

# The **RetailObserver**

July, 2008

The Monthly News Magazine with Personality

Vol.19, Issue 7

## **NATIONWIDE WEST GOES WEST, WAY WEST...**

HAWAII INCENTIVE TRIP A BIG SUCCESS

SEE INSIDE FOR TRIP FOLLOW-UP STARTING ON PAGE 4



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Publisher's Statement  
Celebrating Our 19th Year!

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DEADLINE FOR  
AUGUST 2008 ISSUE  
IS JULY 10, 2008



## TO GE OR NOT TO GE, THAT IS THE QUESTION...

Hey buddy, can I borrow 6 to 8 billion dollars? I want to throw my hat into this whole GE for sale thing.

According to the news wire, everyone but Whirlpool (that we know) is being named strongly in this opportunity. Those named so far are Turkey's Arcelik, China's Haier, South Korea's LG Electronics, Sweden's Electrolux, Mexico's Controladora Mabe and Germany's Bosch—all potential bidders. What do they get for this money? Don't just stop to look at the appliance side of things, but take a look deeper into what this would mean for a manufacturer and their business. Yes, GE sold over \$7 billion in appliances last year (with a profit), and had 26% of the U.S. appliance business in 2006, but that's a drop in the bucket compared to the \$172 billion that GE sold globally... What you don't see in those numbers is one of the largest service and distribution networks in the U.S. To be able to walk into this market with those two networks already set up for you, the production facilities and the largest sales of appliances to the new home market, WOW!!! Let's hope a big box store won't jump in the mix and try to buy the brand for themselves. What kind of mess would that stir-up?

You may not know this, but only 4% of GE's pie is from the appliance division. The short list of other product categories they dabble in are: aviation, consumer electronics, electrical distribution, energy, finance—business & consumer, health care, lighting, media & entertainment, oil & gas, rail, security and water. With a portfolio that large, why keep the little appliance division? "Why not?" is my answer. I assume the Board of Directors for GE would like to see much more volume out of the company's most known division. What do you think of when somebody says "GE"? Yep, me too... appliances. In today's economy, branding is everything. When was the last time you went to the doctor and asked to be scanned by the new GE molecular imaging system or asked your travel agent to make sure you were on a train being pulled by a GE Evolution locomotive?

When your image is that strong, why take away the main reason for the public knowing you're out there? I could see a move if you had a negative bottom line or the market had completely dropped out from under you in your specific category. This hasn't happened yet, and the fact that we all eat makes a good future for one of the market leaders. My opinion, as I have heard for years, if it isn't broke doesn't fix it. The true answer lies with GE Chief Executive, Jeff Immelt, and the Board. I guess we'll just wait and see. As a final note, if LG wins, they will surpass Whirlpool as the new #1.

Enjoy, and happy retailing.

*Moe Lastfogel*



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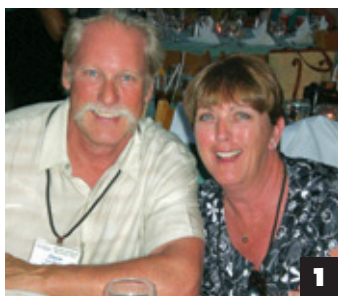
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**U-LINE**  
CORPORATION

# NATIONW GOES WEST,

BY MOE



At the Nationwide Prime Time Fall event last year in Las Vegas, Eliana and I received an invitation from Martin Wolf and Ron Romero to be the special guests of the Nationwide West Buying group event in Maui. We knew we had a conflict with our 11 year olds 12th birthday but we did not want to miss the opportunity to meet with so many independent dealers in such a relaxed atmosphere, so we decided to make our daughter Mikaela's birthday something special to remember. She had no idea she was joining us until a week before we left for the islands, and what a surprise that was for her as she had spent the previous 5 months giving us the evil eye for abandoning her. How could we possibly go to Hawaii without her, let alone leave her alone the day before her birthday? But that's another story.

After the usual hassle with airport security lines, transfers, baggage claim and car rental we were off to our first exposure to this group and Nationwide West's pampering hospitality.

The scene of this year's event was the world famous Fairmont Kea Lani Resort in Kihei, Hawaii. This idyllic resort offered a full program of activities for everyone from golf at one of Wailea's three championship 18-hole par 72 golf courses, 11 tennis courts and boutique shopping. Snorkeling, kayaking, sailing, diving, and a myriad of island-wide excursions were a few of the things that could keep you busy — or if you preferred a more leisurely pace, you could relax by one of this Maui beach hotel's many pools or pamper yourself with a rejuvenating treatment in the full-service spa.

We were met at the registration desk by a courteous staff with warm smiles and "Aloha Spirit", donning us with exquisite orchid leis as they served us a favorite refreshing Hawaiian drink they called POG (pineapple-orange-guava making us feel welcome to the island. The hotel was a

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1. Dave & Kay McNiven, Merit's Authorized Appliance & Electronics, Klamath Falls, OR; 2. Char & Cal Eklund, Eklund's Appliance & TV, Great Falls, MT; 3. Jim Feeney swings for the Islands; 4. Work Environment; 5. Farewell Dinner — Barb & Larry Kurpiewski, Commercial Home Furnishings, Boise, ID; Kurt Peterson, Kris & Jamey Olson, Arrow Associated Stores, LeGrande, OR; Suzie & Mike Vigilanturo, Pocatello Electric, Pocatello, ID; 6. Mike Lowery, Mitsubishi Digital Electronics; 7. Sherrie & Richard Sparrow, Sparrow's Showplace, Roy, UT; 8. Member Vendor Meetings — Dan Wiseman,

# IDE WEST WAY WEST...

LASTFOGEL

tropical oasis set in a Mediterranean theme with stunning ocean views. Oh, yeah.... this was going to be a great event!

The opening welcome ceremony was a Hawaiian style evening buffet on the beach complete with Mai-tais, poi and local music. We met quite a few members of the group that evening and found them all to be a most laid back group. Maybe it was the ocean air or the mai-tais.

The first full day was set up for business. Meetings both as a group and with the individual vendors were set up thru early afternoon with the evening free. We joined a group of members and vendors and enjoyed a traditional Luau at the Marriott Resort down the street. Wow, what incredible sunsets they have in Hawaii. It was an awesome backdrop to the fire dancers on stage...like fire in the sky.

The next day offered two different choices of activities. Golf at the world famous Wailea Golf Club which you see pictured on the front cover of the magazine. We played the Emerald course which has views that in my opinion rival those of Pebble Beach. I can't speak for anyone else but I feel this was a golf experience that should be put at the top of any golfers list. Another group went on a half day sail/snorkel to the small island of Molokini. (Which can be seen on the front cover as well.) The snorkeling was so popular that they had to set up an additional day to accommodate everyone that wanted to go! The fish in the bay of this small island would make any salt tank owner envious. Lunch, drinks and equipment were all included on this thrilling ocean adventure.

The last evening brought out the hosts in colorful Hawaiian shirts and all the members, vendors and family got together one last time for a farewell dinner with live local music and a surprise fireworks display. What a way to end our Maui holiday. This group definitely knows how to put on a buying event and throw one heck of a party as well.

| *continued on page 6* |

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Wiseman's Appliance, Seattle, WA; Alan Hurtado, David's TV, Appliance & Furniture, Centralia, WA; Richard Sparrow, Sparrow's Showplace, Roy, UT; Rick Billman, Billman's, Cutbank, MT; **9.** Ladies Winning Golf Team: Shirley Honey, Wiseman's Appliance, Seattle, WA; Sandee Lundby, Path Supply, Sidney, MT; Debbie O'Brien, Appliance Distributors, Seattle, WA; Julianne Cogdill, U.S. Stereo, Grand Junction, CO; **10.** Ron Romero, President, Nationwide West; Leon Barbachano, President, NARDA; and Marty Wolf, Founder, Nationwide West



220 MEMBERS BELONG TO NATIONWIDE WEST BUYING GROUP OF INDEPENDENT RETAILERS.  
THE STORES THAT WERE REPRESENTED AT THIS TROPICAL BUYING EVENT ARE LISTED BELOW.

### 2008 HAWAII MEETING DEALER ATTENDEES

Advantage Appliance & Electronics  
Allen & Petersen  
Anthony's TV & Appliance  
Appliance & TV Center  
Appliance Distributors  
Arnold's Appliance  
Arrow Associated Stores  
Ashley Furniture Home Store  
Aspen Appliance  
B & B Appliance  
Billman's  
Bozeman TV & Appliance  
Builders Appliance Center  
Burns & Son's Direct Appliance  
Charlie Fuller's TV & Appliance  
Commercial Home Furnishings  
Conklin's Appliance  
Contract Appliance Center  
Couch's Appliance  
Darrell's Appliance  
David's TV & Appliance  
Dennis Company  
Direct Buying Service

Disco Mart  
Dugan Sales & Service  
Eklund's Appliance  
Elektra  
Fredericks Appliance  
Garrison's Home Appliance Center  
General Sales  
Hakoda's Builders Appliance  
Hamai Appliance  
Home Entertainment Center  
Home Video Library  
Hutchins TV & Appliance  
Jack Roberts Appliance - South  
John Paras Furniture  
Johnson Brothers TV & Appliance  
Kellenberger Appliance  
Kelly's Home Center  
KIE Supply  
King & Bunny's Appliance  
Lakewood Appliance  
Manchester Brothers  
Merit's Authorized Appliance  
Michael's Audio & Video

Mountain High Appliance  
Nielsen Appliance  
Paradise Village  
Parma Furniture  
Path Supply  
Pocatello Electric  
Quality Appliance - WA  
Reids Appliance  
Rigels  
Roger's, Inc.  
Schaefer's  
Sparrow's Showplace  
Steadman's Hardware  
Steele's Warehouse  
The Appliance Barn  
The Competition  
Thune's Hardware & Appliance  
University Appliance  
US Stereo of Grand Junction  
Ventura TV & Appliance  
Video Kingdom—Hastings/Grand Island  
Wiseman Appliance

### SERVICES AND BENEFITS AVAILABLE TO THESE MEMBERS

- Group Negotiated Pricing
- Warehouse Direct Order Fulfillment
- Group News
- Member Intranet Website
- PrimeTime! Convention
- Extended Warranty
- Inventory Financing
- Group Subsidized Interest-Free Financing
- Store Fixtures and Merchandising
- The Hiring Connection
- Ad Factory
- Tabloid Circulars, Direct Response & ROP Print Ads
- Training Programs: Nationwide Certified Advisors
- "Better-Than-Film" HD TV Commercial Spots
- Business Consultation Services

### PRODUCTS AVAILABLE TO THESE MEMBERS

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Bosch (Small Appliances)  
BSH Home Appliances Corp  
Creative Cooling  
Dirt Devil  
Douglas Quikut/Ginsu  
DuPage  
Electrolux Home Products (Eureka)

Estate  
Electrolux Major Appliances  
Electrolux ICON  
Fisher Paykel/DCS  
Franklin Chef  
General Electric  
Hoover  
Insinkerator  
KitchenAid  
LG Digital Appliances  
Maytag

Marcone  
Meyer Cookware (Farberware)  
Miele  
Oreck  
Peerless Premier  
Sunbeam  
Waste King / Anaheim MFG Co.  
WC Woods/Danby  
Whirlpool



**1.** At the farewell dinner: Shirin Family—*Seated:* Sarkis Sahatdjian, Mildred Shirin Iris Sahatdjian, *Standing:* Mark & Margaret Shirin; **2.** Member Vendor Meetings—John Laing, Whirlpool, with Jason Parker, King Parker & Peter Davies, King & Bunny's Appliance, Renton, WA; **3.** Member



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APA Marketing  
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Bush Furniture  
ButtKicker/the Guitammer Co., Inc.  
Catnapper  
CBK  
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Colby Furniture  
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Earglue  
England  
Fraenkel Co.  
Garne  
Guardaman/Valspar  
Furniture Solutions Group  
HD Canvas  
Holland House  
Innovex  
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Jofran  
Kathy Ireland by Standard  
Kincaid  
Legacy Classic  
Legends  
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Mac Motion  
Morry Dickter & Associates, Inc.  
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Progressive Furniture  
Riverside Furniture  
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## SPECIALTY ELECTRONICS/HOME THEATER

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We'd like to thank the vendors who helped sponsor this fantastic event: Air King, Bosch, Capital Solutions, CitiFinancial, DSI/Warehouse Direct, Electrolux/Frigidaire, Fisher & Paykel, GE Appliances, GE Business Credit, GE Money, Miele, Mitsubishi, Textron, Toshiba, Wells Fargo and Whirlpool.

*\* Available to Specialty Electronics Members  
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Vendor Meetings—Wayne & Darlene Hakoda, Hakoda Builder's Appliance, Kailua-Kona, HI; Terry Knaff, Path Supply, Sidney, MT with Matt Sinclair, Fisher & Paykel; **4.** Member Vendor Meetings—Tim O'Brien, Appliance Distributors, Seattle, WA; Joe Burns, Burn's & Sons Appliance, Muscatine, IA



**MIELE WINS MULTIPLE iF GOLD AWARDS**

INDEPENDENCE™ SERIES REFRIGERATION, HONEYCOMB CARE™ LAUNDRY CAPTURE iF GOLD

Miele, Inc., has been awarded the highly coveted 'iF gold award' for their Independence™ Series refrigeration, Honeycomb Care™ laundry system and an 'iF product design award' for the DA 5000 D ventilation hood. Miele and Apple® dominated this year's awards—Miele taking home four total international golds and 12 product design awards.

iF gold is awarded by the International Forum Design in Hanover, one of the world's leading design centers. Out of a total of 2,771 products from 35 countries, 821 received the iF product design award. Of these, 50 were awarded gold. "This year, authentic entries were clearly top choice", says jury chairman Fritz Frenkler, summarizing the criteria. 'No fusion, no retro, no 'lets pretend': simplicity and ease of operation must be obvious characteristics for products to be successful in the long run and have an impact on the New Modern."

**INDEPENDENCE™ SERIES – iF GOLD:**

Independence™ was recognized as a "truly innovative solution" for its outstanding lighting, high-grade materials, humidity-controlled drawers and height adjustable shelves. Independence™ embodies Miele's legendary quality and innovation... from its high performance dual-compressor system and intuitive MasterCool™ touch controls to its patented Wi-Fi RemoteVision™ technology that delivers total peace of mind as it protects valuable food and wine investments. Estimated retail price for a 36" bottom mount combination refrigerator / freezer with stainless steel door panels is \$7,200. Independence™ also recently won a Red Dot award.

**HONEYCOMB CARE™ COLLECTION – iF GOLD:**

The Miele Honeycomb Care™ Laundry Collection (W 4800/W 4840 washing machines) was recognized for its sturdy door, patented Honeycomb Drum™ and simple navigation controls. Honeycomb Care™ easily and safely launders a wide range of clothing including woolens, silks and other delicate fabrics once washed by hand or sent to a dry cleaner. Intuitive MasterCare™ technology, available on the top-of-the-line W 4840 model, adds enhanced program selection to optimize the care and cleaning of outerwear, comforters, dress shirts and much more. Consumers no longer have to know the temperature or spin speed—Miele's Honeycomb Care™ laundry is programmed by clothing type—so a user selects the type and the machine already knows how to effectively clean them. The Honeycomb Drum™ has been proven to extend the life of clothing by a factor of four.

**DA 5000 D VENTILATION HOOD – iF PRODUCT DESIGN AWARD:**

Miele will take ventilation to new heights with the launch of the innovative new DA 5000 D designer island hood. The sleek 48" hood offers a motorized expansion mechanism that smoothly opens the moment it's turned on and then quietly closes when turned off. Its silver metallic glass inset panels and halogen dimmer lights make it look more like a sophisticated modern light fixture than a powerful 1,250 CFM ventilation hood packing dual blowers. The unique motorized expansion not only sleekly conceals the hood's impressive ventilation capabilities – it also gives chefs a bit more headroom. The hood's actual opening expands and contracts from 5" to 12". The DA 5000 D is due to launch third quarter 2008, and will retail for an estimated \$4,999. **RO**



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# A NIGHT AT THE ASTOR

## A DEALER APPRECIATION NIGHT 61 YEARS IN THE MAKING

HOSTED BY V-A-H MARKETING

V-A-H Marketing celebrated 61 years in business by inviting 200 special guests from the NKBA and appliance dealers throughout their region to show their appreciation for all the years of loyalty. The event was held at the Astor museum and event center in Anaheim California near Disneyland. The center is a trip down memory lane. Other than a private auction at the end of June to sell of the whole collection, this was the last event to be held. This extraordinary private collection of 270 vintage automobiles, radios, television sets, telephones and toys included a full room featuring Lionel trains like the ones we played with as children.

The event also included a mini product showing by Aga, Bloomberg, Capitol, Diva, Metallo Arts, Marvel, Northland and, of course, Vent-A-Hood—all set in the backdrop of this 100,000+ square foot facility.

### ABOUT ART ASTOR

Art Astor is the owner, President and CEO of the Inland Empire's KSPA AM 1510 (softer side of the '60s, '70s, and '80s), North San Diego's KFSD AM 1450 (classical) and KCEOAM 1000 (financial news and talk). Art is a broadcasting veteran of over 50 years in Southern California..

Mr. Astor is a California native, born in Fresno to

Armenian-immigrant parents who came to this country to escape the genocide. Art has been a Southern Californian since his father, an attorney, relocated his young family to Los Angeles when Art was only 5 years old. Art's education included graduation from Los Angeles High School and, after a tour of duty with the Air Force, he returned to attend the University of Southern California and earned a degree in communications.

Art's automobiles are his second passion, (radio being the first love of his life,) with some 270 cars now in his collection. The classics range from Packards to Pontiacs, Morgans to Mustangs, several Jaguars, Rolls Royces, and Howard Hughes' 1940 Cadillac Formal Town Sedan, to name just a few. Each of Art's cars is special in some way: perhaps it is a rare vehicle, or has an interesting history, or reminds Art of some special event in his own life. Every car is a "driver," and Art takes each one out for a spin every few weeks.

Additionally, Art has created a museum which houses the world's largest collection of working and beautifully restored antique telephones and radios. He has wonderful collections of model trains, gas pumps, antique slot machines, pedal cars, movie memorabilia and other interesting "stuff." **RO**



For the bikers in the early days



Corvettes all in a row



1941 Convertible



Retro style



A familiar sight



Radio museum



Communication museum



Classic jukebox



Phonograph room—an outstanding collection



Bob Bergstrom, Bob Wells, Art Astor, Dick Bergstrom, Dave Purdy and Mohammed Razzak



Bob Wells of V-A-H, Art Astor, President and CEO of KSPA AM, KFSD AM and KCEO AM 1000, and Dick Bergstrom of V-A-H



Microphone collection



The vintage TV room



Too bad you can't still fill up for those prices!



The toy room, filled with collectibles

## EXTERNAL ICE AND WATER DISPENSER NOW AVAILABLE ON KITCHENAID® COUNTER-DEPTH FRENCH DOOR REFRIGERATORS

### **KitchenAid®**

KitchenAid, the only brand to offer a full line of French Door refrigerator options including freestanding, counter-depth and an exclusive 42-inch built-in model refrigerator, has added the option of an external ice and water dispenser to its counter-depth models.

The new French Door models with the external ice and water dispenser will be available beginning this summer.

“Those who love to cook and entertain appreciate both the style and versatility of the French Door configuration, making this an increasingly popular refrigerator choice,” notes Debbie O'Connor, Senior Manager of Brand Experience for KitchenAid. “Now consumers who want the convenience of quick and easy access to ice and water will have that option on KitchenAid® French Door models.”

The French Door Bottom Mount has a narrow door swing, making it easy to maneuver in the kitchen even when multiple cooks are working in the same space. Its narrow door swing also allows for design flexibility in kitchen designs where a full door swing would be too tight. Its full-width refrigerator shelves have no interior divisions, allowing significantly greater space for wider items, such as cookie sheets, baking pans and serving trays.

An integrated design provides clean lines with an LCD display, an easy to read blue LED and digital controls to set select functions such as refrigerator and freezer temperatures. Additional settings and indicators include: a max Cool that helps maintain the internal temperature of the refrigerator and freezer during times of excessive usage; a Holiday/Sabbath mode; and a water filter indicator to alert that it's time to change the filter.

### EXTERNAL ICE AND WATER DISPENSER NOW AN OPTION ON KITCHENAID® COUNTER-DEPTH FRENCH DOOR REFRIGERATORS

Additional premium features found on the French Door models include the ExtendFresh Temperature Management Plus System with variable speed technology, numeric electronic controls, ice maker with water filtration by PūR®, and two ExtendFresh™ temperature controlled Ingredient Centers. Located in the refrigerator door, the ice maker doesn't compromise space in the pull-out freezer drawer.

The new Counter-depth French Door Bottom Mount refrigerator models with the external ice and water dispenser will be available in stainless steel, black and white. Suggested retail prices will range from \$2,399 to \$3,099.

Since the introduction of its legendary stand mixer in 1919 and first dishwasher in 1949, KitchenAid has built on the legacy of these icons to create a complete line of products designed for cooks. From countertop appliances to cookware, ranges to refrigerators, and whisks to wine cellars, KitchenAid now offers virtually every essential for the well-equipped kitchen. To learn why chefs choose KitchenAid for their homes more than any other brand, visit [www.KitchenAid.com](http://www.KitchenAid.com). **RO**



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## FULGOR LAUNCHES CERAMIC GLASS GRILL IN THE USA.

LA SCAPPI ELECTRIC OUTDOOR GRILL—EXACTING ITALIAN PERFORMANCE FOR THE ENLIGHTENED OUTDOOR CHEF

**la scappi** Introducing their portable ceramic glass grill to the US this summer, Fulgor promises to elevate outdoor cooking to a whole new level of culinary excellence. LA SCAPPI combines unique radiant-heat technology with the world renowned Schott Ceran™ Ceramic Glass for flexible, precise and consistent performance each and every time.

PREPARE HEALTHY MEALS ANYTIME OF DAY, ANYWHERE THE DAY TAKES YOU.

LA SCAPPI is designed to cook a variety of foods directly on the durable, easy to clean glass surface. You'll enjoy the performance of perfectly even heat, and the convenience of cutting food right on the surface without scratching the glass. Ergonomic handles and light weight make LA SCAPPI ideal to take on the road, on the water or just outside your back door.

ENJOY THE VERSATILITY OF THE PORTABLE LA SCAPPI, NO MATTER HOW FAR YOU GO

LA SCAPPI is the namesake of famed renaissance chef and cookbook author Bartolomeo Scappi. Known for his innovative methods, techniques and recipes, Scappi revolutionized Italian cooking, blazing a trail for the modern Italian culinary style that is known and loved around the world today.

### ABOUT FULGOR

Born into a region of Italy famous for innovative design and superior performance, Fulgor has been sculpting kitchen appliances for nearly six decades. Focused completely on creating products of superior quality and reliability, exacting performance and inquisitive Italian design, Fulgor began developing breakthrough cooking technology for the European market in 1949. Today, with that same fire and passion, Fulgor is transitioning the brand into the US and Canadian markets in conjunction with an extensive launch of innovative new appliances designed specifically for this market.

Fulgor USA is a division of Fulgor Europe S.p.A., headquartered in Gallarate, Italy. Founded in 1949 by Piero Puricelli, Fulgor has been a market leader of premium cooking appliances for 59 years. **RO**



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**FULGOR**  
arte culinaria.

**FABER WINS 2 GOLD ADEX AWARDS**

MAY, 2008—Faber has won 2 Gold ADEX awards: the Design Journal awards for design excellence. The Velvet and Orizzonte both took home the Gold Adex awards.

The ADEX (Awards for Design Excellence) are given annually for superior product design of furnishings and building materials marketed to the design trade. Design journal magazine, the international trade publication for interior designers, architects and facility managers are proud sponsors of ADEX. Interior designers and architects that have influence on consumer home purchases view the Adex awards as a symbol of excellence for the finest goods in product design.



Faber has previously won ADEX awards for the Axia Isola, Concept, Matrix, Cubia, Cylindra, Mistero and the Mirror. **RO**

*In Passing*

The appliance industry bids a fond farewell to long-time friend, “Arnie” Alseth. Arnie owned and ran local Seattle appliance store—Monarch Appliance—for over 33 years and was an active member of the AVB/Brand Source Northwest Buying Group for many of those years. He often spoke fondly of relationships with his fellow dealers and vendors, as well as the memories of the distributor-sponsored getaways. His obituary, as prepared by his family, follows:

**ALBERT ARNOLD ALSETH**

“Arnie” Alseth died peacefully in his sleep on June 25, 2008 at age 81. Born in Seattle on May 18, 1927 to Albert and Lillie (Nelson) Alseth, Arnie lived most of his life in what is now the city of Shoreline. He graduated from Edmonds High School, and was a Fireman 1st Class in the Pacific Fleet in WWII. After the war he worked in sales at Monarch Stove Store in north Seattle, and the Bon Marché in downtown Seattle and Southcenter. He then bought Monarch Stove Store, renamed it Monarch Appliance & TV, and owned that successful business for 33 years until its closure in 2005.

Survivors include Nancy, his wife of nearly 60 years; children Cindy L. Hadden (Dave), Vicki Molleston, Julie Newkirk (Brett), and Alan Alseth (Ronna Vigars); grandchildren Jessica, Jamie, Bonnie, Ema, Eddie and Adian; and sister Louise Friar. Private inurnment at Floral Hills, Lynnwood. Memorials suggested to Canine Companions for Independence (<http://www.cci.org>). **RO**



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# Reinventing the 36" refrigerator.

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

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



Visit us at SEBC in Orlando  
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## VENT-A-HOOD DEBUTS HAMMERED COPPER HOODS



RICHARDSON, Texas—(June 17, 2008) Vent-A-Hood, the company that created the modern residential range hood, now offers a new hammered copper finish for range hoods. The custom exterior comes in standard or antique options and is available on a variety of Vent-A-Hood wall-mount, under cabinet and island styles.

The new material, which was unveiled at the 2008 Kitchen and Bath Industry Show in April, has captured immediate attention from designers and homeowners across the U.S. and Canada. Vent-A-Hood President Skip Woodall launched the new finish after he personally designed a hammered copper hood for his family's lake house.

"We've seen a big demand for this look," said Woodall. "The hammered copper design blends a high-end feel with a rustic attraction. And we're manufacturing these hoods for everything from ranch homes to penthouses. It is a huge win from our design team."

For more, visit <http://www.ventahood.com/colorchart.jsp>

### ABOUT VENT-A-HOOD:

Founded in 1933, Vent-A-Hood, based in Richardson, Texas, is the oldest manufacturer of residential range hoods in America. Each product manufactured by Vent-A-Hood is individually engineered for performance in addition to style. Vent-A-Hood products are sold in all 50 states as well as Canada. For more information, please visit [www.ventahood.com](http://www.ventahood.com). **RO**

## INDUSTRY NEWS

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



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

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

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

The range and DishDrawer® factory in Dunedin, New Zealand, the refrigeration plant in Brisbane, Australia and the DCS manufacturing plant in Huntington Beach will be relocated to the new facility in the next 12-18 months. The DCS move is expected to be completed by the end of the year, and

| continued on page 44 |

*Vent-A-Hood*

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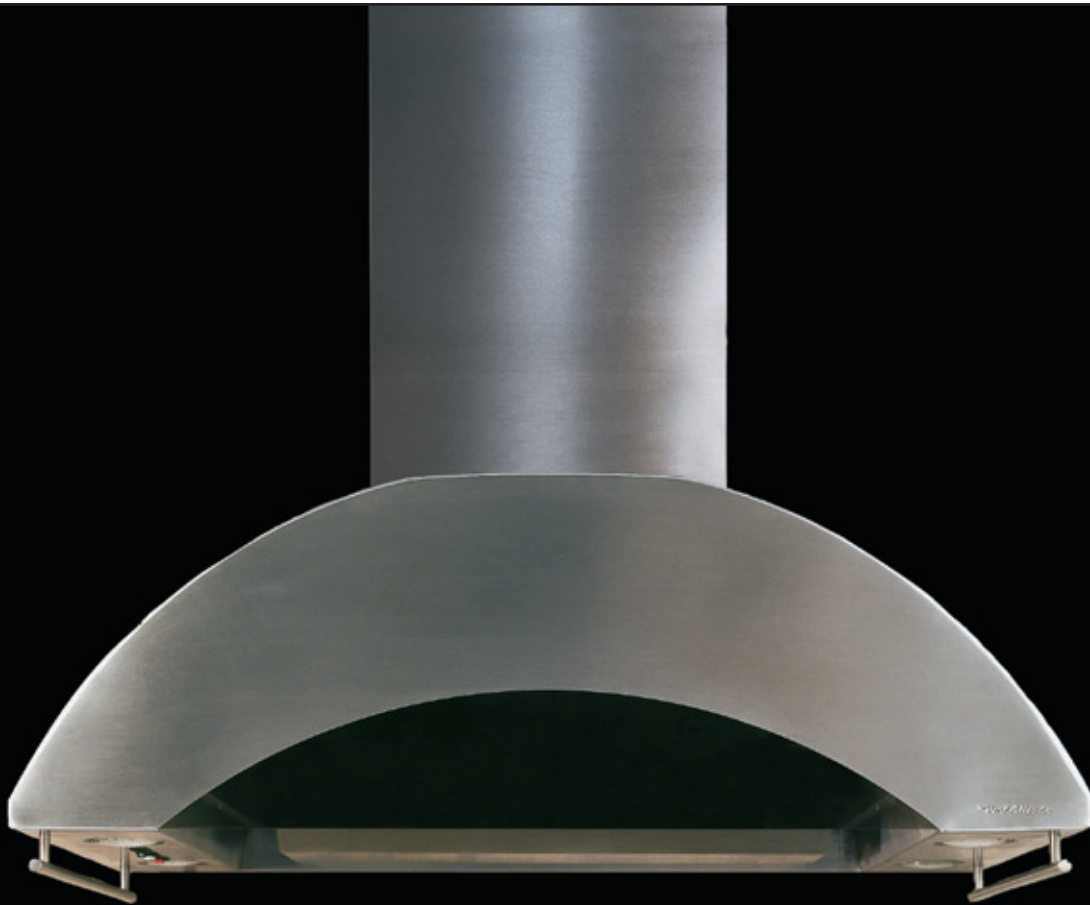
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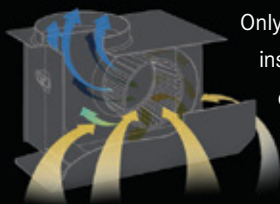
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View our complete line of contemporary and classic style range hoods at [www.ventahood.com](http://www.ventahood.com).

For our new product brochure, please call 1-800-331-2492 or email [marketing@ventahood.com](mailto:marketing@ventahood.com) to locate your nearest distributor.



## CAPITAL COOKING EQUIPMENT WINS 2008 ADEX AWARD!

PRECISION SERIES 60" RANGE RECOGNIZED FOR SUPERIOR QUALITY AND DESIGN

Capital Cooking Equipment's distinctive design of their 60" Precision Series Range (Model No. GSCR604GWN) has won them a 2008 Platinum Award for Design Excellence (ADEX). This award is given annually by Design Journal, the international trade publication for interior designers, architects and facility managers, also the proud sponsor of ADEX. "Interior designers, architects, and other professionals who influence the purchase of residential and contract furnishings see the ADEX Award as a glowing symbol of excellence, representing the absolute finest in product design," cites John Moses, Publisher of Design Journal.

Capital Cooking Equipment's award-winning, 60" Precision Series Range offers an extensive feature list. Among Capital's "Exclusive" features are burners that adjust from a 140° simmer to as high as 19,000 BTUs, a 30,000 BTU Power-Wok burner, a Moto-Rotis motorized rotisserie system inside the oven, Flex-Roll™ oven racks that provide smooth operation, drip trays on EZ-Glides, and Stay-Cool chrome plated metal knobs. Additional features found on other Precision models include a center thermostatically-controlled griddle section, two ovens, with self-clean and convection modes, an infrared gas broiler inside the oven, and top-grade materials and construction.

Capital Cooking Equipment specializes in manufacturing high-end appliances for the home, such as ranges, rangetops, outdoor barbecues, and vent hoods. Most recently they have expanded their product offerings to include self clean electric wall ovens, convection warming drawers, and drop-in cooktops.

For over fifty years the engineers at Capital Cooking Equipment have collectively created patents and innovations for themselves and other industry recognized appliance companies. They have employed many "firsts," such as their patented Power-Flo Burner System, which consumes less gas while producing high power, patented Flex-Roll Oven Racks, which puts rollers on the racks and not in the oven, and their patented Moto-Rotis System, the industry's first motorized rotisserie system in a pro-style range.

These very innovations and "firsts" have provided the foundation and inspiration to Capital Cooking Equipment's Precision Series aesthetic design, which has caught the attention of the design trade's most elite. The ADEX award "designates Capital Cooking Equipment as one of the truly premier companies in the industry," claims Moses.



Matteo Lupi (SMEG SpA), Kate Flaherty (Merchandise Mart), Sonja Dettori, Alex Lopez and Edward Ryan (SMEG USA).

## SMEG USA PROUDLY ANNOUNCES THE OPENING OF ITS FIRST SHOWROOM IN THE US.

On May 29, 2008 the Architect & Designers Building played host to more than 3,000 members of New York City's elite design community. Amidst this slew of industry professionals SMEG USA opened its doors for the first time and welcomed the cultured crowd into a world of cutting edge style, design, function, and a healthy dose of good old fashioned Italian hospitality. With an unbelievable spread of some of the finest Italian goodies New York has to offer, provided by Brio on Lexington, attendees were able to please their palettes while the beauty of SMEG design stirred their souls. The new SMEG product line, which was officially unveiled to the public that night, wowed even the most seasoned industry veterans. The SMEG showroom opening was an immense success, an indication of the bright future that lies in store for the new-comer from the land of style and high fashion—Italy!

## ALMO TO CARRY SANUS MOUNTS & A/V FURNITURE

SANUS VISIONMOUNT® TV MOUNTS AND FOUNDATIONS™  
A/V FURNISHINGS DEEPENS ALMO DEALERS'  
ACCESSORY LINEUP

Almo Corporation, a leading U.S. distributor of consumer electronics and appliances, today announced the signing of a

distribution agreement with Sanus Systems. Sanus, the industry leader in flat-panel mounts, designs and builds a broad variety of home AV furnishings, TV and speaker wall mounts, speaker stands and accessories. "We launched our Accessory Initiative in early 2007 to help our dealers take advantage of the margins in accessory sales," stated Warren Chaiken, President and COO of Almo. "We are continuing to bring our dealers best-in-class accessory brands that boost add on sales opportunities and their bottom line. As the market leader in high-end mounts and A/V furniture, Sanus is a perfect fit for our accessory initiative."

Sanus Systems, one of the world's leading A/V accessory brands, manufactures the VisionMount line of flat-panel mounts which includes full motion, tilting and low-profile mounts. Sanus Foundations is a complete selection of high-quality A/V furniture ranging from modern on-wall shelving units to fine wood and contemporary steel furniture designs. Their innovative and thoughtful designs feature convection cooling systems, resonance elimination, wire management systems and are constructed of high-quality, solid materials. Almo will be carrying a selection of both VisionMount mounts and Foundations A/V furniture.

Almo Corp., known for their expertise in distributing large-format electronics and appliances, expanded their line card in early 2007 to include select accessory manufacturers. Their Accessory Initiative has brought brand powerhouses like Peerless Mounts, Monster Power and Cable, Phoenix Gold, Corporate Images, Level Mount and now Sanus products to their dealer/retailer base.

#### ABOUT SANUS SYSTEMS

Sanus Systems, a division of Milestone AV Technologies, designs and builds a broad variety of audio video mounts, furnishings and accessories that will satisfy even the most demanding audio/video enthusiast or interior designer. Every Sanus product is engineered to enhance AV systems and the surrounding decor. Today Sanus offers more than 300 products, including on-wall furniture, home theater furniture, TV stands, audio racks, wall mounts and speaker supports. Sanus products are available at thousands of retail locations nationwide; a store locator is available at [www.sanus.com](http://www.sanus.com).

#### ABOUT ALMO CORPORATION

Almo Corporation is the nation's leading independent distributor of consumer electronics and major appliances. Almo distributes over 40 of the industries top brand names of major appliances, consumer electronics, mobile and professional audio/visual equipment, professional residential kitchen and outdoor appliances and industrial wire and cable products. Founded in 1946, Almo is headquartered in Philadelphia, Pennsylvania, and operates 12 regional distribution facilities with over 1 million square feet of warehousing throughout the United States. More information on Almo is available by contacting the company directly or at Almo's web site located

at [www.almo.com](http://www.almo.com).

## CALIFORNIA INTERIOR DESIGN PRACTICE ACT FAILS IN SENATE

INTERIOR DESIGN PRACTICE ACT, SB 1312, DIES IN THE SENATE.

This is just a quick alert to let you know that SB 1312 was placed in the inactive file for this legislative term. We're told that there were not enough votes to pass the bill, so rather than have the practice act voted down by an overwhelming margin, Senator Yee decided to not introduce it.

We will give you more details once the dust settles, but thanks are not enough to express our appreciation to our members and allied professionals who spent an unbelievable amount of time and effort in spreading the word about the negative impact that this legislation would have on the design community. Uncountable hours spent meeting with legislators, calling and sending letters and emails, writing position papers opposing the legislation and garnering the opposition from so many trade groups, organizations, businesses and independent designers really had an impact; we're told only a handful of Senators would vote in favor of licensing after all of the opposition to the bill.

A special note of thanks must go to all of the Community Colleges and the Community College League of California who sent in letters and made calls opposing the bill, and encouraged their students to do the same. Also, the grass-roots efforts of the CLCID and the Interior Design Protection Council were instrumental in defeating this bill.

We could not have achieved this result without the hard-fought efforts of all of the individuals, associations, and companies who took an active role in opposing licensing. You should all feel justly proud of what you accomplished.

**RO**

Congratulations, California!

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## THE LAUNDRY ROOM'S AUTOMATIC PILOT

INNOVATIVE—AND, YES, GORGEOUS—GE PROFILE™ SMARTDISPENSE™ FRONTLOAD WASHERS AND DRYERS SENSE, DISPENSE AND MAKE LAUNDRY AN EXPERIENCE.

With the GE Profile SmartDispense Frontload Laundry Pair, you can take a step out of the captain's seat and let the washer and dryer fly through your loads. Without having to guess how much detergent or fabric softener to use, or having to worry about selecting the right cycle for special fabrics, or having to closely monitor the dryer, you might actually consider laundry day a first-class experience.

### IT'S ALMOST AS EASY AS SENDING OUT THE LAUNDRY

Sleekly sculptured, GE Profile's elegantly designed new washer and dryer are positioned on exclusive SmartDispense pedestals that hide a remarkable secret: the system stores and automatically dispenses detergent and fabric softener based on each load's size, soil level, water hardness and fabric or cycle type. Never worry again about laundry's myriad variables and virtually eliminate messy detergent bottles from the laundry room.

### ADVANCED CLEANING WITH THE MOST COMPREHENSIVE STAIN REMOVAL SYSTEMS AVAILABLE<sup>1</sup>

Specialty clothing items—from hosiery and bras, to performance fabrics, to pet bedding and comforters—now have special cycles designed to provide the ideal combination of cleaning factors. Additionally, the washer features the most comprehensive stain removal system available: it treats more than 40 different combinations of stains and fabric types, including wine, grass, blood, chocolate, cooking oil, ink, mustard and more on a variety of materials.

The new H2ITION technology™ automatically senses the load and adds just the right amount of water to each load to help save time and money. The reversing wash action works with a gentle motion that belies its excellent cleaning ability, with a system that injects water into clothes to enhance cleaning power.

The 4.2-cubic-foot king-size-capacity tub provides room for:

- 50 adult T-shirts
- or 24 full-size bath towels
- or 17 pairs of jeans
- or even a king-size comforter

The 1300-RPM spin speed removes more water so clothes dry quickly, while a scrolling control panel provides load details.

### TALKING WASHER AND DRYER

Now frontload has washers and dryers that “talk” to each other. CleanSpeak™ communication between the washer and dryer begins the drying process to eliminate guesswork about settings for the load. With its king-size capacity equal to handling the companion washer's load, the 7.5-cubic-foot dryer features reverse tumble action that keeps fabrics tangle-free and speeds up the drying process. | *continued on page 28* |



**GE Profile™**

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## Pretty. Impressive.

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

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



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



imagination at work

*GE Profile™*

For more information on GE Monogram® appliances, please contact:

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- North Central: Steve Stremke at 630.771.0341 • South Central: Jill Locklear at 972.770.3313 • Northwest: John Boyd at 425.226.7194
- Southwest: Jim Skaggs at 480.367.2913

## BLUESTAR LAUNCHES LINE OF HIGH-PERFORMANCE OPEN BURNER DROP-IN COOKTOPS

Today, BlueStar™, the manufacturer of high-performance gas ranges and cooktops for the residential market announced that it has begun shipping its new line of high-performance open burner drop-in cooktops. The drop-in cooktop line joins BlueStar's suite of high-performance gas cooking products—including freestanding ranges, cooktops, indoor charbroilers, and salamander broiler.

The gas drop-in cooktop line—available in width sizes of 30" and 36"—is believed to be the only open burner drop-in cooktop in the market. The 30" model features four open burners, while the 36" drop-in adds a fifth open burner. Both models feature two BlueStar trademark UltraNova® 22,000 BTU power burners and one 130° gentle simmer.

"With the growing trend towards island kitchen configurations and consumers' desire for high-performance cooking products, the introduction of a BlueStar drop-in cooktop was a natural evolution. Our factory handles numerous inquiries every day from consumers and retailers looking for a BlueStar drop-in cooktop - so we know there's pent up demand. We're thrilled to be able to bring BlueStar's signature 22,000 BTU power to a drop-in format," said Mike Trapp, BlueStar's Vice President of Operations.

The drop-in cooktop line is manufactured with 304 commercial-grade stainless steel and features push-to-turn knobs, infinite setting Ultranova™ top burner controls, heavy duty control knobs, and full motion grates. Every drop-in cooktop will also include a complimentary wok ring.

Originally a manufacturer of high-powered commercial ranges, BlueStar now markets exclusively to the residential market. The hand-assembled quality of BlueStar products has caught the attention of cooking enthusiasts, from professional chefs to amateur cooks, who demand uncompromised quality in their appliances. What sets BlueStar ranges apart from other premium cooking products is their performance. Trapp explains that BlueStar products are built with restaurant specifications in mind, which give users professional-quality results. The products are stacked with features generally restricted to professional chefs, but designed for the home kitchen. BlueStar's unique 22,000 BTU open burner system is the most powerful open burner on the market.

"Every company wants to create brand loyalty in its customers, but very few can develop the type of passion and devotion that BlueStar generates," said Trapp. "BlueStar's line of kitchen appliances has inspired a strong following among people who are passionate about cooking."

### ABOUT BLUESTAR

BlueStar™—The Only Genuine Restaurant Range for the Home™—manufactures high-performance gas ranges and cooktops for the residential market. The company's unique open burner system produces 22,000 BTU of cooking power, resulting in shorter cooking times and an even simmer. Each BlueStar range is hand-crafted in Reading, Pennsylvania and features burners that can be custom configured at the time of order. Most BlueStar models are available in 190 colors, at no extra charge. For more information, please visit [www.bluestarcooking.com](http://www.bluestarcooking.com). **RO**



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*The New York Times*



48" RNB Model Shown in Ruby Red

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**BOSCH ESTABLISHES THE INDUSTRY STANDARD AS THE "GREEN" HOME APPLIANCE LEADER**

BOSCH CONTINUOUSLY DELIVERS ON ITS GREEN COMMITMENT THROUGH ITS PRODUCT DEVELOPMENT, MANUFACTURING AND INDUSTRY PARTNERSHIPS

If the more than eight million U.S. consumers who purchased a new dishwasher in 2007 bought a Bosch 800 Series model, instead of a conventional unit, the lifetime energy savings would be equivalent to preventing 21 billion pounds of carbon dioxide emissions (according to the Department of Energy). This could save a forest twice the size of Sequoia National Park in Southern Sierra Nevada – which is more than 400,000 acres. A staggering statistic such as this clearly demonstrates Bosch's long-standing commitment to the environment and how its full-suite product portfolio delivers complete ECO solutions that families can rely on. In fact, the brand is the only U.S. manufacturer whose entire lineup of major appliances is ENERGY STAR® qualified, in the categories that the program rates. "From its global low-impact manufacturing approach, to the key partnerships it has formed with sustainable construction and design leaders, Bosch is the undisputed green appliance leader with the most efficient machines on the market," said Franz J. Bosshard, president and CEO. "Our green stewardship is a global consciousness, as we have a worldwide integrated management system that maintains the highest standards for environmental responsibility wherever our operations take us."

Bosch has taken significant steps to reduce the eco-footprint of its manufacturing with state-of-the-art production plants. In fact, it is the first manufacturer in the world to discontinue the use of CFCs in the production of refrigerators. The brand typically manufactures where its markets are, to keep products closer to customers and reduce transportation created emissions. All its factories, including its appliance park in New Bern, NC, has received the International Organization for Standardization (ISO) 14001 certification, a worldwide certification that requires a company to meet strict international standards that minimize harmful effects on the environment caused by production. Moreover, the brand relies on reusable and recyclable materials while recycling all of its wood, glass, cardboard and paper. Bosch even requires its preferred suppliers to adhere to environmental policies similar to its own.

Furthermore, Bosch has established key partnerships with sustainable construction and design leaders to further cultivate green thought, including the U.S. Green Building Council/ LEED® for Homes certification program and the National Association of Home Builders. Bosch appliances have been selected for multiple sustainable design projects including LivingHomes®, the first residential project in the country to achieve the Platinum rating from the LEED for Homes rating system. Additionally, Bosch has developed a unique online Green Resource Center, an award-winning microsite highlighting the brand's green appliances and informational tools. Through the recently expanded site, consumers can learn about money saving rebates, as well as use the Energy Savings Calculator to figure out the financial advantage of purchasing and using a Bosch appliance throughout its operational lifetime. Builders and designers can access a tool that can be applied to their current projects and guide them through national and/or regional Green Building Certifications. Bosch home appliances is continuously recognized for its contributions to energy resource conservation and is the proud two-time recipient of the Department of Energy's prestigious 2007 and 2008 Excellence in ENERGY STAR Promotion Award, | *continued on page 30* |



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# TASTE PERFECTION



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Marvel Dual Zone Wine Cellar

Fluctuations in temperature can negatively alter the flavor of a fine wine or conceal its true depth. For a wine to reveal its complexity, it should be served at precise temperatures.

The Dual Zone Wine Cellar by Marvel offers two compartments with the control needed to serve wine immediately at optimum temperatures. Both compartments in the Dual Zone Wine Cellar are monitored by Marvel's exclusive **Sentry System™**, allowing any varietal to be maintained with precision. The displayed temperature is actually a calculated temperature of the wine in the bottle, not just a set point.

Remove inconsistency and replace it with subtle distinctions that characterize fine wine, compliments of the Dual Zone Wine Cellar.

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**KOBE RANGE HOODS ANNOUNCES OFFICE RELOCATION**

ARCADIA, CA—June, 2008: KOBE Range Hoods, innovator of the QuietMode™, is proud to announce the relocation of their office and warehouse to an expanded facility in Arcadia, California. The new facility will support the company's ongoing commitment to provide superior customer service, sufficient inventory and faster order fulfillment.

KOBE designs kitchen ventilation product with innovative styles, seamless design, and pioneering technology at an attractive price. Our unique QuietMode™ feature allows the range hood to be operated without the irritation of fan noise while cooking and entertaining in the kitchen. Our motto is: "So Quiet...You Won't Believe It's On!"

KOBE Range Hoods is celebrating its 10th year in kitchen ventilation. Our new address is: 11775 Clark Street, Arcadia, CA 91006.

**ABOUT KOBE RANGE HOODS**

KOBE Range Hoods, a leader in quiet kitchen ventilation offer products designed by Tosho & Company, Ltd., our parent company in Japan. Tosho & Company, Ltd. has been in the business of selling quality products in Japan and globally for over 40 years. We invite you to join us in the innovation that KOBE creates for the kitchens of the future! For more information, please visit [www.koberangehoods.com](http://www.koberangehoods.com) or call (877) 289-5623. **RO**

**LAUNDRY ROOM AUTOMATIC PILOT | *continued from page 22* |**

It also offers the exclusive the DuoDry™ system with variable heater and dual motors, thermistors and moisture sensors to help clothes dry faster and more evenly.

The dryer is as flexible as the washer: An innovative baffle dry system features a built-in dryer shelf and hanging system that allows extra, no-tumble care for delicates, sweaters, shoes and other items. These innovations help reduce creasing and wrinkling.

**SPORTS-CAR STYLE, COMPACT-CAR EFFICIENCY**

Only GE delivers these sleek, high-performance machines that combine superior convenience, luxury styling and incredibly efficient use of water and energy. Using as little as 10 gallons of water for a small load, the ENERGY STAR® qualified washer can save more than 5,800 gallons of water per year compared to a typical topload washer<sup>2</sup>. Advanced water extraction and the dryer's moisture sensors help reduce drying time for added energy savings.

Color-drenched in champagne, vermillion red or pure white, the GE Profile Frontload Washer has a suggested retail price of \$1299.\* With the same color choices, the GE Profile Frontload Dryer has a suggested retail price of \$1099.\* The washer and dryer will be available in summer 2008.

<sup>1</sup>Based on a number of stains treated with automatic settings matching soil, fabric type and color.

<sup>2</sup>Compared to model WWSE5240DWW.

\*Resellers determine their own pricing. **RO**



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- Halogen lights to brighten the cooking surface.
- User-friendly electronic buttons for ease of control.
- Top & rear multi-exhaust design provides ultimate convenience and versatility.



## CH-77 Series

- This seamless professional hood speaks of simple elegance and versatility, whether used as Under Cabinet or Wall Mount.
- Four speeds, high-performance and ultra quiet internal blower.
- Halogen lights to brighten the cooking surface.
- Stainless steel baffle filters for a professional appearance.
- Top & rear multi-exhaust design provides ultimate convenience and versatility.



## Introducing Our New Seamless Multi-Style Range Hood

## CH-97 Series

- Simple lines with a graceful curve, this seamless professional style hood will complement any kitchen style whether used as Under Cabinet or Wall Mount.
- Four speeds, high-performance and quiet internal blower.
- User-friendly electronic buttons for ease of control.
- Halogen lights to brighten the cooking surface.
- Stainless steel baffle filters for a professional appearance.



*So Quiet...  
You Won't Believe It's On!*

## FUEGO'S AGGRESSIVE GROWTH LEADS TO EXPANSION OF MANAGEMENT TEAM

JOHN WILKENS ANNOUNCED AS FUEGO NORTH AMERICA'S NEW NATIONAL SALES MANAGER

SAN FRANCISCO, June 12, 2008—Fuego North America, creators and developers of the industry-redefining Fuego outdoor grills, is proud to announce its newest addition to the Fuego team, national sales manager John Wilkens. The recent addition of Wilkens to Fuego's management team is a direct result of the company's accelerating growth in the outdoor living category. In his new role, Wilkens will execute the company's sales plans, assist in the strategic planning of sales of new products, and lead national accounts and regional distributors to exceed sales forecasts.

"As Fuego continues to expand its product line, John's strong sales background and demonstrated success will continue to establish the Fuego brand as the authority in the outdoor living lifestyle," says Alex Siow, president and CEO of Fuego North America.

As an industry veteran, Wilkens brings to Fuego more than 25 years of experience in the retail, contract and wholesale segments of the appliance and consumer electronics markets. Before joining the Fuego team, Wilkens served as the Florida area appliance manager for Ferguson Enterprises, Inc., where he developed wide-ranging marketing programs, implemented delivery and installation programs, and recruited and trained sales associates. Wilkens has also showcased his strong marketing and sales acumen at Whirlpool Corporation, Florida Builder Appliances, Inc., and Silo, Inc. He has served in a management capacity in each of the previous organizations.

Wilkens resides in Pompano Beach, Fla. with his wife. When he's not implementing sales strategies for Fuego's national area, Wilkens enjoys golfing and fishing.

### ABOUT FUEGO

Fuego North America designs and manufactures products that challenge the status quo in outdoor entertaining. The company has created a modernist rethink of the grilling experience, providing the best in functionality, technology and style. With pioneering designs that are original, innovative and bold, Fuego offers products that create the ultimate outdoor social hub. The Fuego grills have received international recognition, such as the iF Product Design Award, Chicago Athenaeum Good Design Award and IDEA (International Design Excellence Award). For more information about the Fuego grills, the company and its people, contact Fuego North America at 888.88.FUEGO, or visit [www.fuegoliving.com](http://www.fuegoliving.com). **RO**

## BOSCH "GREEN" HOME APPLIANCE | *continued from page 26* |

as well as the 2007 Annual Flex Your Power Award. "Partners like Bosch are valued leaders in energy efficiency," said Alexander Karsner, Assistant Secretary for Energy Efficiency and Renewable Energy at the Department of Energy. "Bosch's long-term commitment to energy efficiency is good for business, the environment, consumers, and for the country as a whole." **RO**




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**BSH HOME APPLIANCES CORPORATION ANNOUNCES CHANGE IN CEO POST**

BSH Home Appliances Corporation announced that as of June 30, 2008, Franz Joseph Bosshard will move from his current position as president and CEO of BSH North America to manage a new global area called Business Development for BSH Group reporting directly to the Chairman of the Board of Management and CEO of Bosch and Siemens Home Appliances Group, Dr. Kurt-Ludwig Gutberlet.

"I have had the honor of leading the BSH North America team through great success and growth during the past six years," said Bosshard. "It has been a privilege to have worked with such a talented group of individuals."

Beginning July 1, 2008, Michael Traub will assume the role of president and CEO. Traub comes to the U.S. after 4 years as CEO for BSH Latin America and beforehand as Vice President for International Sales based in Munich. His extensive experience within the BSH group will be a great asset to the U.S. market.

Before joining BSH in 1997, Traub worked for the Bosch Group in Stuttgart and Singapore in various roles. Since then he has been responsible for setting up operations in Asia-Pacific - first as the Regional Financial Controller and then as Managing Director. In 2001 he returned to the BSH headquarters in Munich assuming the role as Vice President International Sales - coordinating business development in the Americas and Asia. In 2004, Traub became the president and CEO of the Latin American operations based in Sao Paulo. In this role, his major contribution was to reshuffle the production footprint and distribution strategy in the major markets.

"When approached with this great opportunity, I felt extremely honored to have the chance to lead in the most important home appliance market globally, and continue to significantly grow our great brands. I'm looking forward to adding value for our trade customers and consumers by creating exciting and innovative products and services thus making BSH the employer of choice," said Traub.



Michael Traub, BSH president & CEO

**ABOUT BSH HOME APPLIANCES CORPORATION**

BSH Home Appliances Corporation is a wholly-owned subsidiary of Bosch and Siemens Home Appliances Group, headquartered in Munich, Germany, the world's 3rd largest home appliances manufacturer. BSH Home Appliances Corporation manufactures and markets small and major home appliances under the Bosch, Siemens, Thermador, and Gaggenau brands throughout North America. Manufacturing facilities are located in New Bern, North Carolina, and La Follette, Tennessee. Further information can be found at: [boschappliances.com](http://boschappliances.com), [boschsmallappliances.com](http://boschsmallappliances.com), [thermador.com](http://thermador.com), [gaggenau-usa.com](http://gaggenau-usa.com), [siemens-home.com](http://siemens-home.com), and [bsh-group.us](http://bsh-group.us). **RO**

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## NEW BRILLIANCE™ BY SCOTSMAN RESIDENTIAL ICE MACHINES



DELIVERING THE PERFECT HOME BEVERAGE EXPERIENCE

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

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

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

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

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

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

Enodis plc ([www.enodis.com](http://www.enodis.com)) is a worldwide company focused on the design, manufacture and supply of food and beverage equipment. Through its two operating groups, Global Food Service Equipment and Food Retail Equipment, it has manufacturing facilities in North America, the UK, Western Europe and Asia and a large portfolio of premium brands including Cleveland®, Convotherm®, Delfield®, Frymaster®, Garland®, Ice-O-Matic®, Jackson®, Kysor//Warren®, Kysor Panel Systems, Lincoln®, Merco, Merrychef®, Scotsman® and Scotsman® Beverage Systems and Varimixer **RO**



## NKBA AND TOTO ANNOUNCE TOP DESIGN STUDENTS

The National Kitchen & Bath Association has announced the winners of the NKBA Outstanding Student Achievement Award. Sponsored by TOTO, the award recognizes the top kitchen and bath design student at each college, university, or technical institute accredited by the NKBA throughout the United States and Canada, and rewards each of these promising design students with a \$450 scholarship. Students from 38 of the 40 schools offering kitchen and bath design programs accredited by the NKBA received the award this year.

“TOTO is proud to support the Outstanding Student Awards program through our exclusive sponsorship,” said Mark Abbas, Senior Director of Branding for TOTO USA, Inc. “Students are the future of this exciting and dynamic industry, and recognizing their excellence and the schools that they attend is a tremendous way to elevate awareness of the value of outstanding kitchen and bath design. It also helps to ensure a successful future for design students and the industry alike.”

“NKBA-accredited schools provide rigorous, comprehensive training in kitchen and bath design,” said Ron Dolan, Director of Education for the NKBA. “The National Kitchen & Bath Association is proud to honor these students who

have not only met the standard of excellence that NKBA-accredited schools require, but have shown such an aptitude for design that they stand apart as the premier kitchen and bath design students at each of their colleges, universities, and technical institutes.”

### ABOUT TOTO

TOTO is the largest plumbing manufacturer in the world with over \$4.3 billion in annual sales and 78 affiliated production facilities globally. Since 1917, TOTO Ltd., Japan, has been a pioneer in high-performance plumbing systems, bringing consumers superbly designed, technologically advanced products. In 1989, TOTO brought its innovative technology and commitment to excellence to the US market. TOTO USA's success derives from its commitment to unsurpassed quality and reliability, which pushes the company beyond industry standards. Winner of numerous domestic and international awards and recognitions, TOTO USA seeks perfection by design with its expanding product line, which is devoted to enhancing lifestyles in man-made environments with the highest level of quality, hygiene, comfort, sustainability and luxury. For more information, visit [www.totousa.com](http://www.totousa.com) or call (800) 350-8686. **RO**

### CONGRATULATIONS TO THE WINNERS

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## ALMO ADDS ASKO TO ITS LINE CARD

ASKO DISHWASHER AND LAUNDRY LINES NOW AVAILABLE FROM ALMO'S SPECIALTY DIVISION



America's leading independent Appliance & Electronics distributor today announced a distribution agreement with ASKO Appliances Inc. Almo will be distributing ASKO's portfolio of dishwashers and laundry appliances. Known for their exceptional quality and innovative energy saving features, ASKO Appliances will be available to dealers in select New York and New Jersey locations. "The quality and energy efficiency of ASKO appliances is the ideal addition to our specialty appliance offering", stated Larry Feldman, Vice President of Sales for Almo's Specialty Appliance Division. "We're excited about the opportunity this partnership brings to both Almo and ASKO."

Manufactured in Sweden, ASKO appliances exceed ENERGY STAR® guidelines, have received numerous prestigious awards and feature the industry's only bumper-to-bumper, no-worry warranty.

**ASKO D3000 Series Dishwashers:** ASKO has always gone to great lengths to design, engineer and build the highest quality dishwashers in the world. ASKO's new tall-tank models out-clean ordinary units while using far less water and electricity. They're super-quiet, dependable and backed by the most highly regarded warranty in the industry. ASKO dishwashers also have the most user-friendly control systems available. Plus, ASKO is one of the only high end dishwasher manufacturers to incorporate Touchproof SS on the exterior of units to meet the demands of today's busy lifestyles.

**ASKO Ultra Care™ Laundry Solutions:** From the high-efficiency, high-performance UltraCare™

Family Size Laundry to the super sized UltraCare™ XXL workhorse, ASKO has the right-sized laundry system with flexible installation options for any family, large or small. ASKO laundry products are designed to clean like no other while using less electricity, water and detergent. With features like stainless steel drums that get smoother with age and our innovative self-contained water heaters for the most precise temperature control possible, ASKO sets a new standard for clean—no matter which setting you choose.

### ABOUT ASKO APPLIANCES, INC.

ASKO appliances have been marketed throughout North America by ASKO Appliances, Inc. for over 20 years. ASKO Appliances, Inc. is a division of the Antonio Merloni Group of Italy. As an Energy Star® Partner, ASKO is a leader in developing innovative appliances that save water and energy, while providing superior performance.

### ABOUT ALMO CORPORATION

Almo Corporation is the nation's leading independent distributor of Major Appliances and Consumer Electronics. Known for its Rapid Ship delivery services and exceptional customer service, Almo distributes the industry's top brand names. Almo's Specialty Appliance Division serves the entire US market with the industry's leading luxury brands. Detailed information can be found at [www.specialty.almo.com](http://www.specialty.almo.com).

Founded in 1946, Almo is headquartered in Philadelphia, Pennsylvania, and operates 12 regional distribution facilities with over 1 million square feet of warehousing throughout the United States.

More information on Almo is available by contacting the company directly or at Almo's web site: [www.almo.com](http://www.almo.com). **RO**



**Miele**

## MIELE'S NEW INDUCTION COOKTOPS

### INDUCTION HEATING

Miele's induction cooktops offer a distinctive, non-contact method of heating using magnetic fields to transfer energy directly to cookware. The induction element stays cool, while the target object heats up rapidly for extremely efficient cooking. Like gas, induction is exceptionally easy and quick to control. The ability to precisely control the power makes induction perfect for all types of cooking. It is highly reactive and exceedingly safe. The cooking surface is cool in operation and only generates heat where the pan sits. As soon as the pan is removed, the flow of heat stops immediately.

### INDUCTION FUNCTIONS

Designated cooking zones on Miele induction cooktops are fitted with a Booster function. If activated, the selected zone or zones will operate on power setting 9 for ten minutes. The different cook zone sizes allows the booster to be used for a variety of pan sizes and ensure reduced heat-up times. For ultimate cooktop responsiveness, the Auto Heat-up function gives an initial thrust to the normal power output to bring the pan up to temperature rapidly. The heat then reduces automatically to the chosen output level for continued cooking. Miele also offers a convenient Stop and Go function that, when activated, automatically reduces the power level to the lowest setting for all active zones. This allows you to leave the kitchen quickly for brief periods—to answer the door, for example—safe and sure that your meal is simmering—not boiling over!

### SENSOR CONTROLS

Individual heat levels are easily selected by simply touching the sensor controls. As the electronic controls are located underneath the ceramic surface, the control area has a smooth, flat finish that is very easy to keep clean. In several ways, Miele's induction cooktops can be modified to meet your individual requirements. These include timer and

power range settings, audible tones and safety lock operation. For instance, the timer can be used to select a time from 1-99 minutes for any of the zones. The zone switches off automatically at the end of the selected time duration, making cooking easy and safe.

### COOKWARE / SIZE RECOGNITION

A cooking zone will only heat up when a suitable magnetic metal pan is placed on it. Proper cookware to be used on an induction surface needs to be able to support a magnetic field. The rule of thumb is that if a magnet readily clings to the base of the cookware, that piece is induction ready. High grade magnetizeable stainless steel, enameled cast iron is usually induction-friendly, while copper, glass and aluminum are not. The size of the pan is recognized, and heat is only generated where the pan is detected, saving energy and time. The zone will automatically switch off when the pan is removed and no more energy will be released, guaranteeing safe, easy operation.



### SAFE AND SURE

Miele induction cooktops deliver you total peace of mind to safeguard your family while you create culinary delights. For example, if something spills over into the control panel or you place something like a dish towel over the controls, the cooktop will switch itself off automatically, to prevent accidental burning or igniting. As an extra safety precaution, the cooktop has pre-programmed maximum operating times which depend on the power level being used. The cooktop will switch itself off automatically if this duration is exceeded, when a pan is in place and the power setting has not been altered.

You can also disable the cooktop by simply touching the lock symbol when the cooktop is in use. This acts as a safety lock, preventing any unwanted changes to settings. It can also be activated as a system lock when the cooktop is not in use to prevent children from operating it.

**BRAND SOURCE'S BOB LAWRENCE HONORED WITH LIFETIME ACHIEVEMENT AWARD**

17TH ANNUAL WEST COAST GOLF AND TENNIS TOURNAMENT RAISES \$550,000 FOR CITY OF HOPE

More than 330 industry members showed off their best backhands and demonstrated their perfected short games on June 2nd at the 17th annual West Coast Golf and Tennis Tournament, a benefit for City of Hope. After a day of play at Coto de Caza Golf and Racquet Club, more than 500 guests honored the philanthropic work and professional achievements of Brand Source Chief Executive Officer Bob Lawrence at a reception and dinner.

"This recognition is both humbling and inspiring," said Lawrence of his Lifetime Achievement award. "But seeing our industry continue its long-standing support of City of Hope's efforts to move discoveries quickly into better treatments is truly remarkable. I'm proud to be a part of our ongoing commitment to bring hope to cancer patients everywhere."

City of Hope's mission to rapidly move scientific discoveries into more effective treatments is remarkable," said Lawrence. "Our industry has a long-standing tradition of support for the work of the institution's physicians and scientists. I'm proud to be a part of our ongoing commitment to bring hope to cancer patients everywhere."

Since Bob Lawrence joined Brand Source as CEO in January 1994, membership has increased from approximately 800 members to 4,000; in addition, revenue has grown to \$11 billion. Program offerings, as well as the number of supplying companies, have expanded. Prior to joining Brand Source, Lawrence spent 15 years with the Maytag Corporation holding various marketing and sales positions, including regional manager in the Denver region responsible for a six-state region. Subsequently, he was regional manager for the Texas, Oklahoma and Southern Kansas region.

Lawrence serves on the board of trustees for the Ronald

McDonald House Charities. He attended New Mexico State University in Las Cruces, receiving a B.A. in marketing, and attended Western State University of Law in Fullerton, Calif. He and his wife Judy live in Yorba Linda, Calif.

The tournament and dinner raised \$550,000 for City of Hope. Since its inception, the West Coast Golf and Tennis Tournament has garnered more than \$4.5 million for the institution.

Created more than 40 years ago by a group of industry leaders who wanted to help fund the search for a cure for cancer and other life-threatening illnesses, City of Hope's National Home Furnishings Industry chapter has grown to include representatives from all facets of the industry including retail, manufacturing and publishing. To date, the group has raised over \$40 million for City of Hope.

**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). For more information about the industry's fundraising efforts, go to [www.cityofhope.org/nhfi](http://www.cityofhope.org/nhfi) or contact Michael Sandler at 800-272-2310 or at [msandler@coh.org](mailto:msandler@coh.org). **RO**



Bob Lawrence (CEO of Brand Source) with his wife, Judy Lawrence, (President of Howard's Big Screen and Appliance) at the event



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## MANUFACTURER'S NEWS

### SPEED QUEEN: THE PERFECT FIT FOR YOUR LAUNDRY



Over the last 100 years, the commercial quality of Speed Queen washers and dryers has appealed to consumers. Today, durability continues to be a selling point, but Speed Queen machines are also a hit with buyers because, well, they fit.

“Appliance dealers increasingly are seeing problems with new washer and dryer models fitting in the laundry space customers have available,” said Chuck Melton, national sales manager of the Speed Queen consumer line. “When you’re dealing with already limited space in the laundry, a couple inches makes a big difference.”

Speed Queen’s highly efficient Horizon frontload washer has a cabinet that is 26 7/8 inches wide by 28 inches deep. While that’s only about 1/8 inch narrower than most competing models, the Horizon’s cabinet is more than 3 inches shallower than some frontload models.

On the topload side, Speed Queen washers gain the advantage in cabinet width, as many competitors’ models are more than an inch wider. Speed Queen dryers in some cases are 2 inches narrower and 4 inches shallower in depth than other dryers on the market.

“The cabinet size of some washers and dryers on the market really makes it hard for the consumer to upgrade to more efficient equipment,” Melton said. “As a leader in providing equipment for vended laundries, where profit per square foot is a key figure, Speed Queen has always focused on maximum load capacity, while not taking up a significant amount of floor space.”

Speed Queen, which celebrates its 100th anniversary in 2008, offers a full line of commercial quality washers and dryers for the home. These products, produced for the last century in Ripon, Wis., boast the same strength and durability that have made its washers and dryers the choice of vended laundries worldwide.

To learn more about Speed Queen and its 100 years of American-made quality, visit [www.speedqueen.com](http://www.speedqueen.com). For dealer inquiries, call 800-552-5475. **RO**



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Viking® Plum (PM)


## NEW BROAN® MAKE-UP AIR DAMPER LETS IN THE AIR YOU NEED

USES STATE-OF-THE-ART LINKLOGIC™ SYSTEM, POWERED BY INSTEON™

The new Broan® Make-Up Air Damper is an automatic make-up air system that works with Broan SmartSense® and selected Best® range hoods to allow fresh air to enter the home only when necessary, according to Tom Heidel, marketing manager, IAQ, Broan-NuTone. “Fresh air normally enters the house through infiltration, such as cracks by doors or windows, but because homes are being built tighter, homeowners might not be getting the air they need,” says Heidel. “The Broan Make-Up Air damper communicates automatically with Broan SmartSense and selected Best range hoods through a home’s existing power lines to put back into your home the air that exhausted through a fan or range hood.”

According to Heidel, the Broan Make-Up Air Damper is a precise way for homeowners to be certain their ventilation systems are working as designed. Existing make-up air solutions such as barometric dampers allow uncontrolled outdoor air to enter the home during every heating or cooling cycle, regardless if it is needed. The Broan Make-Up Air Damper communicates over existing power lines in the home using Broan-NuTone’s LinkLogic™ System, the INSTEON™-enabled residential communication technology. No control wires are necessary. The damper works with enabled products such as the Broan SmartSense® Ventilation System, which uses Broan Ultra Silent Fans™, as well as the new IP29 Best range hood. As these products exhaust air from the home, INSTEON technology communicates to open the damper and let in the necessary amount of fresh air, as recommended by building science experts. “When homes do not contain a fresh air inlet, fresh air usually enters through infiltration; many times homeowners are not comfortable with that process and worry that they are not receiving enough fresh air,” says Heidel. “The damper provides a controlled location for fresh air to enter the home and only opens when fans or range hoods are operating.”

The new damper is available in both 6-inch and 8-inch versions. According to Heidel, multiple dampers can be “ganged” and will work together when a high capacity range hood is operating and extra air needs to enter the home.

*For more information about the Broan Make-Up Damper and the Broan SmartSense Ventilation System, please visit [www.Broan.com](http://www.Broan.com). For more information on Best range hoods, please visit [www.BestRangeHoods.com](http://www.BestRangeHoods.com)* 



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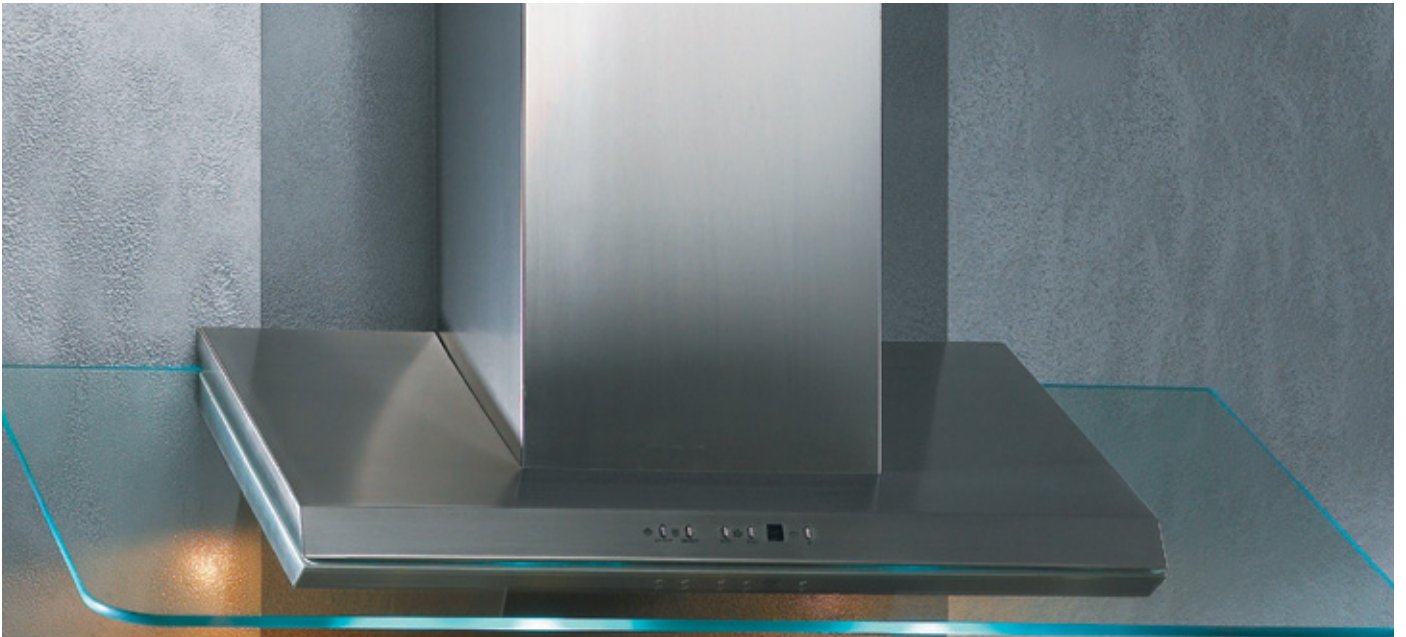
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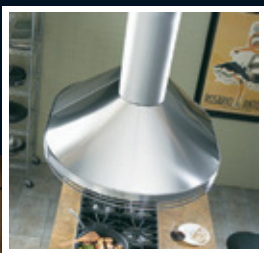
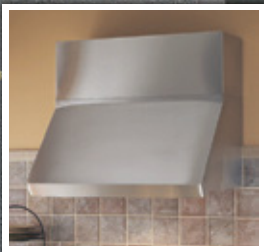
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## DISTRIBUTOR NEWS

### O'ROURKE SALES COMPANY PROMOTES JOHN PAJAK TO REGIONAL SALES MANAGER



DAVENPORT, IA—O'Rourke Sales Company has promoted John Pajak to Regional Sales Manager effective June 1st, 2008. His territory includes Chicago and the upper Midwest Regions. As a proven professional, Mr. Pajak will continue to bring his expertise, now in a regional management capacity, to an established sales team. He says, "I anticipate being able to quickly perceive and overcome the many challenges that are inherent within the daily operations of our dealer base. It is my intent to work closely with

the territory sales representatives and their dealers in achieving their goals."

Pajak will assist with vendor communication, sales, marketing, dealer training and seminars. With over twenty years of results-oriented experience in the development and coordination of sales and support programs, Mr. Pajak is dedicated to excellence in customer service. His enthusiastic and creative approach will continue to build upon the strong foundation at O'Rourke Sales Company.

O'Rourke Sales Company is a national wholesale distributor with over 40 years of distribution successes in consumer electronics, white goods and high-end appliances. With eight strategically placed facilities across the nation, O'Rourke Sales Company is poised for continued growth within the industry. "We are pleased to acknowledge John's expertise and insight," said Joe O'Rourke, owner of O'Rourke Sales Company. "His wealth of knowledge will assist our territory sales representatives and our network of dealers in obtaining sustained and measurable growth, year to year."

Please feel free to contact John Pajak at 630-440-8495 or at [jpajak@orourkesales.com](mailto:jpajak@orourkesales.com). O'Rourke Sales Company, 3885 Elmore Avenue, Suite #100, Davenport, IA 52807. Visit O'Rourke Sales Company at [www.orourke.com](http://www.orourke.com) today. **RO**

### FISHER PAYKEL EXPANSION | *continued from page 18* |

individual manufacturing lines will be shifted separately to reduce the impact on warehouse inventory. The U.S. operation will continue to employ sales and marketing, customer services, head office and an engineering staff of around 340 employees. The financial benefit of the DCS move is expected to be \$6.6 million per year with a one off cost of \$7 million, both at pre-tax level.

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

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



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To learn more about how Northland can add value to your designs, visit our web site at [www.northlandnka.com](http://www.northlandnka.com) or call our customer care team at **800- 223-3900**.

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## REBUILDING TOGETHER AND NARI WORK TOGETHER TO ASSIST LOW-INCOME HOMEOWNERS

Rebuilding Together, the nation's lead nonprofit working to preserve affordable homeownership, and the National Association of the Remodeling Industry (NARI), the only national association dedicated exclusively to the remodeling industry, have forged an alliance. The partnership will allow both groups to better serve low-income homeowners in urban, suburban and rural areas especially the elderly and disabled. Partnership elements will include local Rebuilding Together affiliate outreach and collaboration with NARI chapters, referral and information sharing, and strategic alignment with other industry organizations.


"The NARI partnership is a fantastic benefit for Rebuilding Together affiliates. We are delighted to have forged this important alliance with NARI and their remodeling members given the severity of our nation's on-going housing crisis," said Gary A. Officer, President and CEO of Rebuilding Together.

Celebrating their 20th anniversary, Rebuilding Together has accomplished more than 100,000 homes renovations for those in need, through the work of their nearly 225 affiliates nationwide. To date more than 3 million volunteers have committed their time to Rebuilding Together helping to deliver more than \$1 billion in market value work to nearly 2000 communities.

"NARI members comprised of remodeling companies nationwide along with national suppliers and manufacturers, are highly skilled and committed to the highest standards. NARI members voluntarily subscribe to a strict Code of Ethics and Standards of Practice, which NARI rigorously enforces. An alliance with Rebuilding Together is consistent with and complements NARI's mission and core values," said Mary Busey Harris, Executive Vice President of NARI.

NARI's core purpose is to advance and promote the remodeling industry's professionalism, product and vital public purpose. NARI's core values encompass professionalism and dedication to high standards. Today, NARI has nearly 60 chapters representing 7500 companies nationwide.

NARI's Core Purpose is to advance and promote the remodeling industry's professionalism, product and vital public purpose

To learn more about Rebuilding Together visit [www.RebuildingTogether.org](http://www.RebuildingTogether.org) or to learn more about NARI visit [www.NARI.org](http://www.NARI.org). 

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## MASTERS MENTOR SUMMIT HITS A HOME RUN IN ATLANTA

NATIONWIDE MEMBERS LEARN HOW TO MANAGE THINGS AND LEAD PEOPLE

Nationwide Marketing Group members attended the Masters Mentor Summit, a three-day train-the-trainer seminar held at the Nationwide Prime Media! television production and learning facility near Atlanta.

“We started a few years ago with small groups of 10 to 20 trainers and HR professionals but our registration for the summit has now more than doubled,” said Steve Bryant who operates Nationwide’s PrimeMedia communication center, “Last month, we had over 50 members in attendance.”

The Masters Mentor Summit, developed and presented by Bryant, is a team leadership program that helps managers make the most of their sales force. The training focuses on the best practices used for finding, hiring, training and motivating employees to think like a team. The summit also covers the most effective ways to improve customer satisfaction and increase sales.

“Nationwide has created the industry’s most comprehensive and longest running system of learning programs using some of the best trainers in America from the industry’s most respected brands. We bring members together twice a year and share information’s that helps turn good managers into great team leaders.”

Nationwide members in attendance included American Rentals, Flexi Compress and Rent One of Mt. Vernon, Illinois. The series of training seminars is hosted by Nationwide and is provided to members without charge for materials, sessions, meals, lodging or ground transportation. According to RentDirect’s James MacAlpine, “All the member has to do is get to Atlanta; we take care of the rest.” In their off time, the attendees in April were also treated to an Atlanta Braves baseball game. At the end of the summit, members received a complete package of video learning systems, facilitators guides, web-based learning strategies and more presented in leather portfolios for their

use with employees in their companies when they go home.

Nationwide’s Masters Mentor Summit is a learning series that includes Steve Bryant’s OpTEAMization, Masters Method, Excellence Doing Business as YOU! The ImagiNationwide HD Network and Knowledge Surfing TV. All of these programs are also available online as self-paced individual learning programs via streaming video and can be accessed through MemberNet or Membernetsales.com.

According to Nationwide President Ed Kelly, “We understand the importance of building a better sales team. That’s why we provide complete learning support to every Nationwide member every hour of every day via our web-based and

DVD video programs that are available, free to everyone regardless of size. The MASTERS Mentor program is an extra step that we take to help the larger multi-store dealers with dedicated sales managers, HR professionals, and trainers, take their performance to the next level.”

Nationwide has also created a rewards based system called MemberNet Rewards for members who take advantage of the training courses or web-based videos. A series of points are

awarded after each segment of a learning program is completed. These reward points can then be redeemed for special gifts and merchandise including Callaway golf products, Movado watches and plasma screen TVs. All learning programs, rewards points and support materials are paid for by Nationwide and provided to members at no charge.

The next Masters Mentor Summit is scheduled for September 16-18, 2008. For more information on the summit or Nationwide’s learning programs visit MemberNet or MemberNetsales.com. You can also send inquiries to [primemedia@mac.com](mailto:primemedia@mac.com). To find out more about the benefits of Nationwide membership please call (336) 722-4681 or email [info@nationwidegroup.org](mailto:info@nationwidegroup.org). **RO**

### NATIONWIDE MARKETING GROUP PRESENTS

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- EXCELLENCE DBA (DOING BUSINESS AS) YOU!  
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## BRANDSOURCE.COM RELAUNCHES IN JULY

BrandSource is launching a newly redesigned BrandSource.com, the nation's first E-commerce appliance web site that connected manufacturers like GE, Whirlpool and Maytag, with Brand Source stores across the country. By providing new and exciting information to consumers, they will be more engaged in the website and spend more time learning about the products Brand Source members sell.

The new website will launch in several phases, beginning now with the new E-commerce front page featuring major appliances. Future releases will include consumer electronics and furniture products. Brand Source members will be able to add a shopping cart for their individual web site and a team of product specialists at Brand Source will maintain the shopping carts and manage the sales for the members.

BrandSource.com will include videos from experts in all product categories, explaining the benefits of buying an energy saving appliance, the benefits of front loading laundry versus top loading laundry, how to select the best type of refrigerator for the customer's needs, be it a top mount, side by side or bottom freezer. As the consumer electronics products are added to the shopping cart, the experts will be able to explain the difference between 720p and 1080i, and what to focus on when making a buying decision.

Individual member sites will be launched in Phase Two of the new web site design. These will include the ability to add a shopping cart, which is important for members trying to capture consumers in local internet searches. In addition, the expert videos will be available to members at a local level on the products they offer, and a new Email marketing tool will be able to help members develop professional looking Email messages for consumers.

The member sites will launch before the Brand Source National Convention and Buying Fair in August. Members

will be able to request additional enhancements to their sites with options and features some internet providers charge over \$500 a month for.

"We had members paying as much as \$450 a month for SEO (search engine optimization)," said Bob Donaldson, GM of Marketing for Brand Source. "Others were willing to pay \$5,000 to \$18,000 for web site designs or high rates for basic sites attached to phone book advertising. We have developed a program for our members that will provide the latest features to engage the consumer, and encourage the consumer to either buy on line or better yet visit the store to make a purchase, starting at zero dollars a month."

A recent on line survey shows 33 percent of on line users will be making purchases on line this year because of rising gas prices. We know 70 percent of consumers buying the products our stores sell already go on line to do research. The new BrandSource.com will be there to answer customer's needs and questions.

At the upcoming Brand Source National Buying Fair and Convention in Las Vegas, August 24-28, Brand Source will host five separate seminars explaining the all-new BrandSource.com, and how to benefit locally with a shopping cart.

Another focus will be how to use key words for advertising on line. Brand Source members have been asking for direction in on line advertising and Brand Source will host seminars to show members what they need to do and how to advertise effectively on line. During the seminar a new national on line internet advertising program will be rolled out to the members.

Bottom line, Brand Source is taking the steps needed today to be the leader in Internet sales and marketing for the consumer and for Brand Source members. **RO**

### DISTRIBUTOR NEWS

#### WESTYE GROUP SOUTHEAST RECOGNIZED

The Westye Group Southeast, a Best® distributor with showrooms in Atlanta, Ga., Hollywood, Fla., Orlando, Fla., and Charlotte, N.C., was recently recognized for its efforts with the Italian-influenced, high-end range hood line in 2007. The sales team at Westye was treated to an awards dinner and also received a beautiful lead crystal "fountain and sphere" award designed by Italian artist Mario Cioni to reflect the elegance and sophistication of the Best line. **RO**



Pictured left to right are: Rob Maxam, vice president, sales, Georgia Division, Westye Group Southeast; Scott Kirkendall, vice president, retail sales, Broan-NuTone LLC; Steve Swenerton, senior vice president, marketing and retail sales, Broan-NuTone LLC; Will Huffman, vice president, sales, Carolina Division, Westye Group Southeast.



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

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 **Electrolux**

# NARDA SCHOLARSHIP FOUNDATION AWARDS

The NARDA Scholarship Trust Fund was established in 1989. The fund was initiated by the Board of Directors in honor of Ezra "Zeke" Landres, who contributed so much of his energy for dealer education.

Continuing contributions from individual dealers and manufacturers have helped the NARDA Scholarship Trust Fund grow steadily since its inception. The program awards scholarships to members pursuing higher education in business.

Scholarships of a maximum of \$3,000 will be awarded, and no more than \$1,500 per semester. The number of scholarships will depend upon the funds available and the financial needs and academic achievements of the total applicant pool.

Candidates must have graduated from high school or its equivalent before July 1st of the year in which they will use the Scholarship. Candidates must have sufficient academic achievement to be accepted by an accredited college, junior college or technical institute.

Students already enrolled in an accredited college are eligible to apply, and the Scholarship can be used for graduate as well as undergraduate course study in the field of Business.

NARDA paid staff and their respective families are ineligible applicants for Scholarship awards.

Scholarship recipients of one year may reapply for an additional Scholarship in succeeding years, up to a total of four awards.

Checks for scholarships are made payable to the student and/or the college they plan to attend. The checks are mailed to the sponsoring member dealer for presentation to the recipient with instructions that the funds be used for tuition, books or lab fees.

## IN ORDER TO BE ELIGIBLE, STUDENTS MUST MEET ALL OF THE FOLLOWING CRITERIA:

- Be a high school graduate.
- Be a graduate of the NARDA Institute of Retail and Service Center Management or Service and Retail Convention or be registered to attend a future event.
- Must have sufficient achievement to be accepted or continue in an accredited college, junior college or technical institute.

- Be an employee of a NARDA member firm, with at least two years of employment.

## APPLICANTS WILL NOT BE CONSIDERED UNLESS ALL OF THE FOLLOWING PAPERWORK IS RECEIVED BY NARDA:

1. Three letters of recommendation are required. One should be from someone in the appliance or electronics industry who is in a management position with a NARDA member company. One of the letters should be from someone in the school system the applicant has attended. The third letter could be from someone who has known the student for a number of years and could provide some background regarding the student (school activities, sports, scouts, 4-H, etc.) Members of the student's immediate family may not submit recommendation letters.
2. The application must be complete, including all financial information. The information on the application should either be typed or printed in ink. Please print clearly.
3. The application must be signed by the student.
4. A certified copy of the applicant's high school transcript, including first semester of senior (and college transcript if applicant is already attending), which includes courses completed to date, should be submitted. The high school record is the one item shared by all applicants. Therefore, a high school transcript is required from all applicants, even if college is now being attended.
5. Applicant must submit a personal statement outlining reasons you should be considered for the scholarship.

This information should provide you with the instructions needed to determine whether or not you qualify as an applicant. If you do qualify, please submit the requested information to be considered for a NARDA Scholarship.

NARDA application forms, transcripts and required references must be received no later than December 31, 2008. **RO**

## NEW "SUSTAINABLE BATH AWARD" RECOGNIZES THE SMARTER DESIGNER

NEWLY RENAMED AWARD RECOGNIZES SMART HOT WATER USE AND ALL SUSTAINABLE DESIGN POSSIBILITIES FOR THE BATH

SPONSORED BY



RHEEM WATER HEATING

Innovative approaches to water and energy savings in the bath will be honored with a new "Best Sustainable Bath Award" category in the 2009 NKBA Design Competition, hosted annually by the National Kitchen & Bath Association.

Formerly named the "Smartest Hot Water Award" in its 2008 competition debut, the new award goes beyond hot water delivery to recognize the expanding array of sustainable solutions being applied in today's new and remodeled bathrooms. Designers entering any of the competition's bathroom design categories will be invited to submit additional information demonstrating how they maximized both comfort and resource efficiency.

The winner of the "Sustainable Bath Award" will receive a \$5,000 award and be recognized at the NKBA Design Competition Awards Ceremony during the 2009 Kitchen/Bath Industry Show (K/BIS) in Atlanta, which will be held

from April 30 to May 3, 2009 at the Georgia World Congress Center.

"We're very pleased to sponsor this innovative design category, and applaud the NKBA's desire to expand its scope for 2009 to accommodate the growing range of sustainable design elements and product applications," comments Bob Hitchner, Director of Rheem Tankless Sales.

"The National Kitchen & Bath Association is proud to have Rheem sponsor the Best Sustainable Bath Award in the 2009 NKBA Design Competition," said 2008 NKBA President Sara Ann Busby, CKD, "The NKBA is committed to promoting the use of environmentally responsible design practices, and this award category will not only recognize those designers who have expertly implemented sustainability into their work, but will also increase awareness of the importance of green products and procedures."

## NKBA MASTERCLASS CONFERENCE: INDUSTRY PERSPECTIVES

SAVE THE DATE! OCTOBER 1 - 2, 2008 ATLANTA, GEORGIA

This year, MasterClass Conference 2008: Industry Perspectives will be held October 1-2 at the Georgia World Congress Center in Atlanta. MasterClass Conference is a high-end educational symposium hosted by the National Kitchen & Bath Association (NKBA), offering attendees engaging sessions and discussions with accomplished, world-class industry professionals who are masters in their fields.

This year, the conference will be held for a day and a half, giving industry professionals direct access to presenters.

Each day will feature speakers and on the first day there will be roundtable discussions as well as an evening reception on October 1. This year, attendees can look forward to topics including sustainability, universal design, and other related topics.

For more information, please contact NKBA Customer Service at (800) THE-NKBA (843-6522). The NKBA is currently developing partnerships for this popular conference. Please contact Bill Darcy at [bdarcy@nkba.org](mailto:bdarcy@nkba.org) to discuss these opportunities.

## JOLIET JUNIOR COLLEGE APPROVED AS NKBA SUPPORTED PROGRAM

The National Kitchen & Bath Association (NKBA) has announced Joliet Junior College as the newest addition to their Supported Programs.

The NKBA Supported Programs help educational institutions that do not immediately meet all the NKBA Accredited Program requirements to receive support from local NKBA Professionals as well as a host of benefits from the NKBA National headquarters.

To become an NKBA Supported Program, an educational institution must have a kitchen and bath curriculum that prepares students for the NKBA Certification Exams. NKBA Supported Programs are evaluated with respect to mission, administration, curriculum, faculty, and resources to determine eligibility and ability to fulfill the Association's requirements for full accredited status. **RO**

## BRAND BUILDING

### KEYS TO SUCCESSFUL NEWSLETTERS/E-NEWSLETTERS

When it comes to generating customer loyalty, repeat business and referrals, it's hard to beat a newsletter.

Printed or electronic, a newsletter can be an important and cost-effective part of your marketing mix. Consumers do a lot of research when making the decision to purchase big-ticket items like appliances and electronics. If you do it right, your newsletter can be a trusted source of information for consumers, and it can help build your brand by generating awareness and engendering preference.

The key phrase in that last paragraph was if you do it right.

Poorly executed or inappropriate newsletters and e-newsletters are, at best, ignored and deleted by your audience. At worst, they are seen as a nuisance, which reflects poorly on you and diminishes your brand.

If you think a newsletter might fit into your marketing mix, consider the below tips to make your newsletter an effective brand-building tool.

#### GET PERMISSION

It is crucial, especially with e-newsletters, to get permission to send your correspondence. Without permission, printed newsletters are just junk mail and e-newsletters are Spam.

There are many ways to get permission. Have an opt-in feature on your Web site. Ask for contact information from customers when you make a sale. Hold a promotion or sweepstakes in which people give you their information to enter.

Whatever you do, make it very clear that you are offering a newsletter that might interest them. Tell them what it's about and what kind of useful information it contains, and how it will inform, educate or entertain them.

And, make it easy for people to say no. You'll have a lot of people decline, but those who accept will be high-quality leads.

#### KEEP IT SHORT, KEEP IT INTERESTING

In the old days, marketers used to follow the "30/3/30" rule of newsletters. It meant that newsletters needed to be written for three kinds of readers: those who spent 30 minutes reading, those who spent three minutes, and those who spend 30 seconds.

Nowadays, I think the numbers are more like 1/10/1 – 1 minute, 10 seconds, 1 second.

The point is people are in a hurry, and you don't have much time to get their attention and deliver your message.

Your newsletter needs to be short, to the point and engaging. It should grab people's attention with pictures, captions and headlines, so that even those spending a few seconds reading it will get the point.

Another rule that still holds up is "WIIFM," or "What's In It For Me?" That is the question your readers ask themselves when they receive your newsletter, so it better have some content they can really use, or else they'll toss it.

Service tips, design ideas, even recipes are all great ways to engage your audience. The more time they spend reading useful content, the more likely they will see the stuff you want them to read, like the hours of your upcoming sale or the feature on a new product line.

#### CLOSE THE DEAL

Not long ago, I received an e-newsletter from a major computer company, enticing me to come in to their store for a demo of their slick new laptop. The newsletter was very well done, with a nice design and compelling content. I was interested in the laptop, so I went in.

When I got to the store, the associates were not prepared to give me a demonstration that lived up to the expectations set by the newsletter. They didn't even know about it.

You can have the coolest, flashiest e-newsletter or the slickest, most expensive printed newsletter, but if you're not ready to pay it off when the customer comes in, your money is wasted.

You would be better served by sending a more modest, simple piece that gets your point across, and spending the extra time and money training your staff on what to do when customers walk in the door with the newsletter in their hands.

A newsletter or e-newsletter may or may not be appropriate for your business. It's up to you to decide. Don't get discouraged if your first issue is met with indifference, either. You can always make corrections and adjustments to get it right.

But a well-written and designed newsletter, sent to a receptive audience and paid off in the store can be highly effective at generating brand awareness and even sales.

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







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## ONE IS THE LONELIEST NUMBER

If you want to learn about what's really happening in the world, watch your kids. Today's youth are not only hooked on social networking, they invented it. It seems like every day a new site comes online to join MySpace, Classmates.com, and Facebook. Yes, I have pages on all the sites and I'm now officially "the coolest."

I'm still not entirely sure how people find me, but I'm amazed at how often I get an invitation to become a "friend" or hear from one of my contacts. Just this afternoon, I learned that my niece Rachel drinks cosmopolitans and that her childhood friend Adelia got a wicked sunburn over the weekend. The staff at the Leukemia and Lymphoma Society where I sit on the Board of Trustees have all added me to their list of approved Facebook friends.

LinkedIn and Plaxo are similar networking sites for grown-ups and business people. These sites can be valuable tools to find recommended business resources.

But this column isn't about online social and business networks. It's about the power of having a network.

Independent business owners are often hampered by their independence. Having shunned opportunities to engage in Corporate America or to work for someone else, they are driven to do their own thing, create their own successes, and develop their individual business identities. Too often, they are alone and isolated. Ego keeps entrepreneurs from seeking input, feedback and advice. They're walking a tightrope without a net.

But the best leaders surround themselves with a network of people who will challenge them, give them new ideas and help them navigate turbulent times.

There are many ways to create a group to exchange ideas with. Before doing so, however, check your ego to be sure you're open enough to really accept the input others may offer. You'll have to become a great listener and encourage free interchange. If you rush to defend yourself or adopt a "can't do that" posture, you'll soon get little or no useful dialogue.

If you read some of the postings on Facebook, you'll see the depth of the honesty among the participants. They are willing share their shortcomings and failures as well as their successes. That's what makes a good network thrive.

Here are some networks you might build for your business.

- Consider those on your own team. Your staff understands your business, knows your customers and your competitors. They appreciate your strengths and your challenges. Given the chance to provide feedback will empower them and create loyalty.
- Use your professionals. Don't just use your accountant, your IT professional, your banker and your lawyer when you're in trouble. Schedule regular meetings with them

and ask what their other clients are doing and seek their ideas on how to improve your business process and bottom line. Be sure you understand new laws and regulations that might affect your company.

- Hire a coach or consultant. Find someone to help you see the flaws that you may overlook in your own management style. Use a consultant to bounce ideas off of before you take them to the marketplace.
- Create a peer review group. Sometimes called mastermind groups, peer groups hold formalized meetings with other similar business owners who do not directly compete with each other. They may meet for a day before a trade show or industry event or it may be better to rotate between hosting members. Meetings have pre-determined agendas and each group member is required to participate in the meeting process.
- The mission of one group I facilitated was to help members develop visions and strategic plans for their companies. When one member presented his plan to the group, the group chided him for his seemingly timid goals. They sent him back to the drawing board to design a bigger vision based on the quality of the team he'd built, the financial wherewithal of his company and his reputation in the community. He returned with a plan for not only one but two new stores. The new stores are hugely successful and the entrepreneur far exceeded what he thought he could ever build. The power of the group pushed him beyond what he thought was possible.
- Establish an advisory board. The idea of having a board of directors frightens most entrepreneurs more than an IRS audit. But a good board can be a valuable business asset. Start with your key managers and add other business owners in your community. Meet quarterly to help review your strategic plan, your financial performance, your personnel, your marketing and your customer satisfaction. Use your board to review your performance as CEO and to help improve your management skills.

Business today is too complex to manage without some help. The best leaders are those who create strong networks and use them effectively. It's a world of connectivity and relationships.

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*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). **RO***



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Market Sales Manager Pacific Northwest Lower Don Wilson 800-446-2574 x1754	Market Sales Manager Pacific Northwest Upper Mark Collier 800-446-2574 x1775	Market Sales Manager Southern Pacific West Mike Motes 800-446-2574 x1758	Market Sales Manager Mountain Stores Maureen Boody 800-446-2574 x1442	Market Sales Manager Great Lakes East Sherry Clem 800-446-2574 x1880	Market Sales Manager Southwest Upper Erin Smith 800-446-2574 x1159	Market Sales Manager Southwest Lower Mel Heintz 800-446-2574 x1090	Market Sales Manager Great Lakes West Gary Grant 800-446-2574 x1755
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# COMING EVENTS

## CALENDAR 2008

### **JULY-2008**

23-24 Almo Expo- St. Louis, MO

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### **AUGUST-2008**

7 Almo Expo -Cincinnati, OH

11-12 Almo Expo- Verona, New York

14 Almo Expo-Bloomington, MN

17-20 Nationwide Primetime Fall-Mandalay Bay Resort, Las Vegas, NV

21 NKBA Northern CA Meeting-Sierra Select Distributors-San Francisco CA

24-28 Brandsource National Convention- Paris Casino and Resort, Las Vegas, NV

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### **SEPTEMBER-2008**

7-11 NARI Fall BOD Meeting-TBD, Baltimore, MD

9-12 The Remodeling Show-Baltimore Convention Center in Baltimore, MD

18 NKBA Northern CA -CCRE Prep Course-Dacor- South SF CA

20 NKBA Northern CA-CKD/CBD Exam-San Francisco Bay Area

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### **OCTOBER-2008**

22-25 Bath & Kitchen Buying Group Fall -Westin Boston Waterfront, Boston, MA

23 NKBA Northern CA Meeting-European Kitchens-Palo Alto CA

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### **DECEMBER-2008**

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

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### **JANUARY-2009**

20-23 International Builders Show-Las Vegas NV

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

## INDUSTRY NEWS

### SALES AND MARKETING AGREEMENT BETWEEN RESTORE IT YOURSELF, INC. AND RESTORE SOLUTIONS, INC.

Restore It Yourself, Inc. is pleased to announce its recently completed sales and marketing agreement with Restore Solutions, Inc., creators of the revolutionary Scratch-B-Gone system for Stainless steel and a leading manufacturer of safe cleaning and restorative products for the do-it-yourselfer.

Under this agreement, Restore It Yourself, Inc. will become the exclusive marketing and product development company for Restore Solutions' flagship product, Scratch-B-Gone™ and future products. Restore It Yourself, Inc. will continue to sale all current and future products under its new logo.

"Our customers and dealers will receive the same professional products and courteous customer service they have come to know from Restore Solutions with the added benefits of a strong knowledgeable management team with international marketing experience, says Barry Feinman, President and Founder of Restore Solutions, Inc.

#### ANNOUNCING LAUNCH OF NEW WEBSITE FOR RESTORE IT YOURSELF, INC

Restore It Yourself, Inc of Carlsbad, CA is very excited and pleased to announce the launching of it's long anticipated new website at [www.scratch-b-gone.com](http://www.scratch-b-gone.com). "Ron Ford, chief engineer of the site's development and Director of

E-commerce for Restore It Yourself, Inc has developed and optimized our new site to be very user and dealer friendly providing for interactive e-trade and quick access to necessary information, access to our company and our products" says President and Founder Barry Feinman. "Our new website allows for interactive "Ask The Expert" features which our customers have demanded to better equip themselves with knowledge on Stainless steel and Scratch-B-Gone", says Ford. "In addition, distributors and dealers will have their own information and registration portal to sign up to represent our products and we will be able to launch our 10 new products this year to an international market and provide instantaneous support and answers to those customers." Scratch-B-Gone has become the appliance and service industry's widely accepted solution for scratch, rust, stain, and burn removal and we get questions from readers around the world specific to Stainless steel and now we'll be able to better serve those seeking help and advise", says Feinman. Remember to visit [www.scratch-b-gone.com](http://www.scratch-b-gone.com) for stainless steel answers or to pose a question.

If you have any questions or comments, please contact your sales representative at 888-889-9876 or on-line at [www.scratch-b-gone.com](http://www.scratch-b-gone.com). **RO**

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# YOUR MONEY DOCTOR

Imagine you are in a foreign country. You've read about it but had never actually been there until now. You have a limited amount of money to survive on and you have no idea how long you will be there. The risks are high. You are in unfamiliar territory and you don't fully understand the culture. You must find shelter, food, water and a means of bringing in additional funds to support yourself until you are able to return home. This is not a situation the majority of us would willingly put ourselves into but it happens every day.

Small business owners continually end up in a stressful situation similar to this, and do so believing it is the way things are done. Charging blindly into the night with a small bit of capital, talent and great intentions is not enough to succeed in today's economy. Most, like the scenario above, are in unfamiliar territory, don't fully understand the market, must provide their families food, shelter and a means to support their lifestyle. This is a daunting task, especially if you are "winging it"! Would you go to a foreign country willingly without some sort of plan in place? The answer should be no, but small business owners are trying to make it every day without a business plan in place.


Your business plan is your map. Without a plan it is difficult if not impossible to see the problems that may lay ahead. If you are lucky enough to foresee them, do you have enough time to plan a strategy for working around them? Also, how do you know if your business is succeeding if you have not defined what success looks like? If the goal is to make lots of money, how much money is a lot? Are you pouring profits into marketing and bringing in many new customers at the cost of sustainable growth? A good business plan can answer all of these questions. Many entrepreneurs feel that planning takes too much time they don't have. They are caught in a cycle of survival. It is critical to break the cycle and put

a plan in place. Make the time.

There is some great software available to make this task easier. A good place to start is [www.sba.gov](http://www.sba.gov). This is the website for the Small Business Administration. They have a wealth of knowledge available for free on the elements of a business plan as well as the proper structure for presenting it to financial organizations.

Organization is one of the Four Pillars of Financial Stability and without it your wealth is at risk. Keeping your focus on working these simple concepts will give you a better foundation for building your business as well as your future. [www.thefourpillars.org](http://www.thefourpillars.org)

*With 17 years of management experience, Gregory Hedges has developed a sharp eye for identifying inefficiencies, cross-purposes and miscommunication—and for how quickly they can affect an individual's personal wealth. Utilizing the tools of the Four Pillars of Financial Stability and project management, he emphatically helps individuals and families set priorities and create the balance they need for their financial health. Greg holds certifications in credit counseling and project management. He is an active member of the Project Management Institute®, National Association of Credit Counselors and an Affiliate Member of the American Psychological Association.*

*He has spoken to many organizations including the New Mexico Mortgage Lenders Association, New Mexico Association of Mortgage Brokers, community workshops, and seminars. He is highly skilled in organization methodologies, developing a wide range of custom databases, websites and internal controls to increase effectiveness and profitability.*  
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## ASK ME—ASK ME—ASK ME?



A number of years ago, shortly after Ruth retired from working for the County of Santa Clara in Social Services, she joined a group of retirees who volunteered to work at the San Jose Municipal Airport helping staff the information desk.

She did this for many years and about 6 years ago she talked me into joining her. It's been a lot of fun, and once in a while some headaches, but the joy and pleasure of helping the lost, strayed, and bewildered is worth the time spent—a few hours a month.

The majority of questions are concerned with directions. Where is the nearest toilet? How do I find a rental car? Is there a restaurant in the airport? I am driving to Santa Cruz—what highway do I take? Where is the Monterey Peninsula?

Most of these questions are simple and easy to answer. But what do you tell a young girl, age 15, whose grandmother is in a hospital in a small town about 100 miles from San Jose with no decent public transportation. Her father was dead - her mother in a nursing home and she had very little money.

There is no decent public transportation from San Jose to where her grandmother lived. In fact San Jose is like the rest of the United States—with some exceptions, public transportation is a laugh, a poor excuse, an ugly duckling.

Our infrastructure is a horrible mess. Unlike Europe where you can go from where you are to somewhere via rail, bus, streetcar, metro, or the underground, we have no way to go unless you drive.

On this day, I was fortunate. A group of Catholic nuns were en route to a city not far from where the grandmother lived and I talked them into giving the little girl a ride.

The number of inquiries about baggage are endless. The airlines seem to be losing more baggage than ever. More and more travelers are seeking baggage that has been misloaded and is in Chicago or Atlanta but not in San Jose.

Not long ago a woman, with tears in her eyes, distraught and very emotional, asked me where her

dog was.

Nowadays all dogs, except the very small who can ride with their owner, are loaded in a compartment on the plane and usually wind up in the freight shed. But her dog wasn't in the freight shed, no one seemed to know the whereabouts of her dog, a border collie, and she was hysterical.

I called the freight department only to find there was no record of this woman's dog being on this particular flight. I called the main office of the airline and found a sympathetic person (who also was a pet owner) and after an hour of research they reported the dog was en route to San Jose, Costa Rica!!!

The woman was furious and I referred her to the airline manager on duty. I asked her to let me know the outcome. Was she going to fly to Costa Rica to get the dog? Would the airline ship the dog back to her immediately, or what? Unfortunately, I never saw her again.

One of the eternal questions is, "I've lost my keys. Has someone turned them in to you?" I just don't understand how so many people can lose keys while sitting in an airplane, but they do, and we have to cheerfully tell them to go to Lost & Found. If the keys are given to us, we give them to the police department, who takes the keys and other valuables to the Lost & Found.

One day, a fellow handed me a wallet with at least \$5,000 in large bills and said he found it in the restroom. I called the police and gave them the wallet and about an hour later an ill-dressed guy who looked like he slept in a barnyard asked me if anyone had turned in a wallet. I referred him to the police department who questioned him at length and then sent him to Lost & Found. The police later told me that the guy had won those big bucks at a casino in Las Vegas. I don't understand—Every time I go to Las Vegas, I come home with less money than I started out with. Some people have all the luck!

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### Calendar section

**Attention Buying Groups, NKBA and NARI Chapters, Distributors and Manufacturers:** Please submit your meeting schedules to [info@retailobserver.com](mailto:info@retailobserver.com) ASAP so they may be included in our Coming Events Column.



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