

The RetailObserver

August, 2011

AN EYE ON THE INDUSTRY SINCE 1970

Vol. 22, Issue 8

2011 HOSPITALITY DESIGN EXPO

EXHIBITORS, ATTENDEES INSPIRED
WITH RENEWAL AND INNOVATION

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ELECTROLUX DESIGN LAB 2011 SEMI-FINALISTS ANNOUNCED

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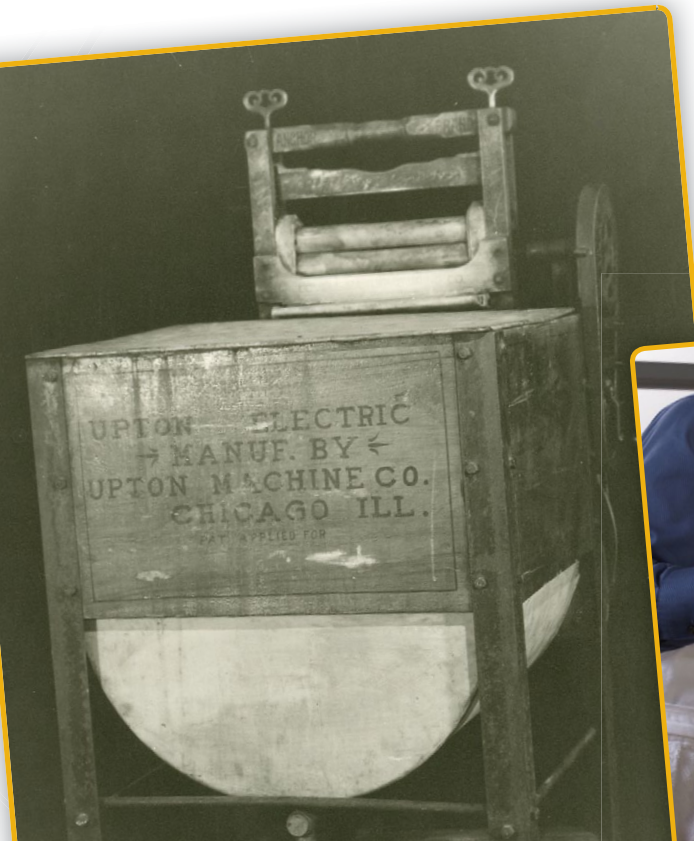
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As the **world's leading manufacturer and marketer of major home appliances**, Whirlpool Corporation has influenced home and family life considerably during the past century. From helping bake the cookies that mend a broken heart to battling the grass stains on football uniforms, Whirlpool Corporation's brands have helped make family life a little bit easier.

The company is driven by the belief that everyone needs a comfortable place to call home and has sought innovative ways to improve cooking, cleaning, refrigerating and storing by **focusing on one person, one family, one community at a time.**

"Whirlpool Corporation's history has been **guided by principles of integrity and perseverance** ever since Lou Upton, Emory Upton and Lowell Bassford launched the first electric wringer washing machine in 1911," said Jeff M. Fettig, Whirlpool Corporation chairman and chief executive officer. "Through the Great Depression, two World Wars and the rapid economic changes and challenges of more recent years, those ideals have guided our growth from a small washing machine company to a diversified, multi-billion-dollar global operation, and they will continue to guide us into our second century."

When Whirlpool Corporation looks to the future, it sees families seeking better, richer and more enjoyable lives. Today and tomorrow, **Whirlpool Corporation is working to create innovative products for families around the world.**

To learn more about Whirlpool Corporation's year-long celebration of its 100th anniversary visit www.whirlpoolcorp.com/100



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Dog Days of Summer

It's August already, the mercury is topping 115° here in Las Vegas. With the sweltering heat, we are indeed experiencing the hottest and most sultry days of the year, known as the "Dog Days of Summer." Named from the constellation Sirius, the Dog Star, in close proximity to the sun and responsible for lazy days "dogging" around and feeling "dog tired" from the hot weather.

Europeans understand the rhythm of life, taking the entire month of August off, closing the factories and take the family to the ocean and lake for vacation. It's a time to recharge the internal battery and restore tired spirits with rest and relaxation — sure to inspire even the worst workaholic among us.

This month I've highlighted a fun summer read from Andy Andrews to get you through those "Dog Days" and inspire you as well. Andy is hailed by a *New York Times* reporter as "someone who has quietly become one of the most influential people in America." *The Final Summit*, the official follow-up to the *New York Times* bestselling book *The Traveler's Gift*, is a timely mystery adventure providing guidance and insight, custom-tailored for the problems of today's modern world.

As business owners, we must push through our own fears to survive and thrive difficult times. Andy's writing offers us insight into what it takes to do just that. It focuses on leadership, personal excellence and the importance of courage for those who lead others, since they must push through their own fears in order to inspire those in their circle of influence.

Libby Wagner tackles the topic "what's the big deal about specificity?" Lacking specificity is the number one reason business owners, leaders and teams are not getting what they want—better performance, higher quality customer service, increased sales, more creative innovation, etc. Reflect on the impact high specificity, or the lack of specificity, has on your productivity, trust, morale, profits—and recognize how you might have fallen short, how you might not have offered enough information up-front to create the kind of result you really wanted." Use her "Four Benefits for High Specificity," both personally and in your organization, to increase both your productivity and bottomline, creating a "feel good atmosphere" in the workspace at the same time.

So, why don't you get a little rejuvenated by getting "doggone lazy" and enjoy the last rays of the hot summer sunshine.



Here's to downtime,

Eliana Barriga

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What Does It Cost to be Wrong?

"THE COST OF BEING WRONG IS LESS
THAN THE COST OF DOING NOTHING." — SETH GODIN

In business, you are taught that every decision and move your company makes will have financial implications. Those decisions, if not carefully made, could set a dire course for the fate of your company. Therefore, it is perceived that there is a high cost for being wrong, so often times businessmen live in that fear every day.

Being wrong is actually an essential part of learning. We get scared because we fear the cost of experimenting. Part of this is because we don't often realize how cheap it is to test most of our ideas. But the bigger problem with experimenting is psychological—the realization that we might be wrong. Kathryn Shulz, author of *Being Wrong*, explains why this is such a problem for many people:

"In our collective imagination, error is associated not just with shame and stupidity, but also with ignorance, indolence, psychopathology, and moral degeneracy. In this rather despairing view—and it is a common one—our errors are evidence of our gravest social, intellectual, and moral failings. Of all the things we are wrong about, this idea of error might well top the list. It is our meta-mistake: we are wrong about what it means to be wrong. Far from being a sign of intellectual inferiority, the capacity to err is crucial to human cognition. ... Thanks to error, we can revise our understanding of ourselves and amend our ideas about the world."

At what stage in our life did we start believing that we need to be perfect at everything we do? That we need to achieve our goals without failure, without challenges and without everything going to plan?

In the real world, we need to be wrong, not deterred, just wrong sometimes. We need to take risks, put ourselves out there, live on the edge, and try things that we will not master upon our first attempt. We need to push our comfort zones to get ahead.

In other words, being wrong is the most beneficial and natural way to learn, not only in our personal lives but in the business world as well.



Happily Wrong (sometimes),

Moe Lastfogel

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CELEBRATING OUR 22ND YEAR
AS THE RETAIL OBSERVER

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2011 HD EXPO

Inspires with New Wares & Energy for the Industry

EXHIBITORS, ATTENDEES AND SHOW LEADERS
EXPERIENCE RENEWAL AND INNOVATION

Leaders from across the hospitality design world met in Las Vegas for the 2011 Hospitality Design Exposition & Conference (HD Expo) to shape the future of their industry through discussion, demonstration and collaboration. After a few years of slowdown in the hospitality industry, the premier hospitality design event and the industry players themselves experienced a sense of renewal as the key players came together with new visions and new opportunities for collaboration.

“I was so proud of this year’s show and very inspired to be a part of it,” said Elizabeth Sommerville, group show director for Nielsen Exposition’s Hospitality Design Group. “We received positive feedback about the quality of exhibitors, attendees and speakers; our networking events were full of talk of new projects and partnerships. It made us very excited for the future of this show and our industry.”

Conference attendees had the chance to participate in site visits and speaker sessions, receiving insight from industry experts on the most pertinent issues in the hospitality design field such as lighting, renovation, re-branding, and the future of design as it adapts to today’s market.

“For years, HD Expo has given Sealy Hospitality a national platform to introduce our latest and greatest products and innovations to the key players in the hospitality

industry—and this year was no exception,” said Leo Vogel, vice president of global contract and export sales for Sealy Global Hospitality.

For new exhibitors, this year’s HD Expo was an opportunity to share their newest innovations with a premier audience. “This was our first time exhibiting at HD Expo and the experience for us was overwhelmingly positive,” said Steven Scheer, president of Brondell, Inc. “It’s not often that you have designers, specifiers and buyers from all the major chains in one room at the same time—and that is priceless.”

“It was the first time we have been back in 4 years and we had a very good experience at the show this year,” said Steven Toia, vice president of Waterworks. “It was all about the quality of clients and the potential of new projects instead of the traffic. We had great meetings with the key decision makers in our industry and our new concepts were well received—to me that is what determines a good experience at an expo.”

Continuous exhibitors even felt a change in the air, according to Aaron Mischel, executive vice president/partner, Electric Mirror. “You could really feel the excitement of an improving economy. Attendees were excited to be there and very eager to tell us about real projects they are working on. It was a positive experience for us and very encouraging for our industry.”

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2011 HD GREEN DAY

Industry change-makers gathered at HD Green Day to discuss socially responsible, ethical, and eco-friendly practices within the world of hospitality design. At Hospitality Design magazine's Green Luncheon, Andrea Thomas, NEWH, presented the NEWH Sustainable Hospitality Student Design Competition honor to Jamie Matthews Ivey, LEED AP. Hospitality Design magazine and the American Society of Interior Designers (ASID) recognized innovative achievements with the 2011 Earth-Minded Awards (EMAs) for hospitality projects and products.

Award winners include Hotel Andaluz, Albuquerque, N.M., Earth-Minded Award for Project Design; Living Fresh Bedding Collection from Valley Forge Fabrics, Earth-Minded Award for Product Design; PolyHide Lighting, Maya Romanoff, Honorable Mention, Earth-Minded Award for Product Design; Sun Paysage Resort, Molly Berman, Virginia Tech, Earth-Minded Award for Tomorrow.

PLATINUM CIRCLE AWARDS®

Hospitality Design honored the industry's most talented and acclaimed leaders at the 24th annual Platinum Circle Awards® Gala, at the Venetian. The 2011 Platinum Circle inductees included Michael Graves, Michael Graves & Associates; Dana Kalczak, Four Seasons Hotels and Resorts; Peter Remedios, Remedios Siembieda Inc.; and Sven Van Assche, MGM Design Group. The International Society of Hospitality Purchasers (ISHP) was honored with the Manfred Steinfeld Award for Humanitarianism and NEWH was honored with The HD Visionary Award.

The winners of the 15th Annual IIDA/HD Product Design Awards were also announced during the celebration; winners included: Agatha by LZP Lamps, Best of Competition winner; Global Reason by Shaw Hospitality Group; Kinetics collection by DesignTex; Cloud Nine Lounge Chair by Brown Jordan; and the Trama Chair and Armchair by Resinas Olot, S.L.

RADICAL INNOVATION IN HOSPITALITY

Co-founded by The John Hardy Group and Hospitality Design magazine, the Radical Innovation in Hospitality competition promotes innovation and global thought-leadership in hospitality. It showcases the best hospitality strategies in architecture and interior design that incorporate new concepts and enhance the guest experience.

The finalists for the 5th annual Radical Innovation in Hospitality competition included: Immersion Hotel, Kay Lang + Associates; Mediance Hotel, Raphael Delstanche; and The Ark Hotel, Alexander Remizov, Remistudio.

| continued on page 12 |





Finalists presented their concepts to members of the esteemed jury and a room of HD Expo attendees—who submitted their votes in real-time to determine the \$10,000 grand-prize winner. This year's winner, The Ark Hotel, is an independent-from-power-networks building that can be built on both land and water to create a space for people to live in comfort and safety while respecting the environment.

The runner-up, Immersion Hotel by Kay Lang + Associates, and the student winner, 4D cube by Laura Carwardine, each received \$1,500.

HD Expo is the industry's premier trade show, providing attendees with the tools to succeed year-round in the ever-changing, ultra-competitive field of hospitality design. The 2011 show filled more than 240,000 square feet with the wares from more than 850 exhibitors and 7,000 attendees from across the globe.

THE 2011 HD EXPO

The 2011 HD Expo was presented by Hospitality Design magazine and produced by the Hospitality Design Group, part of Nielsen Expositions, which will also give us HD Boutique in Miami Beach on September 13-14, 2011. The event is in association with: International Interior Design Association (IIDA); International Society of Hospitality Purchasers (ISHP), National Council for Interior Design Qualification (NCIDQ); American Society of Interior Designers (ASID) and NEWH, Inc.—The Hospitality Industry Network. www.hdexpo.com/hde. **RO**



Book Review

The Final Summit

David Ponder, the hero of Andy Andrews' 2002 *New York Times* bestselling novel *The Traveler's Gift*, is back in Andrews' new release, *The Final Summit*. Many years have passed since Ponder discovered the Seven Decisions that Determine Personal Success during a divine journey through time. Now 74 years old, Ponder has lost the one thing that mattered to him most—his wife, Ellen. Despite his personal and professional success, he now sits alone at the top of his 55-story high-rise contemplating the unthinkable, just as he did 28 years ago.

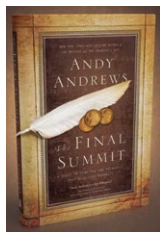
However, just as things are looking their darkest, Ponder is informed through divine channels that he is needed now more than ever. This is mankind's last chance. Millennia of avarice, pride, and hate have sent humanity hurtling toward inevitable disaster, and far from its original purpose. There is only one solution that can reset the compass and right the ship—and it is only two words. Ponder, along with a cast of famous historical figures that includes Winston Churchill, Joan of Arc, Abraham Lincoln, and others, must work quickly to discover this solution. The catch? They are allowed only five tries at solving the ominous challenge. The fate of the world and the future of mankind rest on their shoulders.

As a standalone continuation of the story that began in *The Traveler's Gift*, *The Final Summit* explores the historically proven principles that have guided our greatest leaders for centuries. Andrews combines a riveting narrative with astounding history in order to show us the one thing we must do...when we don't know what to do.

The Final Summit provides guidance and insight custom-tailored for the problems of the modern world. This book is for anyone who wants to do something to help, but doesn't know where to start. By illuminating the time-tested lessons of history, Andy Andrews shows us what we can do to begin working toward solutions today for problems in all walks of life. Since its publication, countless corporations, Fortune 500 companies, professional sports teams, and more have used *The Traveler's Gift* as an exciting tool for personal growth. *The Final Summit* is poised to follow suit.

Author: Andy Andrews, is a best-selling novelist and in-demand speaker for the world's largest organizations. He has spoken at the request of four different United States presidents and at military bases worldwide. Zig Ziglar said, "Andy Andrews is the best speaker I have ever seen." www.AndyAndrews.com

Publisher: Thomas Nelson



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

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Manufacturer {NOTES}

Liebherr Recieves Top Honors From ADEX

Liebherr has received top honors from two leading design industry awards. The 2011 Awards for Design Excellence (ADEX) presented Liebherr three Platinum Awards, ADEX's highest honor. Liebherr's HC 2062 refrigerator, the patented BioFresh technology found in the CBS 2062 refrigerator and the WS 1200 wine cabinet were all honored with an ADEX 2011 Platinum Award. Liebherr also won a Gold Award for the CBS 2062 refrigeration unit. Sponsored by trade magazine Design Journal, the ADEX Awards is the largest and most prestigious awards program for product design of furniture, fixtures and finishes.


Liebherr was also recognized with an Honorable Mention by the 2011 KBCULTURE Awards in the Refrigerator category for its 2060 single door freestanding and fully integrated refrigerators. Launched this spring, the 2060 series is the latest addition to Liebherr's large capacity product line. The KBCULTURE Awards honors products on the basis of aesthetic excellence and technological innovation.

Liebherr's compact WS 1200 gives wine enthusiasts premium wine storage in an attractive package. The well-appointed stainless steel cabinet holds up to 12 bottles of Bordeaux on solid beech-wood shelving and has a convenient drawer that can maintain a warmer temperature than the wine compartment for holding wine accessories or chocolates. Other product features of the WS 1200 include:

- Alarm system to alert homeowner if door has been left open or temperature has been compromised.
- Insulated glass door with UV protection and activated charcoal filter to protect wine from busy kitchen influences, such as light and odor.
- Energy-efficient LED ceiling light that not only emits virtually no heat, but is dimmable to cast a cool glow across the room.

Recently, Liebherr has taken its expertise in food and wine storage and used it to best protect another one of life's pleasures – fine cigars. For the cigar aficionado in your life the XS 200 Humidor provides the optimal environment in humidity, temperature and hygienic conditions, the three areas that matter the most to the preservation of cigars. True to form, the unit is designed with Liebherr's signature sleek, European styling making it an attractive accessory in any entertaining area. Below are additional key features of the XS 200:

- Liebherr's unique MagicEye control system allows individual settings for humidity and temperature
- An activated charcoal filter ensures the quality of airflow for fresh, clean air
- The stainless steel unit is small enough to be a side-by-side addition to Liebherr's WS 1200 wine storage unit

To view the entire line of freestanding and fully integrated wine storage units, as well as Liebherr's WS 1200 unit and the Humidor XS 200, please visit the Liebherr's website www.liebherr.us 



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www.liebherr.us/hg

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TRUE PROFESSIONAL SERIES™ BRINGS HOME KBIS GOLD

UNDERCOUNTER REFRIGERATOR DRAWERS WIN BEST OF KITCHEN AWARD AT KITCHEN + BATH INDUSTRY SHOW



True Refrigeration®, an industry leader in commercial refrigeration for more than 65 years, has been awarded the 2011 Kitchen + Bath Industry Show (KBIS) Best of Kitchen—Gold Award for their True Professional Series™ Undercounter Refrigerator Drawers. The award comes just in time for the official launch of the company's True Professional Series™, a brand-new line of refined undercounter refrigeration products. The Refrigerator Drawers were chosen due to their flexibility, innovative features, and efficient use of space, and the Gold Award is the highest Best of KBIS honor for a kitchen product.

At just 24-inches wide, the Undercounter Refrigerator Drawers fit easily into any indoor or outdoor kitchen, adding a generous 5.6 cubic feet of precision-refrigerated space wherever it's needed. The drawers are perfect for entertaining and are great for families on the go. True's balanced refrigeration system combines industry-leading temperature cooling, superior humidity control, and quiet and efficient operation. The Drawers feature LED lighting and beautiful 300-series stainless steel throughout, as well as True®-glide technology—drawers that gently close themselves at a touch.

"True is honored to be the recipient of this prestigious KBIS award," says True Director of Sales and Marketing, Steve Proctor. "This award illustrates True's commitment to excellence and proves that the True Professional Series delivers the same exceptional level of quality we have built into our commercial line for more than 65 years."

The True Undercounter Refrigerator Drawers were selected as the Gold Award winner by a panel of top-notch industry judges, including editors of major publications such as Interior Design, Veranda, and Fine Homebuilding as well as hosts and planners from HGTV and DIY Network. Awards were given based on a high ranking in several key areas, including functionality, quality/durability, aesthetics/style, and innovation.

For more than 65 years, True Refrigeration® has been an

industry leader in commercial refrigeration. Today, True is the number-one choice among top chefs, hotels and beverage providers. Building on this success, homeowners can now experience True Professional Series™, an authentic, commercial refrigeration line refined for the home, including: wine cabinets, refrigerators, beverage centers, refrigerator drawers and beer dispensers. The new series is crafted with the same meticulous attention to quality and detail that top chefs and sommeliers demand. For more information about True and its new True Professional Series™, please call 888.616.8783 or visit www.true-residential.com.



COOKING IN TECHNICOLOR: BLUESTAR COOKING TECHNOLOGY IN 190 DIFFERENT COLORS

 **BLUESTAR™** BlueStar™ delivers restaurant performance to the home in more than 190 standard colors, reinventing the kitchen as a work of art. It is the only appliance manufacturer to offer such a wide selection of color options, including made-to-order customizable colors.

BlueStar lets you unleash your inner designer with ranges, wall ovens and hoods available in a painter's dream of color shades to complement any kitchen décor. From spicy color combinations to hues that warm the soul, BlueStar's offers a color to suit any style, any personality and any kitchen.

For a preview of how a BlueStar range looks in various colors, visit www.bluestarcooking.com/about-bluestar-color-configurator.html to configure a BlueStar range in 22 different colors. (Want to match the hue of your kitchen cabinets or the color of your famous tomato sauce? BlueStar cooking equipment also can be ordered in custom colors for a slight surcharge.)

"More than ever consumers are looking to express themselves through their kitchen design. BlueStar™ offers the opportunity to have great performing cooking equipment, often the centerpiece of the kitchen, and set a color tone for the room," said Carlene Moloney, vice president of marketing, BlueStar. "A colored range can work independently as a 'statement piece' or as a subtle backdrop where cabinets and accessories take center stage."

Since 1880, BlueStar has committed to producing the finest cooking equipment available. Originally a manufacturer of high-powered commercial ranges for



companies such as Garland, BlueStar today markets exclusively to the residential market. BlueStar ranges provide up to 22,000 BTUs of cooking power for consistent, controlled heat and shorter cooking times. And for delicate soups and sauces, no stove matches BlueStar's gentle simmer. For more information, and to find a local dealer, visit www.bluestarcooking.com. | *continued on page 18* |



KWC LIVELLO: THE PERFECT MATCH WITH MODERN KITCHEN DESIGN



Featuring a sleek horizontal spout with a striking 90-degree profile, the new single-lever KWC LIVELLO is KWC's elegant answer to right-angled kitchen faucets. Its clear use of basic forms and perfect proportions, engineered to the smallest detail, convey high quality and smart aesthetics. The ergonomic movements, innovative technology and harmonious overall appearance of KWC LIVELLO demonstrate that this series offers an original and uncompromising design – not merely a restyled derivative of some existing model.

Simple, minimalist and authentic, the KWC LIVELLO is the ideal complement to the contemporary American kitchen.

VERSATILE DESIGN, USER-FRIENDLY FEATURES

The new KWC LIVELLO kitchen faucet series is available in a chrome or stainless steel finish, with each finish offering a different operating lever design: a flat handle for chrome; a rounded, joy-stick-style handle for stainless steel. But whichever style combination is preferred, KWC LIVELLO incorporates the following, distinctive features:

- **Easy to use:** KWC LIVELLO maximizes flexibility of movement with a full, 360-degree swivelling range for the nine-inch spout, plus an integrated horizontal pullout spray that can be extended nearly 24 inches. Filling large pots and tall containers is easily done, thanks to the 11-3/4-inch height of the spout and the ability to rotate it in any direction. With such a generous radius of action, end users will never feel they are working on a “short leash” in the kitchen.
- **Easy to clean:** The integrated Neoperl® Caché® aerator in the KWC livello is easily removed from the spout, using a key that is provided. This allows for quick and effective cleaning to keep the 1.8-gallon-per-minute flow running smoothly.
- **Multiple configurations:** For either handle style, the lever can be installed on the right, the left or in front of the escutcheon to suit the preference of the end user.
- **Manufactured by:** KWC in Unterkulm, Switzerland, KWC

LIVELLO incorporates the latest in kitchen faucet technology, including the KWC 3.5 ceramic cartridge, to ensure years of reliable, trouble-free performance. Its clean and simple lines and user-friendly functionality make KWC LIVELLO an easy fit in any contemporary kitchen, while its distinctive right-angle profile projects a timeless beauty.

List Pricing: KWC LIVELLO, chrome finish and flat lever: \$790, KWC LIVELLO, stainless steel finish and round lever: \$1,050.

BSH FORMS STRATEGIC RELATIONSHIP WITH ALMO CORPORATION TO DISTRIBUTE BOSCH HOME APPLIANCES

B/S/H/ BSH Home Appliances Corporation has chosen Almo Corporation as a strategic partner to distribute Bosch home appliances to smaller and medium-sized retailers in select markets throughout the U.S. beginning on August 1, 2011.

“One of the main reasons for forming a strategic relationship with the Almo Corporation is to ensure that our important smaller and medium-sized dealers continue to receive best-in-class service from a brand that takes service and quality very seriously,” said John Iacoviello, Sr. VP of Sales for BSH Home Appliances. “This is a key strength and core competence of the Almo Corporation and I am confident that they will offer best-in-class service on behalf of our Bosch brand.”

Almo Corporation is a major national distributor of home appliances and consumer electronics. Known for their personalized service and rapid ship delivery program, Almo operates 10 strategically located distribution centers which allow them to ship to over 90% of the U.S. within 48 hours. Exceptional service is provided through a combination of personal account teams as well as an online dealer portal.

“The Bosch brand is synonymous with excellence, making it an ideal addition to the Almo family of brands,” stated Warren Chaiken, Almo President and COO. “Our core appliance dealer has always been the small and medium business so we are well positioned to service existing Bosch customers in this market segment. We’ve set a team in motion to ensure a smooth transition as we welcome them to the Almo family.”

The transition process will be seamless. BSH has taken the necessary steps to transfer dealer account information to Almo so that orders can be placed on day one.

Dealers with questions related to the transition should contact their local BSH representative or ALMO customer support line at 866-430-2566.

| *continued on page 20* |



Finally! The Ultimate 2 in 1 Laundry Solution

Fagor Washer/Dryer Combination Unit

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The Ultimate 2 in 1 Laundry Solution

Fagor's washer-dryer combination units feature the benefits of two appliances in one space-saving unit. These smart front loading units perfectly accommodate apartments and small spaces with impressive results.



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Advanced Balance System (ABS) electronically controls and balances weight distribution within the unit. This allows for superior performance, and its robust structure considerably reduces noise level and vibrations.



Informative LCD Screen 16 wash programs including quick wash and hygenizer cycles, a 180° degree door opening which makes loading and unloading an easy task and delayed start of up to 24 hours, allowing you to make better use of your time. Also equipped with programmable Spin Speed Regulation from 400-1200 RPMs.



LA CORNUÉ INTRODUCES NEW COCOA COLOR FOR ALL CHÂTEAU RANGES

WARM, RICH LATTE COLOR IS THE PERFECT NEW NEUTRAL

La Cornue, the French artisan producer of hand-made custom ranges, has introduced a delicious new color, Cocoa, for its Château Series. The rich, warm latte brown acts as a perfect neutral for kitchens today, bringing out the best in wood tones and complementing the trend toward natural surfaces such as stone and marble.



“Designers have been telling us they wanted a new warmer neutral for the range, something luscious that could become a focal point while still complimenting other natural tones,” explained Anne Puricelli, director of La Cornue North America here.

The new Cocoa appeals to designers and homeowners alike, who find it irresistible and goes with popular kitchen accent and paint colors, such as deep purples or even turquoise. And it meshes with what the Color Marketing Group sees as an important 2011 residential color, Reflection, a warm neutral cameo color, that is a combination of pink, peach and beige.

The new Cocoa color can be specified on any Château range. Because each Château range is custom made, one-at-a-time by hand at the La Cornue atelier outside of Paris, a homeowner or designer can create almost any look they envision for their masterpiece.

Purchasers choose their range color and then the finish for the railings, trim and corner details. Options for railings, trim and details include polished or brushed brass, polished or brushed stainless, as well as nickel, chrome and polished copper. Designers and homeowners can preview many of the thousands of possible combinations on the new La Cornue website, www.lacornueusa.com.

For a totally personalized culinary experience, Château purchasers also select their preferred cooking elements, choosing from gas burners, power burners, electric burners, French plaques, lava rock grills and reversible griddles. The signature feature of the Château range is the patented vaulted oven first designed by Albert Dupuy in 1908. The oven cooks with natural convection “like a kiss” thanks to its patented vaulted shape. Unlike other convection ovens, there is no fan to dry out the food.

Château ranges are available in six sizes from the crown jewel Grand Palais 180 at almost six feet wide, down to the petite but stately Château 75 at about 30 inches wide. Each is meticulously assembled by a single worker who devotes at least 40 hours to one range.

The new Cocoa is one of 28 colors available on the La Cornue Château ranges. But if none of those suit, La Cornue can create any custom color. It has matched a BMW, a grandmother’s pottery, even a woman’s eyes. | continued on page 22 |



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No wonder a La Cornue becomes an heirloom, treasured for generations as the haute couture of ranges.

And for the ultimate personal touch, the purchaser of a La Cornue can specify a two-line inscription that La Cornue adds to the medallion on the range.

The Château 165, approximately 65 inches wide, in Cocoa with polished copper rails, trim and details has a suggested retail price of \$45,700 plus shipping.

LG ELECTRONICS EXPANDS PREMIUM LG STUDIO SERIES™ KITCHEN SUITE WITH LARGEST CAPACITY BUILT-IN SIDE-BY-SIDE REFRIGERATOR IN ITS CLASS

LG REFRIGERATOR AND FULL KITCHEN/LAUNDRY SUITE FEATURED AT SIXTH ANNUAL 'DWELL ON DESIGN' EVENT



Expanding its LG Studio Series™ line of premium appliances, LG Electronics today announced the

launch of a new ultra-large capacity, built-in side-by-side refrigerator, boasting the largest capacity of any refrigerator in its class and marking LG's foray into the built-in refrigeration category.

The new refrigerator is the flagship of the LG Studio Series suite of high-end appliances that brings together refrigerators, ranges, wall ovens, warming drawers, cooktops, hoods, microwave ovens, dishwashers and home laundry innovations in an impressive design package that will make a bold statement in any home. LG spotlighted this cutting-edge line and debuted the new trend-defining refrigerator at the sixth annual Dwell on Design event

in Los Angeles, where LG was the presenting sponsor.

CAPACITY, ORGANIZATION AND CONVENIENCE

With an enormous 26.5 cubic feet of capacity, the new Studio Series built-in side-by-side refrigerator (Model LSSB2791ST) offers the largest capacity of any 42-inch width refrigerator currently on the market. The new model features LG's innovative SpacePlus™ ice system that frees up valuable top-shelf space by moving the ice maker into the refrigerator door, while adjustable shelving, sliding door baskets and multiple pull-out drawers allow for incredible organization so consumers can quickly find exactly what they need. Also featured is LG's extra-tall ice and water dispensing center, the tallest water dispenser area in its category at 9.2 inches.

ENERGY EFFICIENCY, STYLISH DESIGN AND CUTTING-EDGE TECHNOLOGY

All Studio Series refrigerators are ENERGY STAR® qualified and built around LG's Linear Compressor, a core LG technology that saves 8 to 17 percent in energy usage versus previous models with conventional compressors. In addition to sleek doors and hidden hinges, Studio Series Side-by-Side

| continued on page 24 |



11:50

COOL ON THE OUTSIDE

HOT ON THE INSIDE

THE BERTAZZONI DESIGN SERIES BUILT-IN OVEN



TO COOK BEAUTIFULLY
WWW.BERTAZZONI.COM



refrigerators feature an ultra-premium design highlighted by bright LED lighting in the unit's walls and unique, horizontally-brushed stainless steel lines to present a brighter, more attractive finish that easily matches other stainless steel appliances.

The new Studio Series side-by-side refrigerator also comes with LG's Smart Diagnosis™ technology. This LG-developed innovation helps customer service representatives quickly and efficiently troubleshoot mechanical issues over the phone, limiting costly, inconvenient service calls and in-home visits. In those instances where a service visit is required, the field technician can come prepared with the correct parts, enabling the repair to be resolved in one visit. For minor problems, such as a refrigerator door left open, the refrigerator will alert the owner on its display panel.

KEEPS FOOD FRESHER LONGER

Working in synch with the Linear Compressor is LG's unique Dual Evaporator, which quickly reacts to changes in temperature and humidity to maintain optimal conditions to help keep food fresher longer. Digital sensors inside the fresh food section also closely monitor temperature and humidity levels ensuring the perfect temperature for food storage, while the Fresh Air Filter and Multi-Air Flow's strategically placed vents in every section surround food with cool, fresh air no matter where it's positioned inside the refrigerator.

Sam Kim, president of Home Appliances, LG Electronics USA, Inc. said, "With more and more consumers seeking sophisticated styling packages and high performance features on their home appliances, we are proud to introduce a refrigerator that not only complements the professional-style kitchen in both design and function but that also leads its category in capacity."

Launched in 2006, Dwell on Design is the preeminent design and networking event for the most innovative design trade professionals and consumers. As the presenting sponsor of the show, LG will display its Studio Series line at LG's Design Space. Additionally, select show attendees and press will have the opportunity to experience the Studio Series suite and preview the line inside a modern downtown Los Angeles residence converted from a historic theater. The renovated space now serves as a home and design gallery. LG Studio Series appliances will be on display in the open kitchen area.

"Dwell on Design offers an ideal opportunity for us to showcase our entire Studio Series suite to the design-savvy consumers and industry professionals we had in mind when we designed this exclusive line that marries LG's cutting-edge core technologies with award-winning style," said Kim.

Dwell Media President Michela O'Connor Abrams

welcomed LG's entry into the built-in refrigeration market and the debut of the expanded premium Studio Series appliance line at Dwell on Design. "LG continues to reinvent the way people live at home in the modern world, and our partnership underscores our joint commitment to innovative modern design. We consider this an ideal partnership between two design-forward brands," Abrams said.

In addition to its sophisticated style and energy efficiency, Studio Series represents the very best kitchen and laundry appliances that LG has to offer. Backed with a two-year warranty, all Studio Series appliances feature LG's unique core technologies under the premium stainless steel finish and distinct door handles that add a unique, sophisticated look.

LINEAR COMPRESSOR

To achieve maximum efficiency, LG redesigned the refrigerator's compressor, the element that uses the most energy. Typically, the refrigerator's compressor is either running at full capacity or off completely. LG's Linear Compressor varies output depending on need, leading to fewer temperature swings and saving consumers 8 to 17 percent in energy usage versus previous models with conventional compressors. Because the Linear Compressor motor uses fewer moving parts and operates more efficiently, LG confidently backs the motor separately with a 10-year warranty.

INFRAGRILL™ TECHNOLOGY

LG's unique InfraGrill™ system is one of the first oven technologies to utilize infrared heating elements – the same technology as premium outdoor grills – to keep food juicier than traditional thermal cooking. These sophisticated heating elements enable the oven to reach broil temperature more quickly, cutting cooking time by 24 percent for popular foods like hamburgers and chicken breasts.

HIGH HEAT COOKING

UltraHeat™ is one of the most powerful burners available on a freestanding range. At 19,000 BTUs, this burner enables consumers to bring large amounts of water to a rapid boil, resulting in faster cooking time. Home chefs will enjoy the flexibility to cook gourmet meals on heat settings that range from 5,000 BTUs for a slight simmer to a 19,000 BTU UltraHeat center burner, making it easier to achieve great cooking results.

TRUESTEAM™ AND 6MOTION™ TECHNOLOGY

TrueSteam™ Technology uses real steam to provide advanced cleaning power along with steam-specific

| *continued on page 26* |



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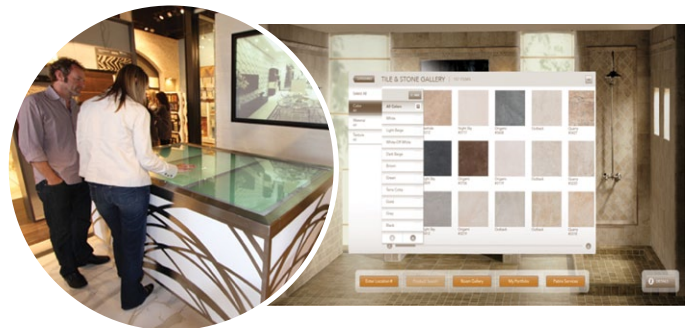
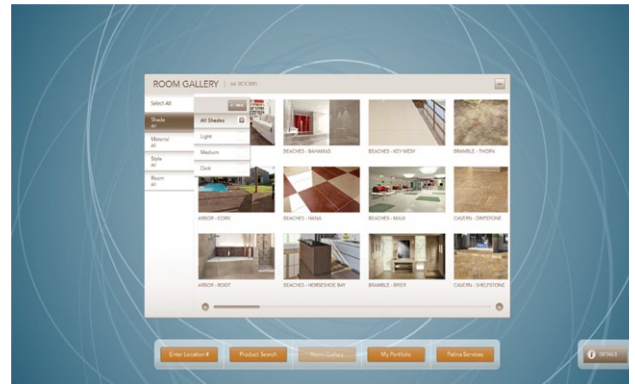


cycles that help reduce wrinkles, odors and allergens on LG washers and dryers; LG's 6Motion™ technology also helps get clothes cleaner with six different wash motions that work to remove dirt while remaining gentle on fabrics. The intuitive control panel on these ENERGY STAR-qualified washers allows for quick and easy programming, thanks to the large color LCD display with touch control buttons that provides instructions, diagnostics, updates on the cycle status and time remaining.

The LG Studio Series is available now, and the 42-inch side-by-side refrigerator will be available in the third quarter of 2011. Studio Series refrigerators are also available in 3- and 4-door French-Door configurations. For more information on the entire suite of Studio Series appliances, please visit: lgusa.com/studioseries.

* Largest capacity claim applies to 42-inch width models

** Designs, features and specifications subject to change without notice



MULTITOUCH AND [WIRE] STONE CREATE VIRTUAL DESIGN CENTER FOR ACME BRICK'S PATINA STORES

Patina MultiTouch Ltd., developer of a modular multi-touch LCD screen for large-scale displays, and [wire] stone, an integrated digital marketing agency, recently announced that the companies have created innovative, new visualization experiences for the new Patina Floor Design Stores from Berkshire Hathaway's Acme Brick, the largest U.S.-owned brick company.

Using MultiTouch's 46-inch multi-user multi-touch LCD displays, the Patina Floor Design Stores present an innovative virtual design center for the Patina stores, located in the Dallas-Fort Worth, Texas area.

The high-end flooring and tile stores enable customers to visualize how tile, carpet, granite and hard wood would appear on their home floors, said the company. The MultiTouch displays feature full high-definition resolution, making the tile product even more appealing, and product information is literally offered in a hands-on display, said the Helsinki, Finland-based company.

The first U.S. retail installation of the MultiTouch Advanced 46 Cell products includes a full cross-platform design approach, where customers can literally design their tile product at home, print it out with a 2D tag, bring it to one of the Acme stores and call up their designs on

the MultiTouch displays. Customers and designers can also collaborate on, and share, their designs over the web in real-time with the MultiTouch displays, so that multiple people are manipulating the displays to retrieve and demonstrate images and video. "With the opening of Patina, Acme is embracing a new market and creating a retail environment that is a first in the industry," said Judy Hunter, chief financial officer, Acme Brick. "One of our goals with Patina was to empower consumers by utilizing modern technology to create advanced visualization tools that take the guesswork out of a design project, allowing customers to confidently select a new surface for their home."

Before Patina, Acme focused primarily on selling building materials such as brick and tile to construction companies; however, with the downturn of the housing market, it sought new areas for growth. Acme decided to establish a direct relationship with the consumer, building a concept around its tile products and expanding its offerings to include other materials, such as hardwood and carpet, for a full-service floor, counter and wall covering store.

The Patina showroom incorporates three visualization centers:

- The World of Patina multitouch experience enables customers to find products, learn more about their characteristics, locate them in the store and view hundreds of room scenes for inspiration.

| continued on page 28 |



Is it a cooking appliance or outdoor entertainment?



High dealer profit margins



Novelty . . . versatility . . . quality . . . the **Solé Gourmet** has what it takes to make it a must-have tool for the backyard professional and amateur alike.



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- The Floor Creator table provides customers with a six-by-three-foot area to select and view their tile pattern, color, layout and grout color; it is even able to display the natural tile variation across a large surface area and within a room scene.
- A separate kitchen vignette contains a built-in, 65-inch, high-resolution display with an interactive Backsplash Gallery that allows customers to visualize more than 50 different backsplash designs and inspirational design boards. Customers control the experience using a separate touch display.

This virtual showroom supports Patina's customer service, arming its sales associates with powerful tools to guide customers through the broad array of options, help them identify preferences and facilitate a purchase, said the company. In addition, customers can save selections, allowing them to give the purchase additional consideration and resume the buying process where they left off, according to the company.

"The Acme Brick Patina stores are the first retail outlets to conceptualize multitouch installations for customer design interaction, and we are proud to be part of a new wave in collaborative retail shopping," said Timo Korpela, general manager of MultiTouch Americas, Santa Clara, CA. "The Patina Store's innovations will be seen as an important retail industry milestone as MultiTouch technology is exposed to larger audiences, first in retail and digital signage, and later, in people's homes."

"[wire] stone provides a unique combination of strategic, creative and technical talent to craft engaging digital experiences for the retail environment," said Greg Rattenborg, Executive Director of Emerging Experiences, [wire] stone. "In our emerging experiences practice, we are exploring new ways of moving digital experiences into everyday life. Together with Acme, we were able to apply the latest interactive technologies to help customers visualize and validate their design selections. The tools enhance customer interactions and differentiate Patina from other stores of its kind."

[wire]stone has created a customized, configurable application - designed with Microsoft Windows 7 drivers - that can be installed in any Acme Brick store, and tailored to the layout and design of the individual location.

The MultiTouch displays enable Acme to integrate the displays with their back-end CRM and ERP systems for real-time product information, and greater operational efficiencies, including simultaneous development of applications, which can run at multiple stores.

MultiTouch's patented Computer Vision Through Screen technology, which reads at 120 frames per second in bright daylight or dark environments, is complemented by MultiTouch Cornerstone software that elegantly translates touch into the programming experience, creating multitouch displays that can read unlimited touch points, including hands, fingers, fingertips and 2D Markers. The products are ideal for broadcast, retail, advertising, exhibitions, museums, education and design.

| *continued on page 30* |

STUDIO SERIES

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For the ultimate in luxury, look no further than the LG Studio Series. With premium features and impressive new styling, the LG Studio Series provides sophisticated design for a beautiful statement in any home. With seamless counter depth refrigerators, sleek built-in cooktops, ventilation hoods and warming drawers, the Studio Series offers the very finest appliances from LG.



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INFORMATION ON THE LG STUDIO SERIES



PERLICK ADDS OUTDOOR REFRIGERATOR TO ITS C-SERIES PRODUCT LINE



IT'S TIME TO BRING QUALITY, HANDCRAFTED REFRIGERATION OUTSIDE



Perlick Corporation, the leader in innovative undercounter refrigeration, has added an outdoor refrigerator to its moderately-priced C-Series product line. The first outdoor addition to Perlick's popular product line will retail for \$2,299.

The new C-Series Outdoor Refrigerator is as stylish as it is functional. Featuring a convertible solid stainless steel door, the new refrigerator

can easily accept wood overlay making it the perfect refrigeration option for popular outdoor kitchen designs that include teak cabinetry. The 5.3 cu. ft. of capacity, along with Perlick's exclusive full-extension shelving, allow the refrigerator to hold up to 108 bottles of beer with room left to store food for the grill.

"We've had many requests from our dealers and customers to add an outdoor refrigerator to Perlick's C-Series," states Vice President of Sales and Marketing for Perlick's Residential and Hospitality Products, Jeff Wimberly. "With a very attractive price point and all of the great features Perlick is known for, Perlick's C-Series Outdoor Refrigerator provides a tremendous value to the industry."

The unit is powered by a whisper-quiet 700 Btu compressor and Perlick's RAPIDcool™ refrigeration technology, which boasts the fastest temperature pull-down in the industry – room temperature beverages are ice cold in less than 30 minutes. As a result of the outdoor refrigerator's powerful cooling technology, both food and beverages can be stored in the outdoor refrigerator.

Perlick is the only company to offer commercial-grade stainless steel interiors as a standard feature, which helps conduct temperature better than plastic, is odor-free, and prevents the growth of bacteria. Additional Perlick accessories including a full-extension martini glass chiller rack and a tamper-proof locking system are also available. To learn more about Perlick's residential product line, visit www.perlick.com or contact Perlick at (800) 558-5592.



SMEG SOU330X - DOU330X, NEW 30" OVENS

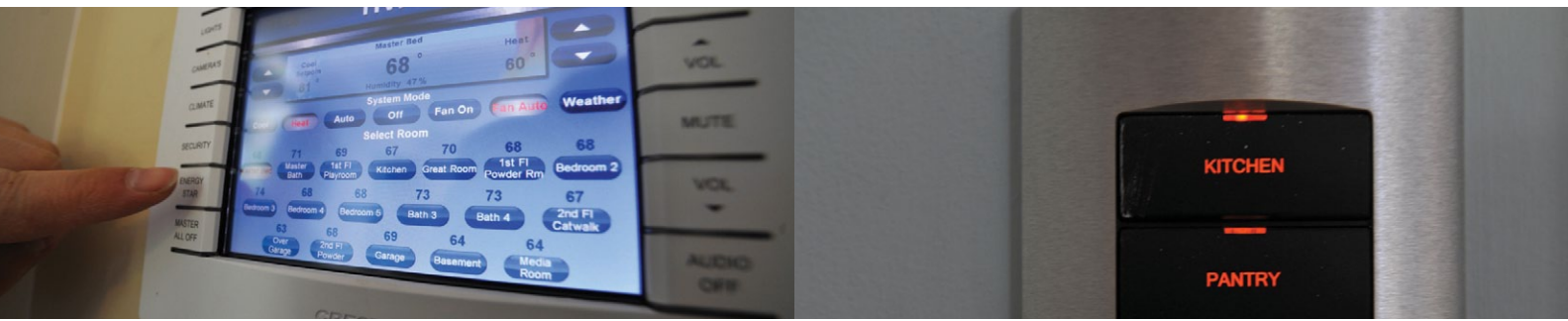
Smeg is proud to introduce the new 30" line specific for the U.S. market which features a single electric oven, a double electric oven and an all gas range.

Implementing Smeg's mission to combine elegant Italian design with high-end technology, the SOU330X is an ample 30" electric single oven, which allows you to cook up a masterpiece in the kitchen. Smeg has created this exclusive oven of superior quality, also available as a double oven (DOU330X), with a great number of bake and broiling modes to satisfy the needs of users at all levels. Its finger print proof stainless steel panel, ergonomics control knobs, digital display and touch control panel make this oven very user friendly.

Features offered include, but are not limited to: self cleaning, 11 cooking modes, true European double convection, meat probe, six shelves to bake different dishes, Sabbath mode. The SOU330X can be installed underneath a cook top.

Last but not least, the beautiful C30GGXU 30" stainless steel all gas range comes with 5 burners, 4 simmers and a large oven. The 4 side burners are each and all 10,100 Btu. The simmers are each and all 1,650 Btu. They surround the 17,000 Btu central burner. The 3.6 cu. ft capacity convection oven is perfect to cook a delicious Thanksgiving turkey.

Optional: island trim, side trim and toe kick. The 30" electric single oven, SOU330X, is retailed at an introductory price of \$2150. The 30" electric double oven, DOU330X, is retailed at an introductory price of \$3390. For more information visit www.smegusa.com. **RO**



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CEDIA EXPO is the place to discover how to create new revenue streams in energy management, home health and more. Whether you want to own your own electronic systems business or expand your existing one, CEDIA EXPO is where innovation and your business goals converge. You'll meet the right people. Learn the right strategies. And, see what's right around the corner at the Future Technology Pavilion. It's where technology and business success come together.



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2012 International CES

LAUNCHES EUREKA! PARK TECHZONE AND OPENS REGISTRATION FOR UPCOMING CONVENTION

EUREKA! PARK TECHZONE TO FEATURE INNOVATIVE ENTREPRENEURS AND START-UPS AT THE 2012 INTERNATIONAL CES

TWENTY-EIGHT COMPANIES JOIN EUREKA! PARK IN
FIRST WEEK OF LAUNCH

The CEA announced the official launch of the Eureka! Park TechZone, a dedicated area at the 2012 International CES® showcasing innovative start-ups and entrepreneurs. Twenty-eight companies already have signed up to exhibit in the Eureka! Park TechZone, which is sponsored by the National Science Foundation and CNET. Owned and produced by CEA, the 2012 International CES®, the world's largest tradeshow for consumer technology, is scheduled January 10-13, 2012 in Las Vegas, Nevada.

“Innovation and entrepreneurship drive our economy forward and the Eureka! Park TechZone – which had an amazing launch – proves that CES is the global platform for growing companies to unveil their game-changing technologies to the marketplace,” said Gary Shapiro, president and CEO, CEA. “While leaders strive for policies that will create jobs, the companies within Eureka! Park are creating products and services that will bring economic prosperity. We are excited to welcome these companies to CES and look forward to witnessing their cutting-edge innovations.”

The Eureka! Park TechZone is designed to benefit budding entrepreneurs, fledgling start-ups, home grown innovation and small companies looking to gain footing in the consumer electronics industry. Located at The Venetian, which will also feature CES keynotes and the Innovations Design and Engineering Showcase, Eureka! Park will be a hot spot for venture capitalists, investors, media and industry professionals looking for the next big thing in technology.

The 2012 CES will feature 20 market-specific

TechZones covering product categories such as broadband services, safe driving and sustainable technologies. Companies interested in exhibiting in the Eureka! Park TechZone should contact Kristen Stake at: kstake@CEA.org or 703-907-7648.

2012 INTERNATIONAL CES REGISTRATION NOW OPEN

REGISTRATION FEE WAIVED FOR EARLY SIGNUPS

The Consumer Electronics Association (CEA)® announced that registration is now open for the 2012 International CES®, the world's largest consumer technology tradeshow, scheduled January 10-13, 2012 in Las Vegas, Nevada.

Now through August 31, registration for the 2012 International CES is free to industry professionals. A registration fee of \$100 will go into effect starting September 1, and the fee will increase to \$200 at 5:01 p.m. EST December 30. Hotel rooms in Las Vegas, available through a special block for CES registrants, are currently at some of the lowest rates in years. Attendees can register today at CESweb.org.

The International CES attracts more than 140,000 of the top executives, retail buyers, content providers, entertainment executives, venture capitalists, engineers, government officials and media from more than 140 countries.

“We can already feel the enthusiasm surrounding the 2012 International CES as we gear up for innovative new exhibit areas that reflect the dynamic CE industry,” said Karen Chupka, senior vice president, events and conferences, CEA. “More than 20,000 new products are expected to launch at the 2012 CES, along with new attractions such as the Eureka! Park and PMA@CES TechZones, reinforcing the International CES as the most important global business event of the year.” **RO**



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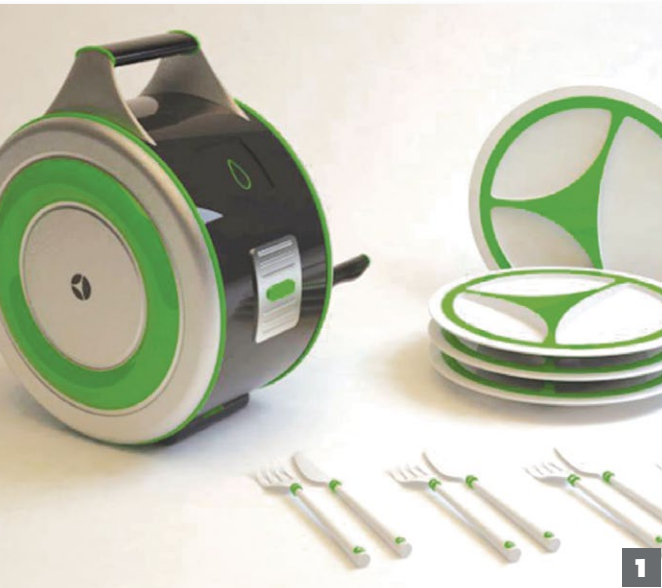
THE GLOBAL STAGE FOR INNOVATION



Tuesday, January 10–Friday, January 13, 2012
Las Vegas, Nevada | Register Now at CESweb.org

Electrolux Design Lab Solutions

25 "INTELLIGENT MOBILITY" SOLUTIONS FOR DOMESTIC USE



1



2



3

From a field of 1,300, the top 25 concepts have been chosen from designers based in 14 countries across the world. Australia, New Zealand and Poland are represented by three entries each, while Canada, the Czech Republic, France, South Korea and USA have two representatives each.

SEPTEMBER FINALS IN LONDON

Eight finalists will be announced and each will be invited to present their concept to a jury of expert designers. The jury will consider entries based on intuitive design, innovation and consumer insight when awarding the first prize of a six-month paid internship at an Electrolux global design centre and 5,000 Euros. A second prize of 3,000 Euros and third prize of 2,000 Euros are also on offer.

“The 2011 Electrolux Design Lab has drawn some very clever responses to what has been our toughest brief since the annual challenge began nine years ago.” said Henrik Otto, senior vice president of Global Design at Electrolux. “The top 25 are to be congratulated on their approach – the combination of lateral thinking and creativity is inspiring. At this stage of the contest, we present the 25 responses that offer the most interesting solutions for future living and best consider the application of intelligent mobility to appliance design.”

Here are a few samples that we felt are possible game changers:

1. ECOWASH DINNER SET

COUNTRY: NEW ZEALAND • DESIGNER: DAVID STOCKTON

SCHOOL: MASSEY UNIVERSITY SCHOOL OF DESIGN

The EcoWash is the ideal dishwasher for countryside vacations, boating, camping or anywhere else where you don't have electricity. After eating, one places cutlery and plates into the round small washing machine, add some washing-up liquid and water, close the latch and start turning the handle on the side. The interior rotates to wash the plates efficiently and effortlessly. After use, open the small hatch below to release the water. If you want to dry the plates, just turn the handle a few more times to create a centrifugal force. It's ecofriendly, handy and easy to carry.

Electrolux Semi-Finalists

PLASTIC APPLIANCES UTILIZING EXISTING TECHNOLOGY

2. HEAT GRENADE

COUNTRY: NEW ZEALAND • DESIGNER: SAM EVANS
SCHOOL: MASSEY UNIVERSITY

The Heat Grenade is a great looking portable cooking device, conceived for emergency use and powered by paper-thin batteries. These batteries can produce power and recharge from water absorbed from the air. When closed, the concept resembles an oval aluminum egg. However, when the top button is pressed it folds out like a flower to turn into an induction hob with a black glass surface and a control panel that slides out from under it. This is the most stylish emergency kit you can find!

3. HONEYCOMB MODULAR INDUCTION TILES

COUNTRY: AUSTRALIA • DESIGNER: ALFRED CHING
SCHOOL: UNIVERSITY OF NEW SOUTH WALES

The Honeycomb is a modular induction cooker system ideal for compact homes – although it can work equally as well in a larger family house as a heating plate. The hexagonal modules can connect to each other in different variations. Click them together and create a cooking area wherever you like. A remote control wirelessly controls the heat via Bluetooth. The top of each module is finished in high gloss white to look good anywhere in the home. Their stackability makes them easy to put away when not in use.

4. MOBILE INDUCTION HEAT PLATE

COUNTRY: FINLAND • DESIGNER: TOMMI MOILANEN,
SCHOOL: AALTO UNIVERSITY SCHOOL OF ART AND DESIGN

This smart induction hot plate is a compact solution for those on the go. Place the heat plate wherever you want and pair it with your smartphone to gain a child safe remote control. The smartphone app is designed to be used with intelligent food packaging where NFC-tags provide instructions on how to heat the food properly. The smartphone app also comes with a memory that intuitively remembers how you previously cooked. The induction plate is a glossy black and white design with a wooden handle that makes it easy to carry and store and can be hung on a wall when charging the battery. This heating plate is hot in every sense! | *continued on page 36* |





7

5. MOBILE KITCHEN KIT

COUNTRY: USA • DESIGNER: ELIZABETH REUTER
 SCHOOL: PURDUE UNIVERSITY

This mobile kitchen kit is designed to contain everything you need to cook skillet meals, still taking up almost no space at all. The top lid is a cutting board and inside the container—that even be used as a make shift sink—is fitted a flexible induction cooking pad, strainer, spatula, wooden spoon, cutting knife, peeling knife, sauce pan and skillet. Just about everything you need to make dinner is fitted into one neat kit that can be carried along or easily stowed away in small spaces.



8

6. MYWASH

COUNTRY: AUSTRALIA • DESIGNER: SABA ZARE
 SCHOOL: UNIVERSITY OF NEW SOUTH WALES

‘Mywash’ is a communal washing machine designed for use with personalized laundry baskets that double up as washing drums. Operation is performed by simply loading the baskets with your laundry and then you’re able to control the process via a smartphone, connected via 3G, anytime and from anywhere you wish. The phone application let’s you decide on the timing when you want to wash your clothes as well as what washing programs you prefer, including specific preferences such as a longer soaking time.



9

7. ONDA PORTABLE MICROWAVE

COUNTRY: USA • DESIGNER: MATTHEW SCHWARTZ
 SCHOOL: CALIFORNIA STATE UNIVERSITY LONG BEACH

The Onda portable microwave oven is a very clever twist on an appliance that was first introduced to homes in 1955. Just as with the traditional use of this device, pre-prepared meals are placed in compatible food packages and warmed with microwaves. Specifically, the Onda is slid on to the packaging and the aluminum contained within the interior of the handheld device, creates a circuit connection when the seal of the packaging is broken. Paper batteries are used to produce energy, making the Onda simple, smart, portable, and eco-friendly. The Onda also comes in a range of different colors for personal preference.

8. PING PONG

COUNTRY: FRANCE • DESIGNER: ARTHUR KENZO
 SCHOOL: ÉCOLE DE DESIGN NANTES ATLANTIQUE (SHANGHAI)

Ping Pong is a wireless cooking assistant that allows you to optimize your time while food is being heated. Sensors (the ‘Pings’) are attached to the cooking utensils in use. For instance, if you’re cooking a soup, place the Ping transmitter on the pan’s rim and take the Pong receiver with you to the next room where you can sit down and enjoy reading. The Ping transmitter will send information on the cooking status to the Pong receiver close to you and so keeping you informed. The design is inspired by a vase full of flowers ensuring your new kitchen assistant looks good and puts a smile on your face.

9. PORTABLE WASHING MACHINE

COUNTRY: SLOVAKIA • DESIGNER: ADRIAN MANKOVECKY
SCHOOL: ACADEMY OF FINE ARTS AND DESIGN BRATISLAVA

An innovation welcomed by every traveler – whether you're a back packer or a business traveler you will love this small portable washing machine. Four pre-installed cleaning programs are available for quick and easy use. Pull the two components apart, place on either side of the garment with a stain or odor and choose the suitable cleaning program. The machine does all the work using negative ions and steam. Powered with a sugar crystal battery, you can use it practically anywhere in the world.

10. RIBBON

COUNTRY: AUSTRALIA • DESIGNER: ENZO KOCAK
SCHOOL: MONASH UNIVERSITY

The Ribbon is an all-in-one hotplate, warming device and cooler for portable use. Its unique shape and flexibility allows for wrapping around a vessel containing food or drink for heating or chilling. The black side provides heat, whereas the white cools. You can curl it up, take it with you, fold it out and even puzzle together to use as a hotplate. Controls placed on the side facilitate easy use. The chargeable thermoelectric cell battery can also reverse the charging process – whilst not in use the cells convert excess heat back into electricity.

11. BREEZ PORTABLE DISH DRYER

COUNTRY: CANADA • DESIGNER: ANDREW PARSONS
SCHOOL: HUMBER COLLEGE

Breez is a portable and easy to stow away dish dryer that helps you quickly dry your hand washed plates, ensuring you avoid bacteria and germs that can spread when drying many plates with the same cloth. A digital pulse motor concentrates air to a thin stream that blows the plate dry when once moved through the machine. The air travels at a speed of 400 MPH (644 km/h) and leaves the plate completely dry and ready to place directly into the cupboard.

12. WAVE

COUNTRY: SOUTH KOREA • DESIGNER: KIM MIN SEOK
SCHOOL: SEOUL NATIONAL UNIVERSITY OF TECHNOLOGY & SCIENCE

The Wave washing assistant helps you to identify the severity of a stain, to pre-wash and also communicate with your washing machine in order to get the best results with the minimum use of water and detergents. The contamination sensor will determine what needs to be done; the Wave then applies ultrasound and water to stains and uses hot air to dry as required. When the Wave is placed in its dock for charging, it can also communicate with your washing machine so that you can operate it remotely.

To see all the semi-finalists and their designs go to:
www.newsroom.electrolux.com/us/2011/06/13electrolux-design-lab-2011-semi-finalists-announced **RO**





RETAILERS • DISTRIBUTORS • MANUFACTURERS

TRADE SHOWS, SHOWROOM OPENINGS AND SPECIAL EVENTS

LUWA DISTRIBUTING LUXURY APPLIANCE SHOWROOM OPENING

Luwa Distributing opened its luxury appliance showroom in Bellevue Washington on July 11 2011.

A leader in the Pacific Northwest in luxury appliance distribution built a brand new 8,000 sq. ft showroom and culinary event center in Bellevue. Partnership brands include Miele, American Range, Perlick, Vent-A-Hood, and Ukinox. Miele home appliances features a gallery-style concept, and is one of the largest showrooms in the country for the manufacturer. In the new gallery, clients can test drive the latest in technology and innovation. The gallery will also be available for team buildings, corporate, and private events.

1. *Right to Left: Kirk Fallgatter, Chris Walsh, Mike Atkinson, Dr. Markus Miele*

2. *Right to Left: Roy Schmidt, Chris Walsh, Dr. Markus Miele*



1.



2.



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Anything else is a compromise

Inventory Shrinkage:

A RETAIL PANDEMIC

“It can’t happen here. We’re like family.” “We take good care of our associates. They don’t have to steal from us.” “Our people have been with us a long time. We trust them.”

I’ve heard these refrains from dealers big and small. I also just recently consulted with two business owners—both major appliance retailers—who have had significant inventory shortages. I suspect they’re not the only ones losing thousands—or hundreds of thousands—of dollars in inventory each year.

The National Retail Security Survey conducted in 2010 by the National Retail Federation found that total inventory shrinkage cost retailers \$33.5 billion. Although the total loss includes shoplifting and organized crime (35%), administrative and bookkeeping errors (14.5%), and vendor fraud (3.8%), the largest portion—43% or \$14.4 billion—was caused by employee theft.

In a webinar conducted for the IFDA Education and Research Foundation, loss prevention security expert Barry Brandman said that complacency is at the root of internal theft. Owners believe that those working for them are honest and act in the best interest of the store and its customers. Even in companies who deploy alarms, video systems and guards managers live with a false sense of security that keeps them from being vigilant.

YOU MIGHT HAVE AN INTERNAL SHRINKAGE PROBLEM IF:

- You have unexplained inventory

- shortages, overages or discrepancies
- Customers complain about receiving incomplete deliveries
- You suspect team members are abusing drugs or alcohol
- You suspect associates have gambling issues
- Invoices, sales receipts and purchase orders are missing
- Team members live beyond their means or they have an unexplained change in lifestyle

DISHONEST EMPLOYEES HAVE BEEN FOUND TO:

- Load additional products onto delivery trucks that get sent to their homes or to a “fence”
- Create “dummy” invoices which are later voided in order to generate a fraudulent delivery ticket
- Put even large items like sofas and refrigerators into dumpsters behind the store for pick up after closing
- Move new inventory into areas where haul-away products are stored
- Duplicate keys borrowed from managers and enter the store or warehouse after hours

Employee theft is on the rise. It takes a lot of profitable sales to make up for the loss of a few TVs, a couple of sofas or some French door refrigerators. The margins in this industry are too thin to withstand the average 1.7% of sales lost to shrinkage. I know of more than one company put out of business because of poor inventory controls.

HERE’S A PLAN TO HELP REDUCE INVENTORY SHRINKAGE:

- Be vigilant. Assume that, if given the opportunity and the need, your staff will steal from you
- Conduct background checks and drug testing prior to hiring new team members. Check with your legal counsel about installing a random drug testing program throughout the company. The benefit—in keeping honest people honest—will outweigh the costs
- Communicate your “no tolerance” policy throughout the company. Hold loss prevention meetings and explain the true costs of shrinkage. Offer rewards to staffers who give information about suspected thefts to management
- Have a single monitored door for employees to enter and exit
- Flatten all empty boxes and spot check trash containers
- Do not allow bookkeepers to receive or ship merchandise; buyers should not be involved in accounts receivable or receiving
- Have someone other than the delivery crews inspect each outgoing truck after it’s loaded and verify that the merchandise on it is exactly what is on the scheduled orders
- Have returned items be inspected by someone other than the associate making the return
- Require all staff members to take periodic vacations
- Perform random checks of associates who arrive early or stay late when there is no apparent need to do so

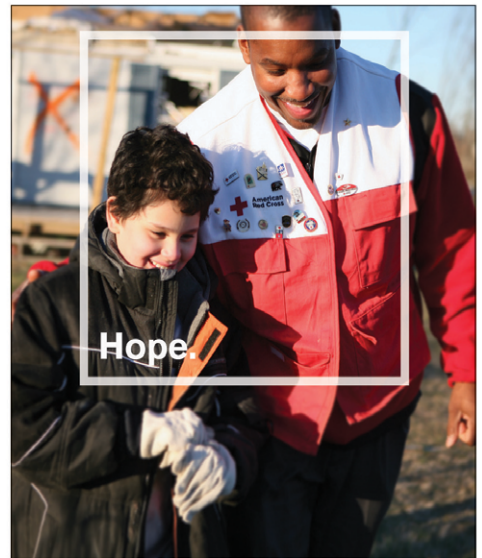
RETAIL VIEWS

- Maintain your inventory on an integrated computer system with Point of Sale capabilities. Hand written invoices increase the likelihood of employee theft
- Develop procedures and policies for writing purchase orders, receiving inventory and reconciling vendor invoices to purchase orders and receiving reports
- Take regular inventories and reconcile the physical count to the book inventory in the computer
- Take cycle inventories counting a single product category or brand each week or month. Reconcile to your book inventory
- Retail theft affects the entire community. An average family of

four will spend \$440 a year in higher prices to offset inventory shortages.

It's also contagious. If employees see others stealing, they're likely to consider doing it, too. You're never too small for associates to steal from you. It's your job to develop policies and procedures to reduce their opportunities and avoid hiring people who may not adhere to those rules. **RO**

Elly Valas is the Marketing Services Director for Nationwide Marketing Group. She can be reached at elly@ellyvalas.com or at 303-316-7569. Visit her website at www.ellyvalas.com.



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A Winning Strategy

CREATE A SERVICE CULTURE AND WATCH YOUR SALES SOAR

Quality and price are two criteria for consumers when making a purchasing decision. So it is that most businesses compete by matching the quality and prices of their products and services.

What too many businesses fail to realize, however, is that there is a third criteria: customer service. How you treat your customers will determine whether or not they will continue to do business with you or turn to one of your competitors. If you reduce your prices, your competitors will copy you within hours. If you add a new product, they will do likewise. A service strategy—a focus on providing an exceptional customer experience—is the only strategy you can implement that will give you a 10-year lead over your competitors.

I can literally count on one hand the number of businesses that excel at customer service—and that have, as a result, shattered their competition. Three of those companies are Amazon, Southwest Airlines, and Metro Bank UK. All three offer quality products and services at competitive prices, but what really sets them apart is their focus on providing their customers with superior customer service. They know it is that service that distinguishes their organizations and that keeps customers coming back to them. They have focused not only on innovation but on customer service, as well.

They don't have to spend millions of dollars in advertising and

marketing each year to draw customers through their doors, whether those doors are physical or virtual. The increased sales their customer service brings in, combined with the money they save in advertising costs, make for very healthy profits.

There is no reason that other organizations can't be equally successful if they create a culture based on service. How do you do that? Take these four steps:

1. Change employees' attitudes and behaviors.

You have to get them excited about serving your customers, both external and internal. Share examples—and praise—of employees who have taken the extra step to ensure the customer is satisfied. Reward those employees for their efforts. That doesn't have to cost a lot of money; it might be something as simple as an Employee of the Month plaque or parking space. And, while this might sound harsh, terminate those employees who refuse to embrace the new standards you have set for customer service.

2. Train every employee in the art of customer service.

When you do, focus on execution. Most people know, intellectually, what they should do, but when it comes to executing what they know, they run into trouble. Training should include role-playing, which will give employees the opportunity—

and the challenge—of thinking on their feet and making quick decisions to take care of your customers.

3. Uplift your employees. If you want your employees to perform to the best of their ability, it's imperative that you make their jobs so rewarding emotionally that they can't wait to come to work. Praise them and nurture them. Treat them like kings and queens. And remember this: How you treat your employees is how they will treat your customers.

4. Walk the talk. It's not enough for the CEO to say, "We are going to make customer service our top priority." Everyone—from the CEO on down—must focus on customer service. They must institute a service strategy that creates a customer experience that is so remarkable their customers tell everyone they know about it. That doesn't mean you have to pay employees more money or hire more people. What you must do is this: Develop the people you have so they understand that their number one task is to take care of the customer. **RO**

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





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When Bad Things Happen to Good Brands

You work hard to build your brand. You have a good product. You make smart decisions about where you advertise. Your brand messages are consistent and compelling. You have good customer service. Everything's going great.

Then some jerk with an attitude comes along and posts a negative comment on Facebook, or gives you a bad review on Yelp. Years of work can be undone in a single mouse click. Whether a negative comment or review is fair or not, they can sometimes spread and cause damage to your reputation and your brand. If you find yourself in such a predicament, here are some tips for how to handle it:

STAY CALM

If you get negative publicity, online or in the newspaper, the worst thing you can do is fly off the handle. If you start making harsh comments to defend yourself, accuse your accuser, or otherwise appear angry or defensive, it will make you look worse.

Instead, step back and examine the issue. Carefully look at what the negative reviewer is saying. It might not be as bad as it first appears. Maybe your fans will come to defend you.

Whatever happens, it is best to maintain a cool head and make decisions that will be best for you and your brand in the long-term.

SEEK HELP

If you've never worked with an outside public relations professional,

now would be the time to do it. The best thing an outside consultant can do for you is provide—well—an outside perspective. Often business owners are too close to their brands to see how they are perceived in the media and by the public. A good PR pro can give you that perspective.

In some cases, you may want to involve a lawyer. What someone says about your company, and especially how you respond, can have legal



ramifications. You don't want to open yourself to a lawsuit.

If you do retain an attorney, make sure they are working alongside your PR consultant. Protecting your public image and protecting your legal interests are often two different things, but equally important. So you want to make sure your consultants are working toward the best possible outcome on both fronts.

SOLVE BOTH PROBLEMS

When you get a negative comment from a disgruntled customer, there are often at least two problems you need to

solve: the problem the customer has with your company, and your public image problem. It's important to identify both of those problems and resolve them separately.

First, deal with your customer. See if you can work with them directly to solve their specific problem and make him happy. Sometimes, this is an opportunity to turn a negative into a positive, and the disgruntled customer will turn into a satisfied brand advocate. Who knows, it might be an easy fix, and it might solve your other problem. But if it doesn't...

Next, solve your public image problem. This is usually quite different than your customer's problem. The public image problem has to do with what the general public now thinks about your brand.

This is a much more difficult challenge, and will require the help of your PR consultant. Determine if the customer's complaint is an anomaly or a symptom of a larger problem. If it is a larger problem, solve it and make sure your customers know you've solved it. If it's an anomaly, find ways to tell your customers and the general public about your commitment to excellence. **RO**

Chris Thiede is a marketing and public relations consultant who specializes in the home & building categories.

Read Chris' blog at www.buildcommunications.com.





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The Tools to Likeability

Does the best salesperson really make all the sales? Does the most qualified politician win the election? Does the best store attract all the business? Does the best person get the job?

The answer to all of these questions is a resounding NO! In most cases the winners are the ones we like. We prefer to do business with people we like and avoid doing business with people we dislike. It is important to understand that there are two parts to every transaction. The business part consists of showing the merchandise, making recommendations, asking for the sale and doing all the paperwork.

The second part is the human part. Those are the warm and fuzzy feelings we have about a person or a business. Just as an army prepares for battle by sending in air strikes or artillery to soften the enemy, we use the tools of likeability to gain rapport and build relationships that will generate trust and even confidence.

Likeability is often overlooked in the sales process, yet it is the foundation that makes all of the other stages that much easier. We address likeability by answering the question “what are we really selling?” The first thing we are selling is ourselves because if the customer doesn’t like us, the sale will never occur.

The four things we are selling every time we encounter a customer are:

- Ourselves
- The business
- The experience, and finally
- The merchandise

If the first thing that we are selling is ourselves, how do we position ourselves to be saleable? That’s just another way of saying “how do we get people to like and respect us?” The respect comes from product knowledge. The like comes from emotional stimuli. It’s only human nature to have favorites. Our goal is to be the favorite or preferred choice to our customers.

If you have all the bests, the best merchandise, the best location, the best price, and the customer doesn’t like you, it is an uphill battle to make the sale. It is so much easier to sell a customer, service a customer, and take care of any problems when they like us.

There are universal turn-offs that will instantly prevent building a relationship:

- When our self-worth is threatened
- Encountering road blocks to a goal
- Expectations are not met
- Values or beliefs that are different than ours
- Bad attitudes

THE TOOLS TO LIKEABILITY

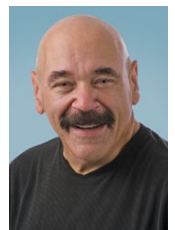
- **Commonality** – We like to be with people with common interests. Golfers like to be with golfers, poker players like to be with poker players, people with

children like to be with people who have children.

- **Rule of Reciprocity** – We tend to like people who give us things.
- **Rule of Relevance** – We like people who talk about current events, not the way things used to be done years ago.
- **Communicate In Their Style** – An example is when some people dislike certain accents.
- **The Power of the Compliment** – The three areas to compliment are material possessions, physical appearance, and the decisions people make.
- **Listening** – We need to look at the person and utilize reaffirming statements.
- **Fun** – The use of fun, humor, and playful behavior makes us more likeable.
- **Knowing the Hot Words to Avoid Saying** - These turn people off when we are selling.
- **Knowing How to Handle the Hot Words** – The words used by customers towards us.

Using these tools to increase your likeability quotient will also increase your sales. Try them—they work! **RO**

Rick Segel, author of *The Retail Kit for Dummies*, helps retailers and vendors partner so everyone sells more! Visit Rick’s website at www.ricksegel.com



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Freedom of Choice?

Do you want to see a grown man cry? Make him select a color from more than three options and he will drop to his knees in tears. I'm beginning to think that choice is highly over rated.

The scariest words in the English language must be... "How would you like that?" "Fries with your burger? Shoestring or country, crosscut or curly, salted or unsalted and would you like dipping sauce with that?" And then there's your coffee; make that a short, tall, grande or venti? What has happened to a plain old cup of Joe? I mean, what the hell is a half-caff, non-fat, sugar-free vanilla latte? Choice is everywhere and there seems to be no escape—we have too many buttons, options, selections and apps.

The kitchen industry has not been spared from this curse, but it seems that we as an industry have embraced choice with gusto. On the cabinet side of the house we have more variety of wood species to choose from than ever before. What happened to oak, pine, maple and walnut? Now we can offer Wenge, Rosewood, Zebra and Pear in different cuts and finishes. And gone are the days of 4-5 standard paint color selections, with the advent of computer color matching there are now over 2000 variations to choose from.

When we look at the appliance side of the house, the mountain of choice is even greater. From convection, micro-convection, steam-convection ovens to just plain radiant heat is only the beginning of the maze. The

choices of refrigerators would make your head explode: 24", 30", 36" and 48", available in single and double door, drawers, side by side French doors and ice options that would dazzle any Barman worth his salt.

Not to stop there, what about our choices in cook-tops such as gas, electric and induction, as well as combinations of all three. Dishwashers come available with sensors, onboard computers with Wi-fi connectivity, and enough technology on board for a manned mission to the moon, leaving one completely dazed and confused.

During a recent sales presentation, I was going over all the details for the final kitchen design. From what type of wood to use, what finish, handles, accessories and features—to what type of lighting, flooring and countertop material they would like—when the client threw up his hands and shouted "enough!" and said, "Kevin...why are you asking me all these questions when you're the expert here? What am I paying you for?" It was a clear cut case of "sensory-overload", with far too many options and selections from which to choose.

Henry David Thoreau once said "Simplify, simplify!" I say just "Simplify! (period)." I truly believe that we have so over complicated the process that our clients are paralyzed with fear. We need to take greater control of the process.

In another presentation, while we were going over every detail in the

kitchen, I looked up at the client as she rolled her eyes up inside her eyelids. When she noticed me looking at her, she sat up-right, gathered herself together and said to me, "Kevin, it's going to look like this, right?" Pointing to the display, she then said "Fine, how much do you need to get started?"

Keep your sales approach simple, nothing complicated. Your showroom and displays should educate your client to the benefits and value of your product or service as well as create an atmosphere of trust and dependability. Keep your options to a minimum. Limit how many cabinet and appliance lines you need to carry. What are the 3 or 4 finishes that make up most of your business? What counter-top material do you always specify? If you go back over your projects for the last year or two, you will see a pattern of design elements, appliances and finishes emerge. Those are your winners!

So take control, lead your client, don't overwhelm them in details! Simplify their lives, and you will see your jobs close faster and that your clients will be happier. I think that DEVO, the iconic 80's band said it best "What we want is freedom from choice". **RO**

Kevin M. Henry is an international speaker on market trends and sustainable kitchen design in the kitchen industry for more than 30 years. Contact: Kmhenry@group42.net





Designed by NKBA Member Wendy F. Johnson, CKD, CBD



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Trends & Insight Session

Connecting with the New Consumer Generation
Sarah Reep, CMKBD, Director – Designer Relations & Education

A regular columnist for Kitchen & Bath Design News and a consultant for both HGTV and Extreme Makeover: Home Edition, Reep provides a comprehensive look at the changing face of the consumer market and how to meet buyers' needs.

CONFERENCE SESSIONS	NKBA MEMBER	NON-MEMBER
Individual (1 session)	\$70	\$80
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Each conference session qualifies for 0.1 CEUs.

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The Price is Right

“THE REAL PRICE OF EVERYTHING IS THE TOIL AND TROUBLE OF ACQUIRING IT”

—Adam Smith in *Wealth of Nations*

Is pricing really that simple? In the age of shopping-comparison Web sites, big-box stores, and discount operations, what exactly is the right price? As you know, the price has become a moving target.

If it makes you feel better, you should know that ever since one person sold something to another person, pricing has been an issue.

Through most of recorded history, merchandise was not standardized, so neither were prices. Hagglng was the order of the day. In 1684, author Richard Head claimed that dishonest shopkeepers possessed “tricks enough to delude [customers], and rarely shall they stir out (like sheep engaged in briars) but they shall leave some fleece behind them.”

Aristophanes and other playwrights of comedies often wrote humorously about the give-and-take between buyer and seller in the marketplace, which is where we find a yeoman farmer character named Dikaiopolis in Aristophanes’ play *Archarnians*, written ca. 425 b.c. (Forced to live in Athens during the Peloponnesian War to be safe from marauding Spartans), a homesick Dikaiopolis bemoaned:

“I think about my farm, I long for peace. City life: I hate it. I want my village. No salesman there, no ‘Buy! Buy! Buy!’—It’s share and share alike, it’s bye-bye ‘Buy!’”

Savvy shoppers were constantly trying to outwit shopkeepers. Some

would dress down, so they looked poorer than they actually were in hopes of negotiating a lower price based on their ability to pay. Some opted to deal with the master of the shop rather than his apprentices, because they were convinced that they would be able to get a better price from the owner himself. Most of the time, the opposite was true. For that reason, most canny masters minimized the time they left the apprentices to run the shop on their own. (In the Middle Ages, only the owner of the shop or studio was officially considered a merchant.)

What do we buyers and sellers get out of this competitive exercise of give-and-take? Adam Smith speculated that man’s “propensity to truck, barter and exchange one thing for another” was probably “the necessary consequence of the faculty of reason and speech. Nobody ever saw a dog make a fair and deliberate exchange of one bone for another with another dog.”

In France in the fourteenth century, producers and retailers were known to conspire among themselves by whispering in each other’s ear, uttering coded words, or exchanging predetermined signals.

It wasn’t until the middle of the eighteenth century that fixed prices, marked clearly on tags, were popularized by haberdashers, who were an organized group of general merchandise shopkeepers (middlemen),

who sold everything from spurs to girdles. Flint and Palmer’s, a haberdashery and drapery on London Bridge, is considered by some retail historians as the first fixed-price shop.

Credit issues often accompany pricing issues. Beatrix Potter, the children’s book author, wrote a wonderful little story about the downside of credit in *The Tale of Ginger & Pickles* (1904). Ginger, a yellow tomcat, and Pickles, a terrier, opened their own little general merchandise shop, where they sold items such as red spotty pocket handkerchiefs, sugar, snuff, and galoshes, and were more than happy to liberally give unlimited credit to their customers. Their only other competitor in the village was Tabitha Twitchit, who did not give credit.

Although their sales were ten times that of Tabitha Twitchit, Ginger and Pickles had no money because no one ever paid them. Alas, they eventually had to close the shop. Soon thereafter, the shop reopened—under the new ownership of Sally Henny Penny, who, wrote Potter, “insists on being paid cash; but she is quite harmless.” **RO**

*Robert Spector is the author of *The Nordstrom Way to Customer Service Excellence* and *The Mom & Pop Store*. Robert can be contacted at robert@robertspector.com.*



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Specificity Breeds Contentment:

TELL THEM WHAT YOU WANT!

Let me share a secret: *you are not as specific as you think you are.* I'd love to tell you there is rampant exception to this rule, but there is not. In fact, in working with business owners, leaders and teams, lack of specificity is the primary reason they are not getting what they want—better performance, higher quality customer service, increased sales, more creative innovation, etc...

What's the big deal about specificity? "Specificity is HUGE!" my clients exclaim after we utilize the Core Dimensions (Respect, Empathy, Specificity and Genuineness) to identify behaviors that impact workplace trust. When we stop to reflect on the impact high specificity, or the lack of specificity, has on our business and relationships—we recognize how we might have fallen short, how we might have not offered enough information up-front to create the kind of result we really wanted.

BENEFITS FOR HIGH SPECIFICITY:

No Guessing: Why do we expect people to read our minds? We can get so caught up in thinking they should know this, or I've asked them before, or they know what I like! Who says they should know? Who cares? You can stand there, not asking for what you want, so you get to be right all by yourself, and you still don't get what you want! Don't make people guess; be specific, to the point, and see how the percentage of getting what you want increases.

Spirit of Excellence: When we are willing to ask specifically for what we want, sharing our ideas, or our concerns, then the person receiving the information from us believes we are invested in their success! We've told them how they can be excellent.

We've shared our expectations or standards or benchmarks for high achievement. Instead of them having to figure it out from a lack of information or no information at all, we give them what they need to move forward and move up! It's a win-win.

Desirable vs. Undesirable: Focus on what you want, not what you don't want. This is key! Sometimes, when we think we are asking for what we want, we are actually just creating a better picture of what we don't want in the person's mind. We give them a list of "don'ts" instead of a list of "do's" and we forget that when the brain hears "Don't slam the door!" the image created is that of the slamming door.

Be Honest: Sometimes we don't ask for what we want because we're afraid to be honest, or we're afraid the person will say "no." The answer is always 'no' if you don't ask! Don't be afraid of "no." Be afraid of holding on to a request, a wish, or a desire and the risk of it going fallow. In the workplace, we might be afraid of the person's response—what's the worst/best that can happen? You can deal with it.

ASSESS WHERE YOU ARE WITH SPECIFICITY:

In an organization:

- Information is shared openly and freely. There are multiple ways to find out what's going on in the organization, including in-person, e-mail and print
- Job descriptions and performance expectations are specific enough so that people know what excellence looks like and how they can improve, if they need to
- Everyone's job function is aligned with the mission and vision of the organization—which is also clearly

stated and regularly reviewed

- The values of the organization—the way we agree to treat each other and our clients or customers—are described in behavioral terms
- There is a clear strategy for managing ongoing change—people have forums for discussion, input and questions.

On a team:

- The goals and outcomes are clear, including deadlines, processes and methodology
- Roles and responsibilities are agreed upon and carried out—follow-up and follow-through are the accountability benchmarks
- The leader is specific but does not micromanage—micromanaging is a lack of trust not an overabundance of specificity!
- Specific feedback and recognition are part of the team's process

Within a Person-to-Person:

- If I have an issue or problem, I come to you directly to resolve it
- I focus on desirable rather than undesirable behaviors
- I listen and ask to make sure I understand
- I offer feedback and praise when appropriate

Step up your specificity—you won't be sorry! **RO**

Libby Wagner, author of The Influencing Option: The Art of Building a Profit Culture in Business, works with clients to help them create and sustain Profit Cultures.
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How to Design Powerful & Productive Sales Meetings

Designing a powerful sales meeting is not an easy task, but it is one of the most important aspects of building and maintaining a high-velocity sales organization. The objective of all sales meetings should be to increase sales—period. That’s why we call them sales meetings. Entertaining the participants and having them leave full of enthusiasm is a good thing, but it should never overshadow the need to produce sales.

It is the sales management’s responsibility to be a good shepherd of corporate resources, so spending money without expecting a measurable return is not good business. Every high-performing salesperson who attends a meeting will be thinking, “Is this meeting making me money, or is my time being wasted?” A company’s high performers will usually produce at least 60 percent of the company’s revenues, so when sales managers waste top salespeople’s time with poorly designed meetings, they send several negative messages: 1- That management is not considerate of employees’ time (high performers know that time is money), and 2- That management does not understand the business, does not know what needs to be done to increase sales, and is wasting corporate resources.

If the sales team begins to suspect that management doesn’t know how to increase sales, morale will be negatively affected and team members will

question their choice of employers. Additionally, salespeople are conscious of the way management spends its money, so seeing waste during ineffective meetings degrades their confidence in the company and makes them less considerate of protecting the corporate resources under their control.

Unproductive meetings also signal to salespeople that management is not committed to excellence—and powerful sales people don’t want to work for companies like that. They want to make money, they want to focus their attention on that goal, and they want to work for managers who are committed to being the best.

With so much at stake in a sales meeting, how can we ensure that the meeting will bring value to the sales team and produce sales? The answer is simple, but the implementation is not: Managers need to develop a statement of strategic intent for the meeting, along with defined, time-sensitive metrics that will be used to measure the meeting’s success. For example, we might say that the strategic intent of our meeting is to train reps to sell X product, with the goal of 80 percent of them exceeding quota within thirty days of the meeting and maintaining that performance through the end of the year.

The challenge in developing a statement of strategic intent is in knowing what needs to be accomplished in the meeting to reach the required

performance goal. The specifics must be laid out, and an aggressive but realistic performance goal must be defined. Carrying out this process takes a deep understanding of the business, the sales force, and the competition.

Because managers who can’t write these strategic statements and goals generally do not understand the business, this process can also be used by executive management to evaluate the effectiveness of managers charged with designing the meetings. In other words, this statement of strategic intent is useful for ensuring powerful results meetings and as a management evaluation tool.

Powerful sales meetings driven by statements of strategic intent and clear objectives are at the core of powerful companies. Management teams that hold them regularly will always stay on top. **RO**

John R. Treace has over 30 years experience as a sales executive in the medical products industry. He spent over 10 years specializing in the restructuring of sales departments of companies that were either bankrupt or failing. Investor groups and venture capital firms hired him to manage turnarounds of pre-IPO companies. In 2010 he founded JR Treace & Associates, a sales management consulting business. He is a member of the National Speakers Association and earned a BS in Psychology from the University of Memphis. Treace is the author of the new book, Nuts & Bolts of Sales Management: How to Build a High-Velocity Sales Organization. For more information, please visit www.treaceconsulting.com.

2011 •

UPCOMING EVENTS

• 2012

AUGUST

1-5

LAS VEGAS SUMMER MARKET
Las Vegas World Market Center
LAS VEGAS, NV
www.lasvegasmarket.com

21-24

NATIONWIDE MARKETING GROUP—PRIME TIME!
Gaylord Texan
GRAPEVINE, TX
www.nationwideprimetime.com

25-28

MEGA GROUP USA/FALL NATIONAL CONVENTION
Renaissance Hotel
NASHVILLE, TN
www.megagroupusa.com

28-31

BRANDSOURCE CONVENTION
Caesars Palace
LAS VEGAS, NV
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SEPTEMBER

2-7

IFA 2011
Messe Berlin
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8-10

CEDIA
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INDIANAPOLIS, IN
www.cedia.net

22-25

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Sheraton Denver Downtown
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28-OCT 2

CERSAIE
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OCTOBER

22-27

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2012

JANUARY

10-13

INTERNATIONAL CES CONSUMER ELECTRONICS SHOW
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LAS VEGAS, NV
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30- FEB. 3

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World Market Center
LAS VEGAS, NV
www.lasvegasmarket.com

FEBRUARY

8-11

NAHB INTERNATIONAL BUILDERS SHOW
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15-18

ASTI-2012-APPLIANCE SERVICE TRAINING INSTITUTE
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26-29

VDTA / SDTA TRADESHOW AND CONVENTION
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NEW ORLEANS, LA
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MARCH

6-9

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United Servicers Association Fall 2011 Regional Service Training Program

The Fall 2011 Regional Service Training Program takes to the road this coming October and November. These are very exciting times to be involved in the appliance service industry. Technology is changing at a rapid pace and is opening up a wide variety of opportunities.

The United Servicers Association is energetically focused on helping its members and the entire service industry achieve maximum success by providing educational tools and improving strategic relationships throughout the industry. The Appliance Service Training Institute was a huge success in achieving these goals and we're not stopping there. This coming October and November, USA is taking their RSM training program on the road and delivering it at regional levels.

The 2011 Fall Regional Service Meeting Program is a series of two-day training events that will be held in these cities: Seattle, WA; Dallas, TX; Albany, NY and Atlanta, GA. USA has partnered with Mr. Appliance, MEGA Group USA, NEW and the local parts distributors in each city to bring this valuable service technical and management training to a city near you. A special thanks to 1st Source Servall, Reliable Parts Limited, Tribles Inc. and Fox Appliance Parts Atlanta for sponsoring events in Dallas, Seattle, Albany and Atlanta.

Each event will feature hands-on technical training from Whirlpool, BOSCH, two other OEM's and a series of business management topics including internet marketing, how to calculate

your hourly cost to run your business, flat rate pricing and technician productivity through new technology. Each event will include 3 meals, discounted sleeping rooms and parking for those folks staying overnight. Each day will feature three, 4-hour sessions repeated twice each day so that you and/or your technicians can attend every session or just the sessions pertinent to their job.

USA will share with attendees strategies on how to improve your business in each of the areas listed above. Manufacturers will have products to tear-down and demonstrate the current repair techniques associated with each brand. The first night will feature a round table session for all servicers to discuss current issues and challenges facing us today. These RSM's promise to be a program you shouldn't and won't want to miss. Registration to the RSM events is only \$99 and open to all service companies. Special discounts and scholarships for MEGA USA members will be available from MEGA; see your regional rep for details.

Registration to a regional event also entitles new USA members a first year full membership in United Servicers Association—a \$100 savings. As a USA member, you'll get access to all the benefits of USA including ChatUSA, an on-line chat forum to discuss business matters with hundreds of colleagues around the country. To register for a local event near you go to www.unitedservicers.com. Register today as space is limited. For questions regarding

these events call 800-683-2558.

On July 1st, United Servicers Association launched its latest member benefit, an On-Line Service Sharing Library. Utilizing the latest internet sharing technology, USA members can access service manuals on-line and also upload missing service manuals to the library, making it even more useful for all members. USA member companies can set up accounts for each of their technicians to search OEM service manuals and bulletins from their laptops right in the customer's home. The powerful search engine allows users to search by brand and type but also by individual words found in a document like "dual evaporators" or "thermistor", instantly listing all service manuals containing those search words. You must be a current USA member to gain access to this free member benefit. There are no CD, DVD or mailing fees. All you have to do is go to www.USAserviceclibrary.com to register.

The service library is one more reason to be a member of the non-profit trade association of United Servicers. We're devoted to building strong service businesses to compete in today's competitive environment. **RO**

Paul Mac Donald
Executive Director
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Recent BrandSource Collaborations and Alliances

PROFESSIONAL SERVICE ASSOCIATION AND BRANDSOURCE ANNOUNCE JOINT COLLABORATION

EXCHANGE OF BENEFITS AND OFFERING ADDITIONAL SERVICES TO MEMBERS

BrandSource Service and Professional Service Association (PSA) have announced a joint collaboration to share and exchange membership benefits. The partnership will bring a wider assortment of benefits and services to members, including insurance programs for PSA and standards-based technical training and certification for BrandSource Service.

Professional Service Association (PSA), formed in 1989, offers the only internationally accredited certification program in the industry for Appliance Service Technicians. The organization provides educational training for the appliance service industry and collaborates with top vocational and trade schools to help prepare graduates for a career in the appliance service field. To obtain PSA certification, a technician must pass extensive testing that meets industry skill benchmarks to verify proficiency and knowledge.

PSA also offers a variety of tools to help owners or managers operate their service businesses, including its Cost of Doing Business (C.O.D.B.) flat-rate service labor price book; an on-line forum for mutual assistance in everyday problems facing the independent servicer; and a massive service library available to members on flashdrive or CD. The organization hosts an annual convention, where attendees have the opportunity to address industry issues, improve management skills and expand their technical knowledge.

“PSA is very excited about this new relationship and we look forward to the mutual rewards, offerings and benefits for members of both associations through this collaboration,” said Don Holman, PSA president.

BrandSource Service supports its membership with a

large portfolio of business services including referrals, extended service policies, insurance and more, all designed to help members operate a successful service business.

“BrandSource is committed to thinking outside of the box and finding new ways to bring enhanced membership options and privileges to its members,” said Bob Lawrence, CEO of BrandSource. “The collaboration between PSA and BrandSource is a very positive step in that direction.”

BRANDSOURCE TEAMS WITH INGRAM MICRO

ALLIANCE BRINGS GREATER OPERATIONAL EFFICIENCIES AND LOGISTICS EXPERTISE TO EXPERT WAREHOUSE MEMBERS: INCREASED WAREHOUSE INVENTORY LEVELS, LINE EXPANSION AND COMPETITIVE PRICING OPTIONS

BrandSource announced plans to outsource its Expert Warehouse operations and inventory to a new location that will increase efficiencies and allow for greater expansion in new and existing categories.

To make this all possible, BrandSource has forged a strategic alliance with Ingram Micro Inc., one of the largest logistics companies in the world. As part of the new U.S. relationship, Ingram Micro will manage all operational aspects of business generated by Expert Warehouse. Aligning its operations and moving its inventory to Ingram Micro offers Expert Warehouse greater space, efficiency, and the flexibility to grow into new lines.

“This new alliance with Ingram Micro allows us to greatly improve the business value, buying power and services we provide to our members and increase their ability to compete in the marketplace,” said Bob Lawrence, BrandSource CEO. “Together with Ingram Micro we will pioneer a new era of efficiency and value for the appliance and CE industries and bring to market a broader portfolio of brand names.” **RO**

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Kathy Ireland

Nationwide Celebrates 40 Years in Service at PrimeTime!



Nationwide Marketing Group (NMG) announced that online registration is still open for their PrimeTime! buying show and strategic conference (www.nationwideprimetime.com) to be held at the Gaylord Texan in Dallas, Texas on August 21-24, 2011.

At PrimeTime! NMG, America's largest buying and marketing organization for independent appliance, electronics and furniture dealers, will also be celebrating a milestone of 40 years in service.

"For four decades, Nationwide along with our vendor partners, have been committed to supporting the independent dealer with the very best programming in the industry," said Robert Weisner, CEO of NMG. "We are leading the way together in all areas of business, helping our members prepare to meet all future challenges and opportunities."

Twice a year, Nationwide PrimeTime! provides independent dealers with group exclusive pricing and savings on top brand

name appliances, electronics and furniture, advanced educational seminars and networking opportunities that most dealers do not have access to outside of the event.

"Our buying show and conference has no rival when it comes to education and showcasing the most innovative services and products available to the independent dealer," said Weisner.

On Sunday, August 21, there will be a full day of conference sessions including group meetings and industry presentations. The day will end with a Millions in Minutes furniture auction and party to kickoff the event and celebrate 40 years in service. On Monday and Tuesday, the day will begin with 20 educational seminars and numerous buying show activities throughout the day.

For exhibitor and attendee registration and other information about Nationwide PrimeTime! buying show and strategic conference go to: www.nationwideprimetime.com or call Sterling Events Guest Services at 1-800-777-8741. **RO**

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"WHY DO YOU THINK HE
WORKED SO HARD TO
SUCCEED AT THAT ONE
PARTICULAR TASK?..."

What are the closed doors in your life? Many times, they stand as a limitation you've created in your mind. Your very limitations are segues to your dreams. If you will confront those limitations and deal with them rather than fear or avoid them, you will transcend them to experience unlimited possibilities for your life.

I have a friend named Erik Weihenmayer. Erik is one of the most amazing people I have ever known. He was born with a rare genetic disease, and by age thirteen, he became blind. At first he was aggravated, scared, and bitter. He could have decided the world was a terrible place to live and given up. He could have believed that God dealt him a horrible hand. Instead, Erik took his handicap and did what many said was impossible—he turned his blindness into a powerful tool that would allow him to live the life of his dreams.

Erik loved sports. But what sport can a blind guy play? He began with wrestling and became one of the high school team's star wrestlers. At sixteen, Erik discovered his passion for climbing. He was an active skier. He became a marathon runner, a skydiver, and a scuba diver. He loved adventure and chose to do the things that pushed him beyond what anybody else thought a blind man could do.

Early on, Erik decided he would use his handicap to live a life of growth, expansion, and risk. He chose to move beyond the retreat, fear, and limitations of his blindness. Instead, Erik challenged himself to grow enormously and to move beyond the black door of his handicap.

Was Erik always a world-class climber? Not at first. As a blind boy, he was angry. He fought the cane. He fought learning Braille. He fought anything that would label him. "I didn't want to be known as the blind kid," Erik recalls. "I wanted to be known for doing or being something cool."

For a while he floundered emotionally and academically; he flunked math his freshman year of high school because he had not learned Braille. But he bounced back.

Beyond Fear

YOU'RE AFRAID TO DO"

WALDO EMERSON—

Erik's passion for climbing was bigger than any disability or fear. Experiencing nature so tactically, feeling the different textures of the rocks, sensing the wind blowing off the side of the mountain, listening to the sounds—for a blind person, it was sensory overload, and Erik loved it! Fear was always there for Erik. It will be there for you, too, but Erik chose to use his fears constructively.

Erik was on the cover of *Time* magazine as the first blind person—and one of the few of any kind of person—to climb Mount Everest. When Erik went after Mount Everest, he knew that 90 percent of the climbers who attempted to reach the summit do not succeed, and many don't come back alive.

Did you know that more than 10 percent of the people who have attempted to climb Mount Everest have died? Would you get in a car if you knew you had a one in ten chance of dying? Yet, here was a blind man who climbed the highest peak in the world at twenty-nine thousand feet, with temperatures of up to thirty degrees below zero and winds exceeding one hundred miles per hour—not to mention the challenges of navigating an extremely rugged terrain that was always blowing, changing, falling, and shifting, with sharp ice, deep chasms, and dangerous crevices that must be traversed in order to reach the top. Literally, one false step could mean death!

What if you saw fear as a door that must be walked through—as Erik Weihenmayer does? He has climbed the highest peak on each of the seven continents. Erik acknowledges that sometimes he is scared and has to push through his paralyzing fear. “Rock climbing helps me to understand that a lot of life is just reaching out

into the darkness,” Erik muses. “It can be scary because you don't know what's there.”

Erik believes that the hold he's reaching for is out there, even though he doesn't have a lot of time and will fall if he doesn't find it. His fingers will give out if he holds on too long, but he's hoping, praying, and believing that he's going to find what he's looking for. Erik understands that there are no guarantees, but he refuses to be paralyzed by fear.

“A summit isn't a place on a mountain,” Erik reveals. “A summit is a symbol to remind us that, with the power of our minds, our bodies, and our souls, and with the power of these two small hands, we can transform our lives into something miraculous. When we join our hands with those around us, we can do more than transform our own lives. We can transform the very face of the earth.”

What are some of the fears that keep you from achieving what you want? More importantly, what will it cost you if you don't take actions you may be afraid of taking? **RO**

*Hailed by a New York Times reporter as “someone who has quietly become one of the most influential people in America,” Andy Andrews is a best-selling novelist and in-demand speaker for the world's largest organizations. He has spoken at the request of four different United States presidents and at military bases worldwide. Zig Ziglar said, “Andy Andrews is the best speaker I have ever seen.” Andy is the author of the New York Times bestsellers *The Noticer* and *The Traveler's Gift*. His latest book is *The Final Summit*. He lives in Orange Beach, Alabama, with his wife, Polly, and their two sons. For more info visit: www.AndyAndrews.com.*

Promotions

NATIONWIDE TAPS KNOCK AND PROMOTES WEINBERG

Nationwide Marketing Group (NMG), America's largest buying and marketing group for independent appliance, electronics, furniture and rent to own dealers, announced the promotion of Richard Weinberg to Senior Vice President of Merchandising for Appliances and named Jeff Knock as their new Senior Vice President of Marketing for Appliances.



Richard Weinberg

"Bringing on new talent and promoting from within our organization will keep our perspective fresh, innovative and exciting and allow us to continue to be the driving force behind the success of the independent dealer," said Robert Weisner, CEO of Nationwide Marketing Group.

Richard Weinberg, former vice president of merchandising at NMG, has served on their leadership team since 1993.



Jeff Knock

"I am honored to be part of such a committed organization and will continue to dedicate my time and energies on leveraging our resources to build even stronger programs and services for our membership," said Weinberg.

Jeff Knock's career in retail spans 22 years in the appliance industry at well-regarded companies such as Whirlpool and Electrolux. Knock most recently served as the Director of Sales at Electrolux. In that position, he worked closely with NMG and their member dealers.

"I am honored to become a part of this dynamic team! Nationwide has built a wonderful foundation as America's largest buying group and marketing resource for independent dealers. In my new position, I plan to create new pathways for success that will take the value of what Nationwide already provides its member community to the next level," said Knock.

Earlier this year, Dave Bilas was named Executive Vice President of Appliances and Electronics at NMG. Both Jeff Knock and Richard Weinberg will report directly to Bilas.

"There is no coincidence that Nationwide represents over 60% of the independent appliance buying group dealers in America. Our leadership team understands the challenges independents face in sales and profitability. So we continually invest in our resources, programs and people in order to enhance what we provide to our members," said Bilas.

To learn more about Nationwide Marketing Group including an invitation to the next Nationwide PrimeTime! buying show and strategic conference on August 21-24, 2011 at the Gaylord Texan in Dallas, Texas call (336) 722-4681 or visit www.nationwidemarketinggroup.org

INDUSTRY VETERAN JIM SCOTT TAKES LEAD ROLE FOR THE KITCHEN & BATH INDUSTRY SHOW



Jim Scott

The Kitchen & Bath Industry Show (KBIS), owned by the National Kitchen & Bath Association (NKBA), announces the addition of Jim Scott to its team as the trade show's Managing Director, effective June 13, 2011. In this newly created leadership position, Scott will work closely with Brian Pagel, vice president of Nielsen's Kitchen and Bath Group, and

the rest of the KBIS team to evolve both the brand and show to expand its reach and role within the industry.

"KBIS is the premier trade show in the kitchen and bath industry and I am excited to be part of the team," said Scott. "We have a wonderful opportunity in this industry to see the future, to define what it will be. I'm looking forward to working with Brian and the team to create a more relevant and compelling event going forward. We all know that the market has changed but we also know that interest levels across the industry and media interest remains strong. Additionally I'm excited to start exploring new avenues to expand the value of KBIS in the industry. By working with all industry stakeholders, we have the opportunity to make KBIS the "can't miss" event of the year. It's going to require a lot of listening and a lot of creativity. I can't wait to roll up my sleeves and get started."

Scott brings a wealth of industry experience to the KBIS team with a 34-year career that has included executive-level positions, such as president of the Plumbing Products Division at Elkay Manufacturing of Oakbrook, IL. With his passion for the industry and his strong relationships on both the buyer and supplier sides of the kitchen and bath business, Scott provides a synergy between the attendees and exhibitors that will continue to advance this seminal trade show brand.

"We look forward to working with Jim, a kitchen and bath industry veteran, on elevating the KBIS brand to the next tier," said David Loechner, president of Nielsen Expositions, which manages the KBIS show. "Jim's experience from the manufacturer

side and his deep relationships throughout the industry will complement Brian's show experience, forming a very powerful partnership for KBIS. With KBIS being the premier international kitchen and bath trade event, we are dedicated to growing the value of the brand for the entire industry."

Jim Scott can be reached at Jim.Scott@Nielsen.com. For more information about KBIS 2012, taking place at Chicago's McCormick Place April 27 to 29, 2012, visit www.kbis.com.

MICHAEL TRAPP NAMED PRESIDENT, PRIZER PAINTER STOVE WORKS, MANUFACTURER OF BLUESTAR COOKING EQUIPMENT



Michael Trapp

Michael Trapp has been named president of Prizer Painter Stove Works, Inc., the maker of BlueStar™ high-performance, professional cooking equipment for the home.

Founded in 1880, Prizer-Painter was originally a manufacturer of high-powered professional ranges for other brands, most notably the Garland line. In 2002, Prizer introduced its own professional style ranges to the residential market, under the BlueStar name. With technology and performance usually only found in professional ranges, BlueStar is a true genuine restaurant range for the home. BlueStar is widely considered the range of choice for top chefs and cooking enthusiasts who demand true cooking performance.

Under Mike's direction as BlueStar's Vice President of Operations since 2004, the company introduced the first commercially available residential gas wall oven with French doors, the only open burner drop-in cooktop, BlueStar's high-performance ventilation hood line, BlueStar's 190 color program, and the industry's most comprehensive White Glove service program. Additionally, Trapp is credited for restructuring sales and leadership accountability, establishing retail channel sales priorities and defining objectives and milestones.

Built with the highest-quality materials and the distinctive workmanship that comes from 130 years of expertise, the company's commitment to precision in form and function is why many top chefs consider BlueStar to be the world's top-performing residential cooking equipment.

Mike lives in Reading, Pennsylvania with his wife and three daughters.

THE NATIONAL KITCHEN & BATH ASSOCIATION NAMES TIMOTHY CAPTAIN TO SENIOR STAFF



Timothy Captain

The National Kitchen & Bath Association (NKBA) announced the promotion of Timothy Captain to senior manager of marketing communications. Captain joins the NKBA senior staff following four years of service with the organization, most recently as manager of marketing communications.

"During his tenure, Tim has played an integral role in positioning the NKBA and its members as the industry resources for kitchen and bath design and remodeling," said Bill Darcy, NKBA executive vice president. "From overseeing all of the NKBA's public relations initiatives, serving as editor in chief of NKBA Magazine, developing NKBA News to consolidate numerous member communications into a single biweekly e-newsletter, crafting market research to guide the development of NKBA programs, and preparing leadership for presentations and media interviews, Tim has a track record of effectively communicating in the best interest of the NKBA. With this promotion, we not only recognize Tim for his hard work and dedication, but demonstrate complete confidence as he takes over all facets of marketing communications on behalf of the NKBA."

In his new role, Captain adds creative services and website development to his current marketing responsibilities in public relations, editorial services, market research, and digital communications.

Captain brings a wealth of knowledge and diverse skill set to the position that will continue to add value to the NKBA senior staff. A holder of two advanced degrees, a Master of Arts in economics from Montclair State University and a Master of Business Administration in marketing from Centenary College of New Jersey, he initially joined the NKBA in 2007 as manager of editorial services. He quickly emerged as a key player in the marketing department, after which his consult on matters of marketing was sought at the executive level.

In addition to his dedication to the NKBA, Captain serves as an adjunct professor of marketing, economics, and business strategy at Centenary College. His industry knowledge, coupled with his grasp of marketing and business practices ensure great success for the future of the NKBA. **RO**

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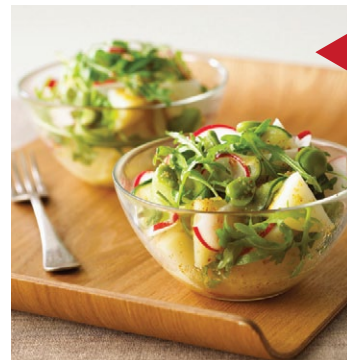
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