to rest.

Lack of respect or flat out disrespect causes less dialogue to take place, shutting down the very communication needed to build long-term relationships. When that happens, the

relationship is no longer as open and straight forward as it could be, leading to less dialogue that is normally offered in healthy relationships—allowing the relationship to starve.

Why would you want to spend any more time talking to a disrespectful person than you need to? When people are shown disrespect, it causes them to become defensive; their whole demeanor becomes guarded. Perhaps the easiest way to see the power of respect is to look at how you react when you do not receive any respect.

Commitments made to customers on all levels need to be honored completely and without any hesitation. It’s harder to keep such commitments to others if you do not keep the commitments you make to yourself. This respect creates an open dialogue, effectively building two way communication and trust. The more trust you have, the easier it is to move any relationship forward. Simply put—respect is the seed of trust; trust is the foundation for value that commands repeat and referral business. **RO**

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# Brand Source Summit Convention

## EDUCATION, PROGRAMS & INSPIRATION FOR 2010

**H**undreds of BrandSource and Home Entertainment Source (HES) members and thousands of people converged at the Hilton Anatole in Dallas, TX March 27-March 31 for the BrandSource/Home Entertainment Source spring convention, The Summit.

During his General Session presentation, BrandSource CEO Bob Lawrence illustrated to members that they collectively have the opportunity to belong to what he called the “billion dollar club”, a short list of appliance and CE retailers that spend \$1 billion or more on advertising annually. BrandSource members likely outspend even retail giants like Best Buy, he said, positioning BrandSource members to take market share. BrandSource branding is what differentiates BrandSource from similar groups and has resulted in driving thousands of customers into BrandSource retail locations. Lawrence went on to present a new brand building program that will give BrandSource members an incentive to include the BrandSource logo in their local advertising and continue the group’s combined efforts to increase consumer awareness of the BrandSource brand.

BrandSource Vice President of Home Furnishings, Michael Allen, presented members with a very unique opportunity, exclusively available to BrandSource members. BrandSource and Serta have partnered to develop the HGTV/Green Home Mattress Collection. The beds are constructed of recycled steel, soy-infused foams, organic cotton and linen, sustainable lumber and use recycled packaging. The new mattress collection has been developed in conjunction with HGTV (Home and Garden Television network) and is being featured nationally on HGTV’s Green Home program this spring. Special guest Carter Oosterhouse, host of HGTV’s home improvement show Carter Can, was on hand to help kick off the new line and was available for photos and autographs in the Serta booth during the buy fair.

BrandSource Vice President of Consumer Electronics, Jim Ristow, introduced a new program that will allow members to maximize their claims of instant rebates (IRs) from CE vendors and collect the monies within 30 days. Industry wide, less than 10% of CE retailers, Ristow stated, currently claim their IRs, and are forced to wait 60-90 days to collect. The new IR

program will pay BrandSource and HES members in approximately 15 days, drive the percentage of dealer claims up to nearly 70%, and slash administration costs. This will mean millions of dollars of increased profitability each year for BrandSource and HES members.

Source is dedicated to helping members achieve a strong online presence, including presence on the group’s e-tail site [www.brandsource.com](http://www.brandsource.com), as well as social networking sites like Facebook and Twitter. The group announced that a new Director of Digital Marketing position had been created and filled by Bob Donaldson. Donaldson will be focused on helping members grow their web presence and maximize their online marketing efforts including social media and email.

BrandSource Service continued its support of independent servicers during a working breakfast that featured an industry update by Director of Service J.R. Zirkelbach. Zirkelbach gave examples of how cycle time has increasingly become a benchmark used by manufacturers to determine a service companies capability and value, and urged them to begin tracking this important statistic. “Manufacturer’s like Whirlpool and Electrolux already use reduced cycle time to incentivize service companies and more companies will most certainly follow suit” Zirkelbach stated.

Throughout the Summit a bevy of educational seminars were available. HES and PARA, the educational division of the consumer Electronics Association (CEA), jointly made available great seminars on hot button issues like home energy management, project selection, working with information technology, selling upscale products to upscale people, and much more. BrandSource members had the opportunity to participate in classes on great topics like understanding tomorrow’s home improvement customer, improving the look and feel of your store, driving growth in today’s down economy and many others.

Plans and preparations have already begun for BrandSource’s National Convention to be held August 28 - September 1, 2010. For more information about BrandSource, please visit [www.brandsource.com](http://www.brandsource.com) or call (714) 502-9620. **RO**



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**BRAND SOURCE  
SUMMIT CONVENTION**

Hilton Anatole - Dallas, TX  
Held: March 27-31, 2010

1. Bob Donaldson, Stampede Master in official Stampede CFL jersey
2. Mike Allen, Brand Source VP Furniture with the Serta Sheep, Carter Oosterhouse (of HGTV Fame) and Bob Lawrence President and CEO, Brand Source
3. Standing room only during the Stampede presentation. get to the special buys
4. Andy Orozco (HES director of communications) John Moore (Starbucks' marketing manager during their ramp up) and HES VP of Electronics Jim Ristow
5. The Oreck team burning off some pre-Stampede steam



# Nationwide Independent Dealers Remain Strong at Primetime! In Vegas

Over 3,300 dealers and manufacturer representatives from across the country attended PrimeTime!, the largest buying show and conference for independent dealers, at MGM Grand in Las Vegas.

At the kickoff event, sand animation artist Mark Demel opened with a spectacular show of light and sand impressions. Then inspirational speaker, Kris Kuester spoke candidly to a crowded room inspiring them to overcome whatever challenges are preventing them from achieving their goals.

“Like Kris, our member dealers will continue to fight and win in business because of their determination, persistence and



Kris Kuester kicks off PrimeTime! in Vegas inspiring attendees to overcome challenges to achieve their goals.

desire to succeed,” said Robert Weisner, executive vice president of Nationwide Marketing Group. “The record attendance at this PrimeTime! event signifies the strength of our membership.”

Kuester later stayed for a reception and returned the following day for a book signing. His book, *Redefined*, speaks about his journey living with an incurable disease using foundation, faith, focus and grace.

“Nationwide cares about our member dealers, and we understand the importance of thinking out of the box and doing business differently. That is why we bring in nationally

known speakers like Kris, who will challenge their ideals and rejuvenate their entrepreneurial spirit.”

Nearly 850 companies were represented at the 3-day buying show and conference. The 150,000 sq ft, two hall show exhibit stayed busy with new product presentations and lots of power buys. Nationwide’s instant rebate program, CashBack Now, saved dealers millions off purchases made at the show. PrimeTime! also hosted two pre-show sales events including the RentDirect Hot Show and Furniture Smart Millions in Minutes auction.

“It was a very successful show from start to finish and we



On the show floor, several vendors held Learn and Earn product presentations including informative demonstrations and prize giveaways.

could not have done it without the support we have received from our vendor community. They understand that independents have been and will continue to be a strong force taking up more market share in the furniture, appliance and consumer electronics categories.”

The next PrimeTime! event is scheduled to be held in the Washington, DC area at the Gaylord National on August 15-18, 2010. To learn more about PrimeTime! and the many benefits of joining Nationwide Marketing Group go to [www.nationwidegroup.org](http://www.nationwidegroup.org) or call (336) 722-4681. **RO**

# NKBA EDUCATION



“Professional development courses offered through the NKBA have given me the knowledge necessary to grow in my field, and feel confident that I’m staying ahead of industry trends. NKBA Certification has provided the credibility with potential clients that has led to new business.”

**Rebecca Flynn, CKD, CBD, CID**  
Borrelli Design + Cabinetry, San Diego, CA

The NKBA is the industry’s premier provider of kitchen and bath education courses that offer the tools necessary to succeed in today’s demanding industry.

## May 2010

5/6/2010	<b>Advanced Appliance Workshop</b> •	In-Person Course	Brooklyn, NY
5/11/2010	<b>Advanced Appliance Workshop</b> •	In-Person Course	Ontario, Canada
5/11/2010	<b>Introduction to Hand Drafting</b> •	In-Person Course	Columbia, MD
5/11/2010	<b>Creating, Marketing &amp; Managing a Successful Showroom</b> •	Web-based Series	Three 1-hour sessions
5/13/2010	<b>Advanced Appliance Workshop</b> •	In-Person Course	Wellesley, MA
5/17/2010	<b>Materials &amp; Estimating for Kitchen &amp; Bath Design</b> •	Online Course	
5/17/2010	<b>Basic Kitchen &amp; Bath Design</b> •	Online Course	
5/17/2010	<b>Business Practices for Kitchen &amp; Bath Design</b> •	Online Course	
5/17/2010	<b>AKBD Online Review Course</b> •	Online Course	
5/17/2010	<b>Hand Drafting Techniques</b> •	Online Course	
5/19/2010	<b>Creativity in Action: Kitchen &amp; Bath Design</b> •	In-Person Course	Anchorage, AK
5/17/2010	<b>Advanced Kitchen &amp; Bath Design</b> •	In-Person Course	Huntington Beach, CA
5/27/2010	<b>Profiting by Design in the New Economy</b> •	In-Person Course	Pittsburgh, PA

## June 2010

6/10/2010	<b>Advanced Appliance Workshop</b> •	In-Person Course	Denver, CO
6/24/2010	<b>Profiting by Design in the New Economy</b> •	In-Person Course	Newton, MA

For a complete listing of NKBA Education courses, visit [NKBA.org/Courses](http://NKBA.org/Courses).

### NKBA Knowledge Paths



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2009/2010

# Student Design Competition Winners

The National Kitchen & Bath Association announced the eight winners of the 2009/2010 NKBA Student Design Competition, which offers \$10,000 in scholarships. The winners were awarded at the NKBA Design Competition Awards Luncheon at the Kitchen & Bath Industry Show (KBIS) in Chicago April 16th.

Sponsored by Sub-Zero and Wolf, as well as Waypoint Living Spaces, a division and trademark of American Woodmark Corporation, the 2009/2010 NKBA Student Design Competition finds the rising stars of the kitchen and bath industry by challenging young designers to create safe, functional spaces while adding modern conveniences and maintaining the historic ambiance of the homeowners' 1910 Arts & Crafts "Shingle House" located in the Pacific Northwest. The students' work had to meet the specific needs of the homeowners. The students' creations offer insight into upcoming design trends. The following eight winners' designs were chosen from among the hundreds of entries that the NKBA received.

**2010/2011 Competition**—The NKBA is now accepting entries for the 2010/2011 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 luxury high-rise apartment in downtown Chicago. Once again sponsored by both Waypoint Living Spaces and Sub-Zero/Wolf, the competition requires students to remodel an outdated 1960s condominium with a contemporary motif featuring high-end materials and appliances to impress guests.

The winning designs will be awarded the following prizes:

First Place Kitchen:.....	\$2,500 Scholarship
First Place Bath: .....	\$2,500 Scholarship
Second Place Kitchen: .....	\$1,500 Scholarship
Second Place Bath: .....	\$1,500 Scholarship
Third Place Kitchen: .....	\$1,000 Scholarship
Third Place Bath: .....	\$1,000 Scholarship

Entrants must be NKBA Student Members and enrolled in a college or university on the date of postmark. Students may enter the kitchen, bath, or both portions of the competition. Entries must be postmarked by November 30, 2010.

## 2010/2011 COMPETITION WINNERS

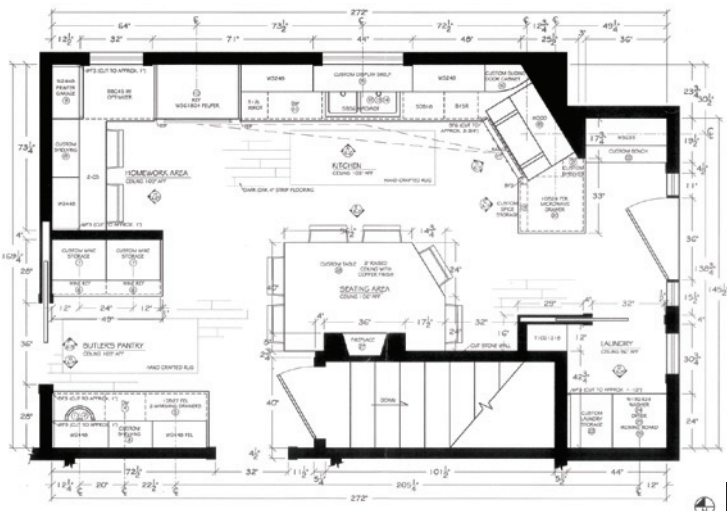
### KITCHENS

- 1st Place:** Hillaree Harris, Brigham Young University – Idaho, *Rexburg ID*
- 2nd Place:** Clarisse McCann, Brigham Young University – Idaho, *Rexburg ID*
- 3rd Place:** Piper Walters, Dakota County Technical College - *Rosemount, MN*
- Honorable Mention:** Lisa Lally, East Carolina University, *Greenville, NC*

### BATHROOMS

- 1st Place:** Clarisse McCann, Brigham Young University – Idaho, *Rexburg ID*
- 2nd Place:** Lisa Womach, West Valley College – *Saratoga, CA*
- 3rd Place:** Teresa Simon, Lakeland College – *Vermilion, AB- Canada*
- Honorable Mention:** Sophia Hebener, Arapahoe Community College, *Littleton, CO*





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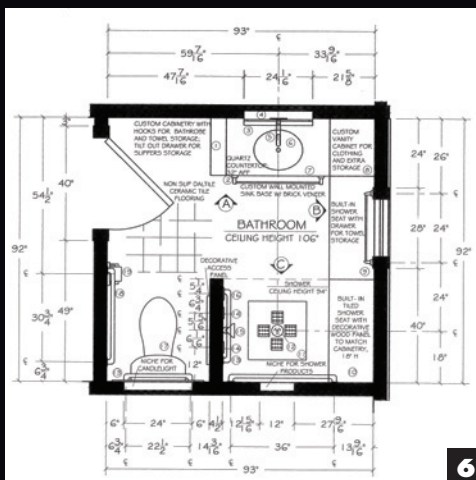
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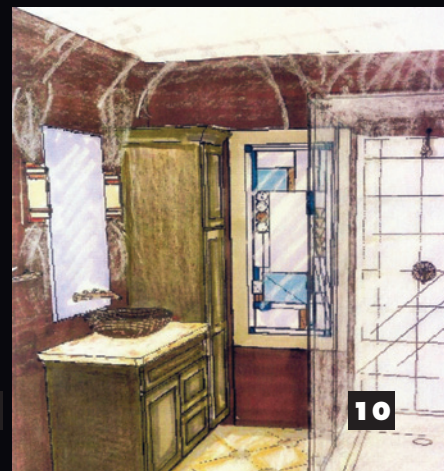
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# Promotions

ON THE MOVE

## FISHER & PAYKEL APPLIANCES APPOINTS LAURENCE MAWHINNEY AS PRESIDENT NORTH AMERICA



After nineteen years of service, Vice President of Sales and Marketing, Laurence Mawhinney, has been appointed as the new President for Fisher & Paykel Appliances North America, effective November 2009. This comes after former President; Mike Goadby announced his retirement with the organization.

Mawhinney joined Fisher & Paykel Appliances in August 1991 as a Sales Representative for the Australian

territory. Over several years, he proved to be quite an asset to the organization. In 1997 Mawhinney was given the opportunity to build up the newly established business in the USA.

Having worked alongside Goadby, Mawhinney has been a driving force behind the launch of Fisher & Paykel Appliances into North America over the last thirteen years. He has been an excellent contributor to this market and has earned a respected name in the appliance industry.

# In the News

RECOGNITION

## JOE CORY, CHAIRMAN AND CHIEF EXECUTIVE OFFICER OF CORY 1ST CHOICE HOME DELIVERY SERVICE, RECEIVES TOP PHILANTHROPIC HONOR FROM CITY OF HOPE



City of Hope's National Home Furnishings Industry Group honored Joe Cory, chairman and chief executive officer of CORY 1st Choice Home Delivery Service, with The *Spirit of Life*® Award, City of

Hope's most prestigious philanthropic honor. Cory was honored alongside the Cartledge and Bennett families, owners of the Grand Home Furnishings. In its 45-year history, the National Home Furnishings Industry Group has raised more than \$45 million for cancer research, treatment and education at City of Hope, one of the nation's leading centers cancer, diabetes and other life-threatening diseases. The event took place April 18 at the Sheraton Greensboro Hotel at Four Seasons.

"It's an honor to be recognized by City of Hope, an organization that speeds research into new therapies for patients with life-threatening diseases," said Cory. "We are proud to support innovative science and lifesaving treatments so that cures can be found some day."

CORY 1st Choice Home Delivery Service was founded in

1934 in Brooklyn, N.Y., by Cory's father Joseph Cory, and is the nation's premier home delivery company. A Brooklyn native, Joe Cory and his brother Jim Cory helped develop their father's business into one of the nation's leading delivery businesses in the industry. They have stayed true to their father's philosophy of maintaining a close-knit, family-like business and work environment for CORY's customers, employees and vendors.

### ABOUT CITY OF HOPE

City of Hope is a leading research and treatment center for cancer, diabetes and other life-threatening diseases. Designated as a Comprehensive Cancer Center, the highest honor bestowed by the National Cancer Institute, and a founding member of the National Comprehensive Cancer Network, City of Hope's research and treatment protocols advance care throughout the nation. City of Hope is located in Duarte, Calif., just northeast of Los Angeles, and is ranked as one of "America's Best Hospitals" in cancer and urology by U.S. News & World Report. Founded in 1913, City of Hope is a pioneer in the fields of bone marrow transplantation and genetics. For more information, visit [www.cityofhope.org](http://www.cityofhope.org). **RO**



# Jules (Julius) Steinberg

## 1921-2010

**J**ules Steinberg, business consultant, writer and for 25 years, executive director of the National Association of Retail Dealers (NARDA), died in Tempe, Arizona on March 20, 2010. He was 88 years old.

During his tenure at NARDA, the association's membership grew from fewer than 600 Independent electronic, appliance and furniture retailers to over 4500. He devoted a major part of his efforts to getting all the links of the distribution chain—from manufacturers to retailer—to work together for their mutual success, and served as a management consultant to suppliers, wholesalers and dealers to spot profit leaks and implement new business opportunities to insure financial growth of their firms.

At a time when computers were huge, expensive and just becoming available to large businesses, he purchased one for the association and organized an electronic data processing service for the members. He wrote original computer programs for tracking of inventory movements and for judging the performance of sales and product repair personnel. These plus his general ledger keeping programs have served as a model for thousands of individual business computers in use today.

To lower the discount rate on credit card sales, he started the NARDA Credit Union and arranged for a pooling of all sales of association members. He also provided a group health care program for the members, employees and their families.

His annual Costs-of-Doing-Business-Survey, based on the

compilation of member input, provided a yardstick of average expenses for individual dealers. It was an annual week-long "Institutes of Management" sponsored at Notre Dame University and Stanford University that he perfected his original "Gross Return on Investment" formula, which entails

combining the gross profit and inventory turns on a product to measure its comparative profitability. His book on salesmanship *Customers Don't Bite* was a best seller in the industry.

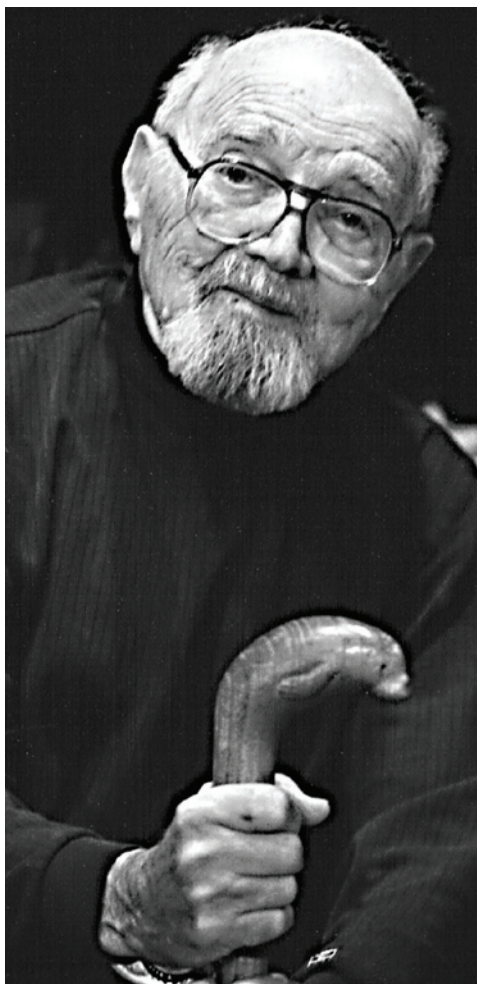
Jules Steinberg was born June 10, 1921 in the Bronx and was raised in Manhattan. After graduating from Stuyvesant High School and New York University with degrees in finance and journalism, he entered the U.S. Navy in June of 1942 and served as a lieutenant and radar officer aboard the U.S.S. Heermann DD532, which participated in extensive military action in the Pacific theater of the war. The Heermann was the only destroyer to return from the battle of Leyte Gulf, the largest naval engagement of WWII.

At war's end, following his service, he organized his own wholesaling and import/export business companies for several years, before he turned to writing as a columnist and editor for trade publications in the hard goods fields. In 1961 he was named to head NARDA, headquartered in Chicago.

Upon retirement from NARDA, he continued to do management consulting,

wrote business articles for the trade press and published a monthly newsletter, "Management Digest".

He is survived by his wife Marietta Marcin, his son Jay and daughter Jill, step-daughter Marietta, six grandchildren and three great grandchildren. **RO**



## Whirlpool Brand Creates Wide Open Spaces in the Kitchen

LATEST FRENCH DOOR MODEL OFFERS MOST SPACE AVAILABLE FOR FRESH FOOD WITHOUT TAKING UP ADDED SPACE IN THE KITCHEN

**E**ver wonder why a family of four needs seven kinds of juice? Whirlpool brand knows different lifestyles call for different tastes. Now, playing the balancing act with groceries, leftovers and gallons of milk are a thing of the past with the Whirlpool® Latitude™ French door refrigerator.

Perfect for entertaining as well as busy families, the Latitude refrigerator was developed with consumers' needs in mind, offering 10 percent more space in the refrigeration compartment compared to similar size side-by-side models while maintaining the same external dimensions. With 27 cu. ft. of capacity, the Latitude refrigerator is expansive with its usable interior refrigeration space based on fresh food volume, including deeper door bins, extra shelf space and an easy-to-access in-door ice maker with removable bucket. The spacious Latitude refrigerator also includes an option to drop the refrigerator and/or freezer temperature to accommodate new food additions, all while garnering an ENERGY STAR® qualification.

A recent survey commissioned by Whirlpool Corporation found that 53 percent of adults believe the refrigerator is the appliance that uses the most energy in their home on a day-to-day basis. However, according to ENERGY STAR, a new ENERGY STAR qualified refrigerator saves enough energy to light the average household for more than 4.5 months (when replacing a refrigerator bought before 1990).

"We know that consumers want more room in their refrigerators to help manage the varying tastes of their families. With that in mind, we have designed the Latitude refrigerator to not only hold several jugs of juice and milk in door bins, but to help make consumers' daily lives just a little bit easier with smart solutions like an exterior dual pad dispenser with measured fill. It gives consumers the ability to dispense the exact amount of water needed for a recipe

or morning coffee," said Carolyn Torres, Whirlpool refrigeration brand manager. "Even with the added interior space and intuitive features, such as a power outage alert, the Latitude refrigerator helps conserve energy and saves money on utility bills, without sacrificing performance."

The Latitude refrigerator brings consumers' kitchens several innovative features, including dispensing an exact amount of water, measured in cups, liters or ounces with a rotating faucet that allows consumers the ability to fill tall and odd-shaped containers with ease; a power outage alert that notifies consumers that there has been a power outage and the duration so they know whether or not food is safe to eat; and, the Fast Cool option, which immediately drops refrigerator and/or freezer temperatures to accommodate new food.

This survey was conducted online within the United States by Harris Interactive via its QuickQuery<sup>SM</sup> online omnibus service on behalf of Whirlpool Corporation among 2,042 U.S. adults aged 18 years and older. Results were weighted as needed for region, age within gender, education, household income and race/ethnicity. Propensity score weighting was also used to adjust for respondents' propensity to be online. No estimates of theoretical sampling error can be calculated; a full methodology is available.

The Latitude refrigerator (GI7FVCXW) is available in white, black, stainless steel and Satina® finish with an MSRP starting at \$2,599.

Whirlpool is one of Habitat for Humanity's largest corporate partners, donating a refrigerator and range to every new Habitat for Humanity home built in North America. For more information on Whirlpool brand, please visit [www.whirlpool.com](http://www.whirlpool.com). Additional information about Whirlpool Corporation can be found at [www.whirlpoolcorp.com](http://www.whirlpoolcorp.com). **RO**



# HOW CAN FOUR PEOPLE NEED SEVEN KINDS OF JUICE?



## WE HEAR YOU

### THE NEW WHIRLPOOL LATITUDE™ FRENCH DOOR REFRIGERATOR

- Most fresh food space available\*
- Door bins hold 2 gallon-sized containers and more
- Removable In-Door-Ice® bucket creates extra shelf space in the refrigerator
- Exterior dispenser with PUR® water filtration eliminates the need to find space for bottled water

We can't put the groceries away for you, but we can make storing them a little less of a chore.



\*Registered trademark/™Trademark of Whirlpool, U.S.A. ©2009 Whirlpool Corporation. All rights reserved.  
\*Based on fresh food volume in French door refrigerators.



[whirlpool.com](http://whirlpool.com)

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Mel Heintz  
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# best

## INTRODUCING THE WT32 SERIES CHIMNEY HOOD

A PERFECT FUSION OF CLASSIC STYLE  
AND MODERN PERFORMANCE



© PURCELL MURRAY, INC. 2010

In response to the current economic climate, Best has created a value-engineered entry-level chimney hood without sacrificing style and performance. As part of the Best Colonne Suite of ventilation products, the WT32 chimney hood pays homage to classic Roman Architecture. Both striking and simple in design, this range hood gives new meaning to the idea of achievable luxury.

### HVI certified performance

Heat Sentry detects excessive heat and adjusts speed to high automatically

### Hood Sizes

Width 30", 36", 42", 48"  
Depth 22"

### Finish

Brushed Standard Grade  
Stainless Steel

### Features

Light Type	Halogen, MR16: GU10-50W
Number of Lamps	2 (30", 36"); 3 (42", 48")
Lighting Levels	3
Lighting Lamps Included	Yes
Controls	4-speed, electronic push button controls
Blower Options	Choose from 600 CFM or 1200 CFM
Filters	Dishwasher-safe, quick release, stainless steel and mesh filters



Translucent touch controls indicate selection.



Quick release stainless steel/aluminum filter is dishwasher safe.



Designed to work with MD6TR/8TR Broan Make-Up Air Dampers.



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