

The Retail Observer

July 2007

The Monthly News Magazine With Personality

Vol. 18, Issue 4



Front: Tom Czyz holding Blaise Czyz, Tammi Czyz, Cheri Walker
Back: Ian Roberts and Cory West

Czyz's Appliance

CZYZ'S APPLIANCE HAS ALL THE BIG BOX STORES AND REGIONAL INDEPENDENTS WITHIN A 2-MILE RADIUS OF ITS RENO STORE, AND MORE COMING.

BY LEE BOUCHER

Tom Czyz graduated from Cal Poly in San Luis Obispo, California, with a Bachelor of Science degree in Business Administration and Finance. After graduating he worked trading options at the Pacific Stock Exchange for five years.

After the stock market closed at 1:00 pm, Tom would head off to build homes, his second passion. Tom's yearning to be back in his home town of Incline Village, Nevada (Lake Tahoe), proved to be more than his passion for trading or building. With previous experience in the appliance and

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Welcome to PCBC-2007

BY LEE BOUCHER

The annual Pacific Coast Builder's Convention was held on May 29-June 1, 2007 at Moscone Center in San Francisco, California.

Stephen E. Doyle, Chairman PCBC 2007 and President of Brookfield San Diego Builders, Inc. welcomed the many who make the PCBC an annual event and those who were newcomers. He invited us to re-explore... "With seven hundred of the industry's leading manufacturers and suppliers spanning all three halls of Moscone Center, you will discover a vast array of inventive products and services that inspire ideas for today's changing market—all within the walls of Moscone North, South and West".

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Retail Observer

5542 Monterey Road #258

San Jose, CA 95138

408.667.6067

800.393.0509

Fax 408.360.9371

Email: info@retailobserver.com

Website: www.retailobserver.com

Eliana Barriga

Creative Director and Publisher

Moe Lastfogel

Director of Sales and Marketing

Chuck Edmonds

Sales and Editorial Advisor

Lee Boucher

Senior Writer & Account Executive

Graphics Department

Email: graphics@retailobserver.com

CONTRIBUTING WRITERS

I.B. Cupp—Dallas

Al Fink, PhD—Denver

Sheri Neville—Seattle/Los Angeles

Dick Rohland—Minneapolis

Rita Leonard—Portland

Mike Harrington—

Kansas City/ St. Louis

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Czyz's Appliance | *continued from page 1* |

construction industries from his high school and college years, Tom opened his first appliance store in Incline Village, Nevada, on the north shore of Lake Tahoe in 1989.

Starting only as a servicer, Tom, on his own, opened his first store in a building that once housed an appliance store. Tom was able to keep that appliance store's phone number which helped generate business from the beginning. After one month an additional service technician had to be hired to handle the abundance of customers. Along with the service, people were interested in Tom helping them to replace their appliances and so began the sales end of the business. Within six months of opening the store, Czyz's had added their first line of appliances, which was Frigidaire.

Within one year, Czyz's appliance had outgrown their first location and moved to a larger location and added four more employees. At that time he also added more appliance lines to his business, Whirlpool/KitchenAid being Czyz's main line. As the business grew with the lines of appliances and employees, Czyz's had to make a third move to a much larger location. In 1992, Czyz's moved to a 5000 sf building for the showroom and kept the old location for warehousing. They expanded their appliance lines to additional salespeople and technicians and the expansion of their service area.



The All Sub-Zero/Wolf kitchen vignette. It is the first thing customers see when they walk through the door.

Before Tom Czyz opened his second store, an article in the *North Lake Tahoe Bonanza* wrote about Tom's business philosophy: "Service and volume, key to retail success. Building volume is essential... the merchant must be willing to sacrifice early profit." In 1993 he joined the Pacific Rim chapter of AVB Brand Source and became its youngest member. He credits his membership in Associated Volume Buyers for its buying power and his competitive prices and his long time service to the residents and owner of property in Lake Tahoe for his ability to open another store.

Making service calls and deliveries in Lake Tahoe is no easy task as the beautiful lake is 27 miles in circumference. Some weeks during the winter the snow pack makes it impossible. During the summer vacation period the roads surrounding the lake are packed with slow-moving vehicles.

"Our customers are very understanding when conditions make our appointments impossible to keep. We phone them and reschedule our service calls or deliveries.

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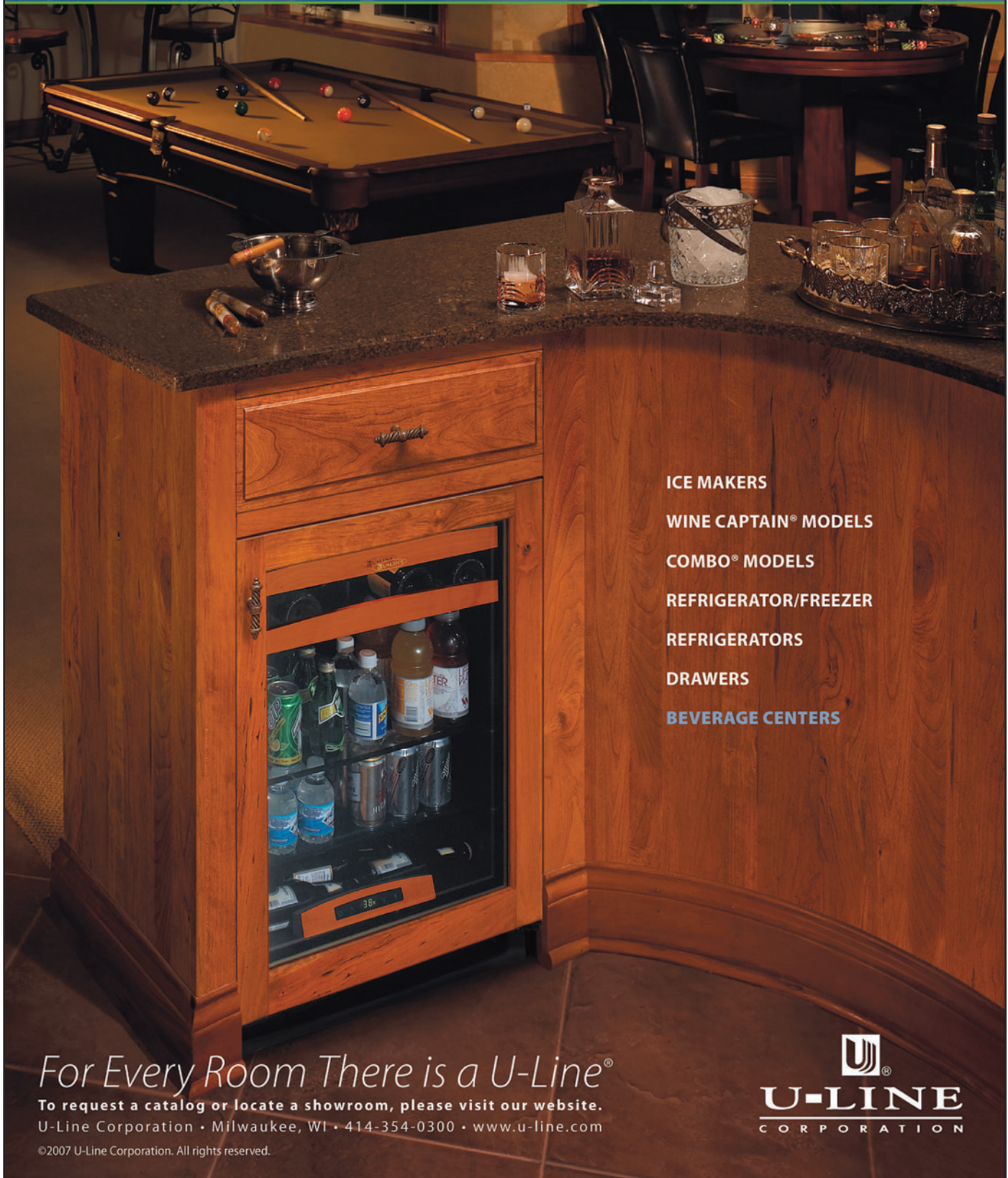
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Czyz's Appliance | continued from page 3 |

They depend on us as much as we depend on them and we don't let them down." explained Tammi. "Our service reputation is one of the reasons our stores have been so successful."

In 1994, a second store was added in Truckee, California, an old railroad town located about 15 miles from Lake Tahoe and 30 miles from Reno. The old railroad town was becoming a very popular recreational area with many second homeowners. Tom Czyz's brother, Mike, manages that store. The Truckee store has its own showroom and small warehouse.

All major appliance shipments are made to the Reno warehouse and then transferred to the other stores as needed. All of the stores are open from 9:00 a.m. until 5:00 p.m. Monday through Saturday and closed on Sunday.



An all Miele kitchen vignette. Czyz's appliance has 5 all brand kitchen vignettes completed and an additional five are under construction.

MERCHANDISING

Czyz's Appliance advertises with large ads in 5 separate telephone directories in the Yellow Pages. "I know this is expensive", said Tammi Czyz, Sales and Service Manager, "but we get daily calls from each of them. It's well worth the investment".

The stores use the Brand source inserts extensively in the *Reno Gazette*. "Those inserts put us in a similar category with Best Buy and Lowe's," commented Tammi, "and they produce good results". A unique method of selling old inventory has recently been started using e-bay to move product. A minimum price is posted on particular models and prospects can say they will pay that price or bid it up if someone else has already called. Sometimes they will call the store and get details, dimensions, etc. or actually come into the store and see the appliance.

The Reno store has six complete kitchen vignettes. Four of those vignettes are live and prepared for cooking demonstrations. Four more vignettes will be added in the near future. Tammi gave an example on how they have worked for them: "When customers look at the Thermador vignette, for example, we ask them if they would like to see a cooking demonstration. If they say yes, they fill out a sign up sheet and we call them when we have 8 or more interested in the same brand. We bring in the manufactures' personal chefs to perform the demos and we average 90% closing sales for those attending!"

When a customer walks through the front door of Czyz's Reno store the first thing they will see is a complete SubZero/Wolf demonstration kitchen vignette. A Viking vignette is to the left of the entrance. Walking through the showroom there are complete Miele, Thermador and KitchenAid demonstration kitchens as well. Different cabinets, granite and marble are in each vignette so that customers can see a variety of possibilities.

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Welcome to PCBC-2007 | continued from page 1 |

The agenda for Tuesday, May 29 was a Bay Area Housing Tour followed by a Hall of Fame Awards dinners at the Westin St. Francis Hotel. Wednesday, May 30 included a breakfast with Fareed Zakaria, international editor of *Newsweek*, speaking on Globalization 2.0. James Smith, economist, gave his economic forecast at luncheon and the general session keynote was presented by Martin Lindstrom, the topic being "Brand Sense: The Future of Branding." Thursday, May 31 opened with Clayton Christensen, renowned author, making a breakfast speech about "Seeing What's Next." Another breakfast topic was "Building a Consumer Driven Brand and Business" by Kevin Kelley, followed by another general session keynote address with Daniel Pink speaking about "A Whole New Mind." The closing keynote address, "The Sky Is Not The Limit," was given by Jerry Linenger who spent five months in a Russian space station.

The Retail Observer representatives visited almost every

major appliance booth in all three halls. Appliance booths represented were: Air King, Anaheim Manufacturing, Broan-Nutone, Electrolux, G.E., Liebherr Household Refrigeration, Marvel, Sears Contract Sales, Sub-Zero/Wolf, TMIO, LLC, V-A-H Marketing, Viking Range Corp., and The Whirlpool Corporation.

The biggest booth was number N-7515 that displayed the BSH products, Gaggenau, Bosch, Thermador and Siemens, plus La Cornue, Franke and Bertazzoni. Purcell Murray, a distributor in Brisbane, CA that distributes all those brands, had an adjacent booth, number N7505.

Speculators said attendance was down from 2006 because of the KBIS being in Las Vegas a month earlier, the Memorial Day weekend was only the week before and the housing market is struggling compared to last year. Nevertheless, those that attended saw many new, innovative products and prototype models that will soon become available said they were glad they came.

The difference between a piece of art and a masterpiece is in the details.



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PRESS RELEASE

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INTRODUCING NEW GE PROFILE™ DOUBLE-DRAWER, BOTTOM-FREEZER REFRIGERATOR

LOUISVILLE, Kentucky—Cooking double portions and freezing for future meals is an excellent way to save time on busy weeknights, but it fills up a freezer quickly and makes specific foods difficult to locate. With the new GE Profile™ Double-Drawer Bottom-Freezer Refrigerator (available January 2008), organizing the refrigerator will be easier than ever, thanks to the two freezer drawers featuring deep storage space. The new design features a top-drawer freezer compartment for everyday use and more frequently accessed items, with a full-width drawer. Underneath, a deeper bottom drawer stores larger items, such as a whole turkey. Both drawers feature contemporary door pulls that complement the sleek design of the fresh-food compartment, with its upper French doors and hidden hinges. Models with the precision-measuring PreciseFill™ exterior water dispenser will feature color LCD controls and brilliant, energy-efficient LED lighting. Available in a 25-cu. ft. or 21-cu. ft. capacity with stainless steel finish, the estimated retail is between \$2249 and \$2999. All models will be available January 2008.



New Warehouseman at Bradlee Distributors, Inc.

BY RITA A. LEONARD

There's a new warehouse manager at Bradlee Distributor's Tigard Showroom. Mitch Jensen, hired in April, has been busy reorganizing the warehouse for order and efficiency. Jensen has worked over 25 years in a variety of positions from warehouse to fabrication maintenance. Prior to that, he was a technician and wafer sort operator for Intel.



At Bradlee Distributor's Tigard Showroom, Mitch Jensen enjoys his new job as warehouse Manager.

Jensen studied management and software programming at Portland Community College. Most recently, he worked at FedEx, where he received a 7-year Safety Award on forklift operation, as well as recognition as Employee of the Month. "This position is a step up in warehouse management for me, and will also incorporate some of my schooling," says Jensen.

This is Jensen's first dayshift job and he's enjoying the regular hours. In his spare time, he enjoys spending time with his four children, cooking, watching movies, and participating in outdoor activities at the family homestead farm in Forest Grove.



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Architect Thomas Roszak with his wife Justyna and their children, in their clearly visible GE Monogram kitchen, Chicago.



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Brand Source Pacific Rim Region

BY LEE BOUCHER

The Brand Source Pacific Region chapter held a general membership meeting at the Crowne Plaza Hotel in Pleasanton, CA on Thursday, June 7, 2007. Susan Joseph, president welcomed the members before giving them a national update on the current and future plans of National Brand Source Convention at the Paris Hotel on August 26-31, 2007.

Doug Anson, Region Sales Manager, and Steve Sayer gave the Frigidaire/Electrolux presentation pointing out that while the major appliance industry sales were down the first quarter of 2007, Frigidaire's sales were up over 7 percent.

David Scott, Account Executive, gave the International Bedding Corporation presentation.

Don Wilson, regional Sales Manager for Whirlpool, covered the ongoing programs for Whirlpool, Maytag and Jenn-Air and said there will be great surprises for Whirlpool dealers at the Brand Source Convention in August.

Matt Sinclair, Fisher & Paykel, urged all the members to participate in the trip contest that will take 25 winners for two to visit Fisher & Paykel factories in either Italy or New Zealand. "There will be a lot fore fun in store for you besides factory tours", he added.

The G.E. presentation was given by Jim Skaggs, Region Manager Retail Sales followed by Gaspar Escobar, Area Sales Manager for Temper-Pedic.

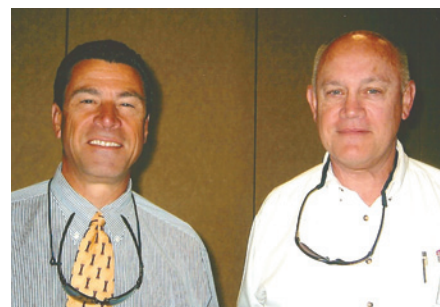
The featured speakers were Jeff Tracy, Brand Source VP of Merchandising & Owner of Tracy Refrigeration in Lima OH whose topic was "How to stand out above the pack" and Judy Lawrence, President of Howard's Appliances in Southern California whose topic was "Motivate your employees".



Susan Joseph, chapter president, with Don Stewart, Stewart's Appliance Antioch, CA.



New members Sarah Kelly and Linda Gibbs from Vern's Furniture in Eureka, CA.



Phil Fortino, Fortino's Total Home in Hollister, CA, with Terry Alvord, Carmona's in Redding, CA.



Frigidaire/Electrolux was there in full force. Left to right: Steve Sayer, Doug Anson, Reg Burns and David Gidlof.



Don Van Eeghen, Airport Appliance in Hayward with Matt Sinclair and Tony Narisse from Fisher & Paykel.



Emily Cundiff, Whirlpool Territory Manager, and Ken Mork, Regional Director, Brand Source Pacific Rim.



Stan Burns and John Han from Walker Cordova Hardware in Rancho Cordova, CA.



New members Kathy and Kim Hawkins from Valley Oak Appliance Center in Elk Grove, CA.



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PRESS RELEASE

AGA Offers a New Twist on Stainless Ranges

LUXURY RANGE MANUFACTURER TO LAUNCH STAINLESS STEEL LEGACY AT KBIS 2007

CHERRY HILL, N.J. - For most luxury range manufacturers, stainless steel is the standard and color is the option. At Aga, it is just the opposite; color is the standard and now stainless steel is an option.

The new Legacy is stainless steel combines the look of pro-style ranges and softens it with the lines of the classic Aga style. Presented in 304-grade stainless steel for the durable, attractive and easy to maintain finish, the stainless steel backguard, cook top and fascia panel say, "Commercial", but the sleek contour doors elegantly whisper, "Aga". Heavy duty matte black cast iron grates and sturdy chrome bar towel rail and door handles complete the hybrid look.

The new configuration still houses the same performance features as other Legacy models. Available in both dual fuel and electric, this Legacy provides pro-style cooking features. On top, each model is equipped with either a powerful sealed 5 or 6-burner gas cook top featuring a 15,000 BTU wok burner or a 5 or 6-burner ceramic electric cook top with fast heating ribbon elements. Below you will find three versatile electric ovens; broiler, convection and the signature 7 Mode Multifunction™ oven with convection bake, convection defrost, convection broil, fan assist bake, conventional bake, top brown and bottom brown settings. It is even equipped with the most recent Legacy line upgrades to become standard on all models, including the smooth action Glide-Out™ broiler system and commercial gauge oven racks and tins.

The stainless steel Legacy model is available in dual fuel and electric configurations with the choice of 36" and 44" widths. These models will be available in June 2007 through Aga Ranges' 450 authorized retailers nationwide. For complete information regarding the stainless steel Legacy, or to locate an Aga retailer near you, visit www.aga.ranges.com or contact them at 866-4AFA-4US (866-424-2487).



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HURRY, THIS OFFER ENDS SEPTEMBER 30, 2007!

Wolf Appliance Company Announces New Cook Top Models and Upgrade

MADISON, WIS. – Wolf Appliance Co., unveiled new 30-inch and 36-inch induction cook top models and announced electric cook top upgrades in its 15-, 30- and 36-inch models.

In 2005, Wolf was one of the first manufacturers to re-introduce induction cook tops to the American market. Induction cooking uses the transfer of magnetic energy rather than flames or electric elements to generate heat. When an iron or magnetic pan is placed on the cook top, electricity passes through coils beneath the glass surface to produce a magnetic field that heats the pan directly. Within this magnetic field, molecules in the pan vibrate at very high frequencies, and the friction creates instant heat. The result: the cookware is the heating element.

“hot” indicator to help ensure child safety.

- Simplicity: the surface does not heat up, so overflows and spills do not stick or burn and the glass top can easily be wiped down.

The upgraded electric cook tops, which will be available late fall 2007, incorporate several new features that make for sleeker design and ease of use, such as a new bridge element; updated ceramic tops where the element surfaces are not longer outlined in off-white circles, but subtly implied; countdown timers with a one to 99 minute range; and improved diagnostics. All control panel key presses result in a confirmation tone, and



This year, the company has expanded upon that line to include new size options, key features and design elements. For example, the new induction models incorporate cookware-sensing technology that will automatically turn a cooking zone off after 30 seconds if an induction-compatible pot is not detected.

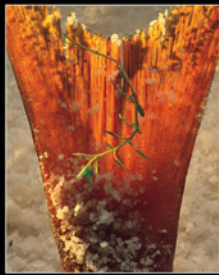
The 15-inch model, as well as the new 30-inch and 36-inch induction cook top models, will boast the following features:

- Speed: Cooking can be more than 50 percent faster than traditional cooking methods.
- Controllability: More than 10 levels of power on every element.
- Safety: Since less heat is released into the room with an induction cook top, this means a cooler kitchen and a cooler cook top. The controls include a lock feature and a singular

may be adjusted in both volume and frequency.

Triple elements, standard on existing 26-inch models, will now be available on 15- and 30-inch models. These concentric rings deliver even, consistent temperature control for pots and pans of all sizes. The new bridge elements mentioned above has been incorporated on 30 and 36-inch models. This bridge heats or bridges the space between elements to accommodate large fish pots and griddles.

New electric cook top models will still incorporate Wolf's True Melt and True Simmer settings for the utmost in temperature control. With the True Simmer feature, standard on all elements, sauces or stews can be simmered for hours at 200 degrees without boiling or scorching. True Melt is a feature that comes standard on one element and allows the user to melt items such as butter or chocolate at a temperature of 120 degrees.



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Wolf is the corporate companion and kitchen soul mate of 

www.subzerowolf.com

Doolittle Distributing Welcomes Troops Back Home to Kansas from Iraq

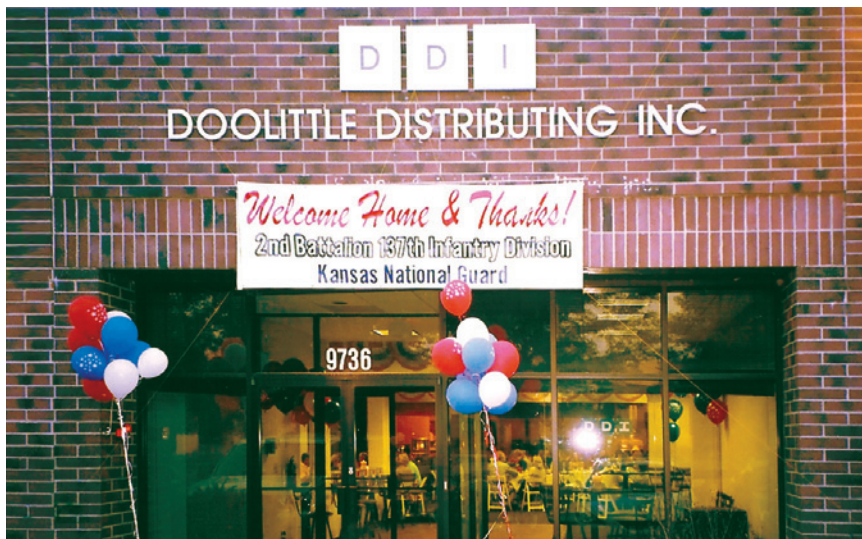
BY MIKE HARRINGTON

The whole idea started when Peggy Doolittle saw a national TV news story about a group of Vietnam War vets who welcomes troops home from Afghanistan and Iraq as they arrive at the Dallas airport.

Inspired, Peggy asked her husband, Lloyd Doolittle, of Doolittle Distributing, a Lenexa KS-based company, if there was something Doolittle Distributing could do to welcome local troops home from the battlefield. Lloyd thought a welcome home and thank you dinner was just the ticket.

Doolittle's dinner for the troops came to fruition on May 19, Arm Forces Day, with the premium kitchen-appliance distributor hosting a dinner for 75 soldiers along with their wives and girlfriends. The guests were members of the 2nd Battalion of the 137th Infantry Division, a Kansas City, Kansas-based National Guard unit. The unit, with many members from the Kansas City and Wichita areas, had just completed a 15 month deployment to Iraq.

At the dinner, Battalion commanding officer Lt. Col. Anthony Mohatt presented a Meritorious Unit Citation earned by the unit while deployed, and Lenexa Mayor Mike Boehm presented a city proclamation. Also at the podium to present awards and praise the troops were president of Doolittle, Jack Doolittle, Lloyd Doolittle, and service manager Pat Laughlin.



The local troops coming back home from Iraq receive a warm welcome.



Doolittle Service Manager Pat Laughlin congratulates Battalion commanding offer Lt. Col. Anthony Mohatt.



Jack Doolittle, president of Doolittle Distributing, talks with 137th Infantry Division soldier Ron White.

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Seen at PCBC in San Francisco, CA

May 31, 2007



Seen at the Siemens booth: Moe Lastfogel (new owner of *The Retail Observer*), with Baron Long, Nicole Ross and Mani Majano from Tresch Galleria in Novato, CA.



Randall Fong, Western Regional Manager for the GE Contract Division, with Kevin Castanos, Wathen Castanos in Fresno and Harvey Watson, GE.



Bob Armstrong, Ferguson's, Seaside CA, with Terri Keener and Jim Varvil, Whirlpool.



At the Maytag booth: Cliff Chewning, Whirlpool, Cynthia Ijames, Maytag and Neal Lao, Whirlpool.



Amir Girgis, Managing Director of Diva De Provence, and Larry Asien, Asien's Appliance in Santa Rosa, CA.



Moe Lastfogel with Teresa Rodrigues and Bob Wells, Vent-A-Hood.



John Ruloph, Sierra Select Distributors, Dennis Noble, Noble Building Company, John Wolff, AFA, Bruce Fogel, Noble Distributors, Inc., Tempe, AZ, and Gary Smith, AGA.



Steve Kirkley, Windcrest, Eliana Lastfogel of *The Retail Observer*, and Stan Wilson, Excel Distributing.



Chuck Edmonds of *The Retail Observer*, Sean Griffith, Pacific-Valley Sales, San Rafael, CA, Mark Russell, U-Line, and Lee Boucher of *The Retail Observer*.



At the Purcell Murray/BSH/La Cornue booths: Bob Carleson, BSH, Franz Bosshard, President and CEO, BSH, Larry Purcell, V.P. Purcell Murray, and David Turner, Thermador.



Al Gambette, Sub-Zero/Wolf consultant with Judy Land, Tamarack Resort Realty, Donnelly, Idaho.



Mike Beranis and Herb Studer, The GSC, at the busy Viking booth.

| continued on page 20 |

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Seen at PCBC | *continued from page 18* |



Bo Snell, Pacific Architectural Products, Inc. Lincoln, CA, Mark Hallett, Universal Metal Industries, Inc. Phoenix, AZ, and John Foster, Luxury Products, LLC.



Becky Moulton, Alamo, Marc Perez, V.P.-North America, Liebherr Refrigerators & Freezers with Edward Telis, Absolute Appliances, Los Angeles, CA.



One of the busiest booths was TMIO that featured their exclusive ovens. David Mansbery, President, with District Managers, Barbara Baugh and Joe Hogue.



At Electrolux we greeted Jeff O'Malley, Regional Sales Manager, and Heather Flaa.

Doolittle | *continued from page 16* |

The gourmet dinner, featuring prime rib, was served at the company's showroom and prepared in the Doolittle demonstration kitchen. Company employees- including Rita and Crystal Hotchkiss, the wife and daughter of sales manager Bob Hotchkiss- helped serve courses and bus tables.

Established in 1990, Doolittle distributes premier kitchen appliances, including such product lines as Thermador, Bosch, Gaggenau, U-Line, Zephyr, Scotsman, Alfresco, Bertazzoni, Franke and Speed Queen, in seven Midwest states.



Rita Washington, Tom Becher, Leo Washington and 137th Infantry Division soldier Ron White.



Lloyd Doolittle and Jack Doolittle receive a special commendation from Battalion commanding officer Lt. Col. Anthony Mohatt.



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An AGA Company

PRESS RELEASE

KitchenAid Completes Architect® Series II Kitchen Suite with the Introduction of Built-In Appliances

SAN FRANCISCO- The introduction of KitchenAid Completes Architect® Series II built-in appliances marks the completion of a full, new line of kitchen appliances. Available in the second quarter of 2007, this second wave of appliances joins its freestanding counterparts with new, industry exclusive built-in ovens with steam-assist technology, single and double built-in ovens and microwave combination ovens, induction cook tops, warming drawers with a slow cook feature, built-in refrigerators and added dishwasher models.

KitchenAid Completes Architect® Series II was designed to put cooks in control of every process of cooking and clean-up. Each element of the series was created with a purpose. Larger windows in the oven help cooks keep a better eye on food cooking. Handles are easier to grip, even with an oven mitt. Beveled, seamless edges make cleaning easy.

“With the availability of the entire suite of appliances, Architect® Series II captures every part of the meticulous cooking process without a radical design change,” said Tracy Frye, senior contract marketing manager at Whirlpool Corporation. “The suite combines the durability and performance of the original architect® Series with a cohesive style, consistent design and the fine-tuned product features homeowner demand.”

The newest Architect® Series II appliances join a collection that includes electric, gas and traditional dual fuel ranges, dishwashers, side-by-side and under counter refrigerators, wine cellars, beverage centers, ice makers, microwave hood combination ovens, hoods, and trash compactors.



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Gateway Appliance Open House

Satway Appliance in Kent, WA had an open house and product viewing and training on Wednesday and Thursday April 25th and 26th. The show-room was busy both days with dealers learning about the new products and attending training missions.



L to R: Mike Rann- Gateway Appliance Sales Rep
Jack Mitten- General Manager Bosco- Seattle
Gregg Winstead- Gateway Appliance Sales Rep



Joyce Anderson- Schmidt's Appliance
Dan Detloff- Viking Range Corporation
Marie Dickerson- Schmidt's Appliance



L to R: Dan Doolin- Arnold's Appliance
Jeremy Pritchett- Arnold's Appliance
Ken West- Couch's Appliance



Paul Casey-President Gateway Appliance Distributing, Teresa Casey, Shannon Pitman-Accounts Receivable-Gateway Appliance, Matthew Hicks-Sr. Product Manager- Cooking Products-Viking Range Corporation



Nick Moe-General Builders' Supply, Skip Wheeler-General Builder's Supply,
Barry Towns-Sales Mgr- Gateway Appliance Dist.,
Joyce Anderson- Schmidt's Appliance

| continued on page 26 |



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Czyz's Appliance | continued from page 6 |

COMPETITION

Within a two-mile radius from the Reno store there are Sears, Lowe's, Best Buy, Standards of Excellence, R.C. Wiley, two Maytag Stores and Home Depot. Rumor has it that there will be a couple of more chain stores there soon. That's about as much close major appliance competition as you can get! They watch their competition closely. Czyz's offers something that most of their competition cannot offer and that is that they service everything they sell.



Cheri Walker and customer closing a sale on a Wolf range.

The Czyz's stores customer base is very diversified but the current emphasis is on upscale appliances. Their sales range from the local rental until to multi-million dollar lakefront homes. They are happy to satisfy any of their customers needs.

Tammi Czyz said every year has been better than the last for their appliance business. "It seems that for the past four years, customers have set their sites higher on everything they purchase. Our sales on high-end major appliances have mushroomed during the past four years."

For recreation both Tom and Tammi love to hunt and fish. They vacation as often as possible to Cabo San Lucas, Mexico to fish for Marlin and other big game species. "Lately, our children's activities have put a hamper on that. But they love to travel to Mexico and fish with us."

Gateway Appliance | continued from page 24 |



Gateway Parts/Service Department
L to R: Scott Yoder-Service Technician, Andrea Bengston-Warranty Claims, Dan Linthicum-Canadian Parts, Bill Gural-Lead Service Technician, Jeremy Fleming- Inside Technician, Tim Moderie-Operations Manager, George Montgomery-Service Technician, Mark Mauzey- U.S. Parts



Melissa Lantz- Inside Sales- Gateway Appliance Distributor
Jamie Zulfur- Reception- Gateway Appliance Distributor
Brandelle McIntosh- Marketing Coordinator- Gateway Appliance Distributor

NEWS FLASH

Perlick Wins Two ADEX Awards

NEWSWIRE—Jun 22, 2007

Specialty refrigeration appliance maker Perlick Corp. received both a Platinum and a Silver Award for Design Excellence (ADEX) for its color-infused stainless steel product lines. Perlick's Amethyst models received a Platinum honor, and the Copper models have received a Silver award. The ADEX award recognizes innovative and exceptional products recently

introduced to the market.

The Amethyst imparts a subtle violet hue to the exterior stainless steel cabinetry and is accented by a stainless steel controller and handles. Copper models have a coppery hue accented by controllers and handles finished in brass. Both decorative schemes are available for all under counter refrigerators in the Perlick product line.

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TurboChef Showcases its TurboChef 30" Double Wall Speedcook Oven

The TurboChef 30" Double Wall Speedcook Oven features the company's restaurant-proven technology that has been adapted and expanded to suit the needs of today's home chef by allowing one to prepare meals up to 15 times faster than conventional methods—leaving more time to spend with family and friends. The secret to the oven's speed is TurboChef's Airspeed Technology that includes heated air blown through the oven cavity at speeds up to 60 mph; foods retain more moisture than when cooked in conventional ovens resulting in enhanced quality and flavor. With a retro-modern design and easy-to-use CookWheel™ and cook Navigator™ control system, the TurboChef 30" double Wall Speedcook Oven harnesses advanced technology within

a warm, stylish frame that fits equally well in traditional and modern kitchen settings. The upper door is available in premium Stainless Steel as well as in six timeless colors—Orange Hearth, Thermal Red, Evening Blue, Charcoal, White and Ivory. An elegant analog clock and timer, precise dial-control knobs and a color LCD interface are designed to maximize functionality, visibility and ease of use.

The oven is available for purchase at premium appliance retailers across the United States. The suggested retail price of the \$7,895.00. For more information including recipes, meal plans and more, or to order a TurboChef 30" double Wall Speedcook Oven, please visit www.turbochef.com or call 866-54ENJOY.

Seen At California Builders Distributors Annual Barbecue

BY LEE BOUCHER

Over 400 contractors, builders, and remodelers attended the annual DCS Builder Distributor barbecue in Livermore, CA.

Sharon Dixon, the owner, as usual, put on a real blast for her customers and friends. In addition to all the fancy barbecue

displays by various vendors she also had a down South band, drawings for prizes, games for prizes and raffles.

A good time was had by all and the winner of the best barbecue was DCS, which is a division or owned by Fisher & Paykel.



At the Dacor booth were Darrel Kummerle, Joe Baldanzi, Stacie Berry and Marv Berry.



Good looking and good cooking—Tammy Beckley and Erica Buchmiller.



DCS people were Matt Sinclair, Tin Creehan, Ron Pettis, and Micha Rains



The Viking booth was presided over by Mike Love and Mike Beranis from the Gene Schick Company.



Ken Muneil, Sharon Dixon, owner of California Builder Distributors and gracious host, Anthony Tom Erickson.



Hosts at the Ge Monogram booth were Steve Jackson and Audrey Lopez.

AMCO Distributing Promotes Dennis Grennan

BY RITA A. LEONARD

In May, Dennis Grennan, Inside Sales Rep at AMCO Distributing, was promoted to Inside/Outside Sales Rep to take care of increased customer service needs. His new territory includes NW Oregon and SW Washington. The move reflects increased sales volume and a realignment of AMCO's sales territory. The additional responsibilities will streamline coordination of daily operations, allowing integration of basic services across duty lines.

"I'm looking forward to getting out and meeting retailers in the field, to work at training their employees on product knowledge," says Grennan. "It's a real opportunity for growth." Dennis has been in retail sales for over 30 years, but entered the field of appliances more recently in his career. He attended Southern Oregon College and has undergone training in Crosley, Broan and U-Line products, three of the company's main appliance lines.

In his spare time, Grennan enjoys yard work and playing golf. "I'm also active in Shriners," he says. "I'm president of the Oriental Band." He is pleased to represent the friendly staff at AMCO, a long-time family business in Milwaukie, OR.



Dennis Grennan, now Inside/Outside Sales rep at AMCO Distributing, enjoys customer service in his expanded territories of NW Oregon and SW Washington.

An advertisement for Micro-Trim Inc. featuring a kitchen scene with a stainless steel microwave and cooktop. The microwave has a "SATISFACTION 100% GUARANTEED" logo on its door. The background shows a wooden kitchen cabinet with a microwave oven installed. The text "Custom Trim Kits To Fit All Your Needs" is overlaid on the image.

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Stacey Shetterley Joins Bradlee Staff

BY RITA A. LEONARN

Native Oregonian Stacey Shetterly hired on about 6 months ago as Administrative Assistant at Bradlee Distributor's Tigard Office. Hers is probably the first voice you hear when you phone for information or appointments. Stacey's prior experience is in retail sales, but she's looking forward to learning new skills as a Bradlee's representative.

"I'm taking a broader approach to understanding the field of appliance sales by helping the staff wherever needed", she says. "It's kind of exciting learning about the business. It makes me envision home design and remodeling projects." This artistic streak is a natural outgrowth of Stacey's schooling. "I love to do painting and drawing for myself and friends", she says. Some of her designs have even been turned into tattoos for friends.



Stacey Shetterley, new Administrative Assistant at Bradlee Distributor's Tigard Office

NEWS FLASH

India's Appliance Makers Strategize on Exports

NEWSWIRE—Jun 26, 2007

India's Times News Network reported that, following the appreciation of the rupee, some major appliances OEMs in India are planning to increase appliances prices. Other producers will turn to volume strategies to help mitigate the impact of shrink-

ing export margins. The news network said Samsung plans to increase prices 5-10%. LG also plans to hike prices. Whirlpool's strategy is unclear, although the new source reported Whirlpool of India is in negotiations with overseas buyers.

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SPR601-OS

Same as above with glass doors- aluminum door trim

SCR600L-OS

Same as SPR7-OS with glass door- white door trim

SPR601-OS-RC

SCR600L-OS-RC

Refreshment center models with wood and wire shelves.

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All models are available with white, black or stainless steel cabinets. Only SUMMIT allows you to customize your wine cellar or refreshment center with a choice of cabinet finishes, doors (choose glass, stainless steel, or white or black with a frame for custom panels); handles, and shelves. All models with wire shelves are commercially approved (ETL-S meets NSF-7), and all models are auto-defrost, and have interior lights

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PRESS RELEASE

Thermador® unveils New Modern Design in its Full-Line of High-Performance Appliances at K/BIS 2007



knobs, a robust door handle that is ergonomically angled upwards, and an angular bullnose that seamlessly blends into the control panel.

MASTERPIECE AND PROFESSIONAL SERIES WALL OVENS

The Masterpiece Series wall ovens feature the EasyCook™ mode, which uses 20 pre-programmed recipes to assist with convection cooking by automatically setting the correct temperature and cooking time. Meanwhile, the Professional Series wall ovens have restaurant-style controls, stainless steel knobs, and an elegant, luxurious chronometer. One unique capability is its commercial grade, dishwasher-safe rotisserie, which is the largest on the market and easily roasts large meats like a 12 lb. turkey while sealing in all the juicy flavors.

Both wall oven lines feature the Speed Convection mode, which reduces cooking time by up to 30% and is perfect for the quick, efficient preparation of frozen foods. In addition, both offer Thermador's exclusive lightning fast preheat which takes less than 7 minutes to reach 325 degrees Fahrenheit in True Convection- an industry best. Plus, the exclusive self-cleaning cycle completely cleans the entire oven cavity, including rack supports, in 2 hours-half the time of comparable models.

True to the brand's heritage as America's quintessential cooking brand, the advanced True Convection™ system in both lines features a powerful 2,000-watt third element that ensures even heat distribution and allows for multi-rack cooking without flavor transfer between dishes. The wall ovens are available starting in April with an MSRP of \$2,089- \$5,499.

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PRESS RELEASE

Atlantis Outdoor Cabinetry: Take Advantage of this Outdoor Opportunity!

BY LINDSEY A. HAUGH

Today, when home builders are surveyed, they say a patio or deck is one of the top three requests of new home buyers. Homeowners are looking to improve their quality of life by adding outdoor living spaces to their homes by building around the grill with stainless appliances, lighting and plumbing fixtures, sleek countertops and cabinetry suited for the outdoor elements. Research by StandPoint, an Atlanta-based marketing and research firm, showed more than 80 percent of all US households own a grill. Over 1 million households have fully equipped outdoor kitchens, which include cabinetry or like items to house their grill.

When Atlantis Outdoor Cabinetry was featured at this year's Kitchen & Bath Industry Show, we received a resounding response from landscape architects, architects, builders and interior designers. An architect said to one Atlantis Rep, "We are on the verge of seeing an outdoor

kitchen explosion." Another said, "this will be the next BIG profit center for the kitchen industry." It has already begun. In 2006 homeowners spent from \$10,000 to \$34,000 on their outdoor havens. In the next year, it is expected that over 1 million more homes will build outdoor kitchen areas and over 60 percent will hire a professional to design and install all of the aspects of the living space. Because the desire for entertaining in the outdoors has increased, so has the readiness to spend more on these spaces.

Atlantis Outdoor Cabinetry is the optimum choice for outdoor living areas. The cabinets are constructed of exceptionally resilient polymer material and require little maintenance. This polymer material, "Perma Panel", comes in seven different colors and four different door styles. For the customer who desires wood door styling, Atlantis also offers raised and recessed panel doors in Teak and Cypress wood species. Wood provides a sophisticated look that can match other outdoor furnishings and are suitable for outdoor applications.

Leveling legs accommodate the installation on any type of patio or deck surface—concrete, wood, cobblestone, slate, etc. Check out our website today: www.atlantiscabinetry.com. If you are interested in becoming a dealer, please go to the "Contact" section of the website. Don't hesitate—take advantage of this outdoor opportunity now!

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Customer and Employee Stealing

BY LEE BOUCHER



This is not a pleasant subject, but customer and employee stealing is rampant throughout big and little retail stores in the United States. “But”, you say, “We treat our employees just like family”. That may be true, but families steal from each other too.

Boucher’s appliances had three stores for most of its existence. We had a total of 15 employees including the delivery and installation men. We were in business over 30 years. During that period we discovered that 7 of our employees had been stealing from us including some from management. My partner and I never knew how many other employees were stealing from us that were never caught. In the final years Boucher’s bought about \$5 million worth of parts and major appliances each year. We took inventory monthly, but always had a difficult time reconciling. Some months there were some appliances unaccounted for. The department stores call it “shrinkage”.

Theft costs the retail industry tens of billions of dollars each year. Maritz Research, one of the world’s largest research firms, recently surveyed retail employees and discovered that...

1. Nearly half (48 percent) of retail employees surveyed have noticed customers stealing from their employers
2. Nearly one in three (29 percent) say they have witnessed other employees stealing from their employer.

I’m sure most of the manufacturers, distributors and retailers reading this editorial are thinking “Well, we have safeguards against employee theft- it isn’t happening in our company- we treat our employees fairly, there’s no reason for them to steal”. I hope you are right, but I don’t think so. Some of you might ask yourselves why there is “shrinkage” sometimes when you take inventory.

I talked with Gloria Park-Bartelone of Maritz Research and she had several comments to make about the subject. She said, “Many employees don’t feel their employers care about them or the work that they do for the company. They feel they are unappreciated. Some feel they are underpaid; others think they should have had the promotion that was given to someone else. All are rationalizations for stealing.”

She also said there should be frequent dialogue between employer and employee or between the manager of a department and an employee regarding work habits, the possibility of a promotion, what she/he are doing well and what she/he could do better. Employees need to know how important their job is for the success of the company they are working for. They need to be told that frequently. They cannot be taken for granted.

Boucher’s used a sting operation to catch some of the employees that were dipping their hands into our cookie jar. We called in a professional who guaranteed us “That at least 30 percent of your employees are stealing from you”. I think he based that on the fact that he worked the department store where stealing has always been rampant and probably still is. Incidentally some of the Boucher employees that were guilty had been with our firm for over 15 years! We trusted all of them.

As I look back on the many, many all-employee meetings we had over the 30 years we were in business I wonder why we didn’t discuss stealing with them. We could have begun by saying, “I know none of you would steal from our company. You are all dedicated and hard working and we truly appreciate it. According to recent studies one of the biggest problems retailers have is stealing. I hope this never happens, but if any one of you is caught stealing you will immediately be dismissed and perhaps be reported to the police”.

If you do catch one of your employees taking money or merchandise from your store you really have two choices: you can reprimand him, make him make reparations and keep him on the job or you can let him go. We had the professional confront two of the employees caught during the sting operation and he scared them half to death with threats of taking

them to the police station and the possibility of them doing prison time. They confessed to thefts we didn’t know about.

It is axiomatic that the more employees you have the more likely one or more them is stealing from you. I suggest that you hire someone from a company that specializes in sting operations to work on your store employees. If he doesn’t find anything amiss, terrific!

If he does find an employee who is stealing you will be saving money in the future.

A final note: Most people that steal justify it in their minds, but I’m sure they know that stealing is wrong whatever their excuse.

THEFT COSTS THE RETAIL INDUSTRY



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As I see it... BY CHUCK EDMONDS



If you have read through this issue then you will understand that the *Retail Observer* has a new owner. I founded the magazine in 1990 and it's been a lot of fun and not too many headaches- but now that I have reached the ancient age of 88 years I don't want to work as hard and enjoy some leisure time now. I will

be working with the new owner in the future as Editorial Advisor and Lee Boucher will also continue to write and report the news.

The new owner is a very fine fellow by the name of Moe Lastfogel. He is well known in appliance circles and has an outstanding work record. Moe was raised in Southern California and attended Orange Coast College where he majored in Ad Design and his minor was Foods. After graduation he worked for Disneyland for 8 years handling various events. Later he moved to Northern California where he used his knowledge of foods and cooking to gain employment with various restaurants.

He first became acquainted with appliances when he worked for Garden City Restaurant Supply in San Jose and in 1993 he went to work for McPhail's Appliances in San Jose (now Standards of Excellence). He left McPhail's to work as an advertising salesman selling space for Renaissance Publications, San Jose Magazine, Home Digest Magazine, and Best of the Bay TV.

Moe has also helped produce various home shows. He has served on various boards—NKBA Northern California Chapter, ASID\Peninsula Chapter, and NARI San Jose Chapter.

He currently is the owner of Promoitions, a full-service marketing and PR firm. He has worked with various Bay Area home shows, produced directories for non-profit organizations and is currently Director of Business Development for San Jose NARI.

You will be meeting Moe one of these days and you will discover, as I did, that this guy has what it takes to publish an award winning magazine like the *Retail Observer*:

How's Business?

Appliance sales, in general, are down 8 to 10% nationwide. Only in areas where remodeling is strong have appliance sales remained firm. Home sales are still in the basement but some good news is radiating from Washington.

Consumer debt has slowed down, In April consumers paid off more credit card debt than they had incurred. Payrolls are up and the unemployment rate hovers at only 4.5%. Inflation is being held in check by the Feds and even though the stock market took a nose dive recently it is showing signs of recovery.

I am optimistic about the economy and the future. The consumer will keep on spending and the continued strength in the service industry which accounts for 58% of the value of goods and 81% of all private sector payrolls is a determining factor in our economy.

COMING EVENTS CALENDAR 2007

JULY

- 17 **United Stores General Meeting-** Norwalk Marriott, Norwalk, CA
- 19-20 **NKBA Green Fusion II-**Hyatt Regency, Albuquerque, NM

AUGUST

- 4-7 **Summer Home Furnishings Show-** SF Mart, San Francisco, CA
- 8 **NARI Joint meeting San Jose and San Francisco Chapters-** Dacor, So.SF, CA
- 8 **NKBA Puget Sound Golf Tournament-** Trilogy Golf Club, Redmond Ridge, WA
- 15 **NKBA Sierra Nevada Chapter -**Truckee River Tile & Stone, Pamela Gilberd, Speaker, Reno, NV
- 19-22 **Nationwide PrimeTime-** Venetian Hotel, Las Vegas, NV
- 22 **NKBA Northern California Chapter-** University Electric, Santa Clara, CA
- 26-31 **Brand Source National Convention-** Paris Hotel, Las Vegas, NV

SEPTEMBER

- 18 **United Stores Expo Event-**Norwalk Marriott, Norwalk, CA
- 20 **NKBA Puget Sound Chapter-** Albert Lee Specifier's Night, Seattle, WA
- 25 **NKBA Northern California Chapter-** Artisans Showcase, Palo Alto Country Club, Palo Alto, CA

Note: Attention buying groups, NKBA and NARI Chapters, distributors and manufacturers: Please submit your meeting schedules to info@retailobserver.com ASAP so they may be included in our Coming Events Column. If you would like to receive the Retail Observer please go to www.retailobserver.com and subscribe.

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