

The Retail Observer

September, 2009

The Monthly News Magazine with Personality

Vol. 20, Issue 9

NATIONWIDE PRIMETIME!

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LABOR DAY

A TRIBUTE TO OUR
NATION'S STRENGTH,
FREEDOM, AND LEADERSHIP:
THE AMERICAN WORKER

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So, Where Do You Fish?

As a salesman I remember the partner meeting. As I look back my mind raced at the thought of who would I know, what was there quickly could I get out. The chapter event at a very upscale distributor's food, giveaways, reps to explain the speaker. All of the "old guys" stood good old days, members of the showroom gathering product info, the sales-reps from all the suppliers around just trying to get someone anyone except the guys I drove with, events of the evening with great found it kind of strange, yet going back again.

What stands out most in 19 years, even though there that show up to all the are still there. I have met of potential clients over networking events, and my one-and-a-half brief cases for card scanning) to show for it. I have contacts that are from every facet of our industry, builders, designers, contractors, reps, store owners and staff, buyers and sellers, shoppers, and yes, even the old client that has a company that someday I may need their services.

So what's my point? Well, here it is. A fisherman can't fish without some form of bait (product); if the fisherman just threw out a line, he would be waiting a long time to get a bite, let alone catch anything. He also needs to know where to fish. He's not going to just sit in his boat and hope something shows up, he is going to go where the fish are. If you have ever watched a fishing tournament, you won't see the winner working just one spot, they look for multiple spots they think will produce the most and the biggest fish. In business you also need to make sure your hook has bait and you have to know where to drop your line. My suggestion is to get out there and find as many fishing spots as you can, and make sure you have a wide variety of bait to hook the big ones.

first time I was asked to go to a trade now, I remember being nervous as what I should do when I got there, to eat or drink and of course, how of this association was holding their showroom overflowing with great products, and of course, a guest off in one corner talking about the chapter were scattered around the food or a quick glass of wine, while from other companies were running to listen to their pitch. I didn't know as I was just a rookie. I watched the intrigue and for my first meeting, I interesting and looked forward to



Happy Fishing,



Moe Lastfogel

Back to Business

With the end of summer here, we are feeling the changes on the horizon—Fall is approaching and the carefree energy we've been feeling during the warm summer months are starting to shift. Our kids are back to school and we are getting back to business more seriously now. Bedtimes are being adjusted earlier, (and not just for the kids) in order for all to be more focused and successful in their studies.

When was the last time you took some time for yourself and signed up for some extracurricular classes? Continuing our own education to further support your efforts in business is always a good thing, and can be fun too! I know I am looking forward to taking some cooking classes, studying a foreign language and taking a photography course—all which will contribute to a better magazine, broader communication skills. Sounds kind of interesting doesn't it? Even more so if you do it with a friend, nothing like tag team to keep you on track and committed to finish the course.

What self-improvements can you make that will benefit you in your line of work that would make you more valuable in your job position?

Would a cooking class give you the confidence to start up a Saturday afternoon product demonstration in your store? How about a graphic design course to enable you to offer the boss a company newsletter for your client list, or perhaps designing a company holiday card that is sent as an e-card spotlighting your company's efforts to be more earth friendly? How would you like to research more about social media and how it can help your company's revenue stream? Pitch your ideas to your manager or the owner of the company, especially if you're able to take on the project for the company and do some beta testing. There are always accounting courses, communications and PR classes, kitchen and bath design courses which definitely will your boost your sales on the floor. Learning to do anything above and beyond your current job description will not only add value to your skill set, but make you more recession proof as well. Your boss is going to retain and/or hire someone with a wider range of skills than in the past, as employees need to become more productive,

especially in smaller businesses.

Besides education, this is a good time to do some deep cleaning and reorganizing of the showroom floor. Fall is a good time to make final capital improvements and preparations for the upcoming holiday shopping season. Use this time to prepare the backdrop of your store or showroom, as you would a canvas, to creatively merchandise and display your products for your holiday sales. Before you know it, the season will be upon us before you can say Black Friday... This little lull before the holidays will be your last chance to attend to these details before the festive season is over.

So back to business, you say...If you haven't attended to the details of improving the operations of your company to date, now might be the time to get on it, as this may be

your last opportunity before things get revving again full swing, as the economy picks up again. Update your procedure manuals in the office, factory, warehouse and showroom floor. Take the time to listen to your workforce, possibly hold a roundtable discussion with your staff to talk about their job descriptions and how they see

themselves in the overall picture of the company. Have you ever asked them what they are doing that they really like and want to do more of? What about being willing to hear what they aren't fond of doing, or maybe feel they are not proficient at? Often there are things they would like to be doing and are really good at, but nobody knows. By listening, you may find a lot of hidden talent that could be of huge benefit to your company, and by relieving them of some small tasks they really dislike, could add up to higher profits for you, improved morale, and a much more productive work environment.

So let's get back to business...



Eliana Barriga
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“ This is a good time to do some deep cleaning and reorganizing... ”

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NATIONWIDE MARKETING

YOUR ROLE

HELPING INDEPENDENT DEALERS

DEALERS FIND EVERYTHING NEEDED TO WIN AT PRIMETIME!

PrimeTime!—the largest buying show and conference for independent dealers is held twice a year. The event brings thousands of dealers and vendors together to not only network and do business, but to hear from nationally known keynote speakers, see the latest products, participate in live demonstrations, learn the latest trends and best practices in the retail industry. The show's success is based on the premise of providing the best solutions to help members attract new business and bring more footprints thru the doors of their stores. Vendors strongly support PrimeTime!—with the understanding that NMG independent dealers have been and will continue to be a viable group taking up market share in the furniture, appliance and electronic categories.

PrimeTime! is also known for its successful Cash Back Now program. Cash Back Now is an incentive for member dealers to take advantage of exclusive show savings. Participating vendors offer millions of dollars off merchandise purchased on the exhibition floor and members receive checks totaling their savings before the show ends. However, PrimeTime! is not only a place to find the best deals, through meetings and courses. Dealers also learn how to improve their businesses in order to stay on top of their markets. PrimeTime! University courses are specifically tailored for independent dealers and taught by industry leaders who share their expertise on how to build a better business. Topics include financial management, sales, human resources and marketing.

Nationwide is committed to helping independent dealers not only succeed, but to win in business by providing steady viable options for their members in merchandising, marketing, training, finances and retail services. The buying and marketing organization will continue to look for new ways to support and assist the independent dealer. Their



1. AYRI CEO, Ron Goswell, presents on the importance of a strong retail web presence
2. Dealers bid on deep discounted furniture at the Millions in Minutes sales event
3. Nationwide leadership (left to right - Rick Weinberg, Adam Thomas, Robert Weisner, Les Kirk, Mike Decker and Doug Schatz) meet with the press
4. Children have fun with Disney characters at a breakfast hosted by Nationwide for dealers' families
5. Members

NWIDE NG GROUP

AD AHEAD 

WIN IN TODAY'S MARKETPLACE

Furniture Smart, RentDirect and Specialty Electronics divisions are a testament to the group's commitment to offering tailored support in all aspects of their members' businesses. As NMG moves through 2009, they plan to further develop themselves as the ultimate resource for independent dealers by refining their multitude of services and delivering the highest quality products so their members are able to compete and thrive in today's challenging economy. Independent dealers face many challenges today; increasing costs, competition from national big-box chains and shrinking advertising visibility are only a few of the pressures they struggle against. However, Nationwide Marketing Group (NMG) provides its member dealers with a strong support network dedicated to helping them stay competitive. For over 35 years, NMG has helped thousands of independent dealers keep their doors open, keep their dreams alive and realize new opportunities for success in an unstable marketplace.

Where NMG differs from other purchasing groups is through the specialized services it offers and its heavy emphasis on marketing and training. Although other groups stress that they are "buying" organizations, NMG is a "selling" organization, meaning that it helps its members sell as much as it helps them buy. Larger than all competing groups combined, NMG has approximately 3,000 member companies throughout the United States with more than 8,000 storefronts and a combined \$12 billion in annual sales. NMG is the largest buying and marketing organization for independent appliance, electronics, and furniture dealers.

BILLIONS IN PURCHASING POWER

Purchasing was NMG's original service, and the company now provides members with a diverse mix of group-negotiated pricing programs backed by billions in sales per year | *continued on page 6* |

and guests attend the PrimeTime! Beach Party at the Walt Disney Swan and Dolphin Resort **5**. Dealers take advantage of networking opportunities during one of many meetings at PrimeTime! **6**. Name brand manufacturers exhibited on two floors of show space at PrimeTime! in Orlando **7**. Nationwide merchandising team presents on trends in the market at the Your Road Ahead Luncheon and Industry Insights Meeting **8**.



PHOTOGRAPHY: PAT GARIN WWW.PATGARINPHOTOGRAPHER.COM





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

TOP NOTCH MARKETING PROGRAMS

Perhaps the most prominent of the value-added services NMG provides is the creation of advertising and marketing materials ranging from multiple print ads to high quality TV commercials. In the print arena, the organization produces full-color, multiple-page tabloid ad circulars that can be placed in local newspapers; while customized TV commercials are produced at their state of the art production studio in Atlanta. In addition to this, the group utilizes its relationship with manufacturers to create promotions that members can use to plan sales events throughout the year. In this year alone, NMG offers its members an aggressive calendar of over 300 days of promotions. NMG has further strengthened their promotional efforts by focusing on increasing ENERGY STAR® programs and benefit awareness on the dealer, sales associate, manufacturer, and consumer level as well as increasing sales of ENERGY STAR® qualified products versus non-qualified products.

STREAMLINED RETAIL WEBSITE

Nationwide Marketing Group has worked hard to prepare its member dealers for the growing number of consumers who conduct product research online before they shop. Their new retail website BrandsDirect.com is an attractive, user-friendly shopping resource. The optimized search site places

member dealers on the same footing as the national players when it comes to Internet visibility. One of the best features of BrandsDirect.com is its product catalog which provides a high end shopping experience and one that is not easily found in more expensive web solutions. The customer has a significant number of ways to narrow their product search and can make multiple selections within a group by specific criteria. Customers can then easily find the location of an NMG independent dealer nearby that sells the desired product.

LEADING EDGE MANAGEMENT AND SALES TRAINING

NMG provides members with the latest sales training, management seminars and courses tailored to needs of the independent dealer. NMG understands that a knowledgeable sales team is vital to the success of any business, so the organization offers their educational programs free of charge to its members. These programs include the industry's longest-running video and Web-based product training program, Knowledge Surfing TV. In addition, NMG offers a series of web-based selling skills programs called The MASTERS Method. To encourage employee participation, a rewards based system was created, MemberNet Rewards, for members who take advantage of the training courses or web-based videos. Reward points can be redeemed for special gifts and merchandise including golf products, watches and plasma screen TVs.

SPECIALIZED FINANCIAL SERVICES AND CONSULTATION

Beyond saving members' money through discounted merchandise, NMG also lends members a helping hand through various financial services including reduced rates on credit card and bank card processing, insurance programs, health insurance, consulting and inventory financing. In addition, NMG offers warranty products tailored specifically to meet the needs of their members. NMG consultation

1. Ed Knodle, Director of Field Sales & Member Services for Nationwide, gives an overview on the many programs available exclusively to members **2.** PrimeTime! University held 11 courses on topics tailored to the independent dealer **3.** Many dealers attended PrimeTime! for business at the show and fun with family at Disney World **4.** Independent dealers



PHOTOGRAPHY: PAT GARIN WWW.PATGARINPHOTOGRAPHER.COM

services provide assistance for companies experiencing financial challenges and also assist in operations, business expansion, exit strategies and succession planning.

CONTEMPORARY IN-STORE DESIGN SOLUTIONS

NMG not only helps to improve the image of its members through quality advertising, but also develops new ways to make its members' merchandise stand out in their stores. Earlier this year, the Design Center introduced their newest cutting edge display fixture system, NuBeam. NuBeam was specifically tailored to merchandise home entertainment packages and help independent dealers build a high value shopping experience. At the heart of the NuBeam system are durable black finished beams that were engineered for easy installation and literally snap right into place, instantly upgrading the look of a store. The system comes complete with surround sound speaker arms, heavy weight display shelves, universal TV mounts, distribution amp, cable sets, pop out canopies that can be branded with logos or store promotions, as well as space for graphic banners and sign headers. Nationwide Design Center's original display fixture system, Eline, has also been value engineered for better performance and lower pricing. For those who are uncertain, the Design Center takes the guesswork out of the ordering process by assisting them to choose the best product solution for their specific needs. The Nationwide Design Center is also a resource for other in-store solutions including cash wraps, service counters, show cases, computer and gaming displays.

CUSTOMIZED HDTV CONTENT

One of the biggest problems with TV showrooms is that if all the televisions are tuned to a regular channel, there is a chance that at some point they will show something unappealing, boring or, worse, a commercial from a

competitor. NMG has developed a service for its members called MemberNet TV, which eliminates that potential problem and offers a member more control over the content displayed on their TV walls. MemberNet TV boasts a large selection of HD programming, offering the right mix of visual and audio to attract customers and keep their attention. The content surpasses the quality found in satellite or cable feeds because it is specifically created to highlight the features of HD flat panel TV's. Members can easily create playlists from a library of HD content including movie trailers, nature footage, dramatic scenery, vendor infomercials on popular brand products and sporting events. Members also have the option of creating TV commercials to further customize the content displayed in their stores. MemberNet TV is produced in NMG's high definition production studios and updated regularly providing new and exciting content to choose from so members always have access to the latest programs.

EXCLUSIVE INTRANET SYSTEM

MemberNet, NMG's online computer network system, is an essential tool in providing quality service to NMG members. More than 90 percent of all communication between the group and members is done through MemberNet and members use it to customize many of the services they receive. The intranet system is also a portal to the online order management system, MemberNet OMS and the online sales incentive and rewards program, MemberNet Rewards. Running alongside MemberNet, is VendorNet, where vendors and manufacturers can communicate online with independent dealers. Information available through VendorNet includes new product specifications and marketing material. NMG continues to add new services and customizable elements to MemberNet and VendorNet giving members a tool they can access 24 hours a day, seven days a week. **RO**

listen intently as industry experts present on the latest business strategies **5**. Dealers participate in several PrimeTime! Learn and Earn product demonstrations and prize giveaways on the show floor **6**. Jeannette Howe, Executive Director for SEN, talks about the advantages of the Bedrock Learning training program



Dacor Partners With GE Money to Make Dream Kitchens a Reality with Flexible Financing Options



GE Money

dacor Dacor®, market leader in luxury kitchen appliance design, manufacturing and distribution, and GE Money today announced a multi-year agreement to

provide consumer financing on the purchase of eligible Dacor appliances. Beginning August 1, the new financing program, backed by GE Money's Sales Finance unit, will be available nationwide through participating Dacor dealers.

Getting the kitchen of one's dreams has never been easier. Consumers now have the choice between a variety of financing options when purchasing eligible Dacor appliances on their GE Money credit card. Those who want to take advantage of the financing option that best fits their needs should visit www.dacor.com/finance or contact their local Dacor dealer.

"Consumers have been hesitant to pull the trigger on investing in their kitchens," said Steve Joseph, Vice President of Marketing at Dacor. "Our new financing options enable consumers to make an affordable investment and move forward with their remodels and appliance upgrades, which will result in sales growth for our dealers."

"Homeowners can take advantage of the Dacor financing program, which is specifically designed to meet the immediate needs of remodeling consumers. This program makes budgeting and paying for their Dacor appliances easier and more convenient than ever before," said Louis Pagliarini, Vice President of Sales, Consumer Electronics and Appliances, GE Money - Sales Finance.

ABOUT DACOR

Family-owned since its beginning in 1965, California-based Dacor is the innovator of the most stylish, luxury kitchen appliances that provide the optimum ownership experience for people who are passionate about the details of cooking. The company has introduced many industry firsts including an outdoor grill with built-in halogen lights, Illumina™ Burner Controls with blue LED lights, the patented RapidHeat™ Bake Element, color-infused glass appliances and the world's only 30" dishwasher. Offering a complete line of American-made, luxury kitchen appliances, which includes wall ovens, ranges, cooktops, dishwashers, warming drawers, microwaves, ventilation hoods, refrigerators, wine storage and outdoor appliances, the

company is committed to reducing the energy demands of its operations, maximizing the efficiency of its products and implementing sustainable business practices.

For more information on Dacor, its product line and local dealer locations, visit www.dacor.com, contact Customer Care at (800)793-0093 or visit the Dacor Design & Culinary Centers in Los Angeles, Atlanta or San Francisco.

About GE Money: GE Money's Sales Finance unit, based in Kettering, Ohio, is a part of General Electric Company's GE Capital division, (NYSE: GE). GE Money provides credit card programs and financial services for consumers through dealers; national, regional and independent retailers; associations; contractors; manufacturers; healthcare practices; and service providers in nearly 20 industries including: automotive, consumer electronics and appliances, elective health care, floor covering, home design and improvement, home furnishings, jewelry, music, powersports, outdoor power equipment and sporting goods. More information can be found at www.gemoney.com.

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World Market Preview

INFORMATIVE AND INSPIRING DESIGN EVENTS AND SEMINARS WILL PUT BUYERS AND DESIGNERS IN FRONT OF NEXT SEASON'S TRENDS



WORLD MARKET CENTER

As the new global platform for home furnishings, World Market Center Las Vegas will offer a wide array of comprehensive, dynamic and inspiring design events and seminars during Fall Las Vegas Market, September 14 - 17. Intended as a way to fast track Market attendees to what's hot and what's on the horizon for next season, the specialty seminars will feature industry experts, bright minds and highly sought-after perspectives and advice to give market attendees the tools and insight needed to make their cash registers ring.

FIRST LOOK: LAS VEGAS

Las Vegas Market offers attendees a new way to short-list all that's new during fall market and taps trend and new

products editor Julie M. Smith to present the show's First Look. First Look: Las Vegas is a live event and definitive guide to new, noteworthy and exciting products and collections launching exclusively at September Las Vegas Market. First Look lets retailers and interior designers set a course for their shopping by highlighting top-performing products in several categories and tiered price points. During the presentation attendees will receive a copy of the First Look product trend tracker guide. First Look: Las Vegas kicks off Market Week on Monday, September 14 at 8:30 a.m. in WorldView, Building B, 16th floor.

LOOKING AT TRENDS FROM THE INSIDE OUT

Robin Waters, the former vice president of trend, design and product development for Target, who is credited with transforming a small regional discount chain into a national fashion destination, will provide a thought provoking environmental scan of the macro marketplace that gives her audience a look at trends "from the inside out" by focusing their attention of what's important in addition to "what's next." Throughout her 30-year career, Waters has been an expert at tracking and translating trends into sales and profits. Waters is scheduled to speak Monday, September 14 at 10:30 a.m. in WorldForum, Building B, 16th floor.

AHEAD OF THE CURVE

Three of the nation's leading designers will uncover home design trends and style directions during Ahead of the Curve, a World Market Center Las Vegas signature experience. The live webcast is a unique format that allows for a fast-paced and interactive discussion with celebrated designers Timothy Corrigan, Laura Kirar and Vicente Wolf moderated by style guru, author and regular "Today" show contributor Susanna Salk. This year's panelists will travel from coast to coast to convene in Las Vegas to impart their distinct and diverse opinions on design, products and the needs of today's consumers. This live and interactive event will take place on Wednesday, September 16, 8:00 a.m. - Building C, Showroom C-332 or via the web.

COLOR TRENDS OF TOMORROW

Which colors will help define architecture and design next year? Forecaster and director of color marketing for Sherwin-Williams Jackie Jordan, CMG will offer a first look at upcoming color trends. Designers can explore their sense of color with the latest color trend forecast from Sherwin-Williams. Jordan's seminar will unveil what's in, what's out, and what specific colors can do for our state of mind as well as the leading shades and major players for 2010. The seminar will be held Tuesday, September 15 at 10:30 a.m. in WorldForum, Building B, 16th floor. A reception follows in the Robert Allen | Beacon Hill showroom located in Building C-101.

SMALL SPACE, BIG STYLE

Designer Libby Langdon will discuss design in small spaces to furniture retailers and manufacturers, offering ways to court the small-space consumer. Langdon is an interior designer and expert commentator on HGTV's hit show "Small Space, Big Style." In addition to her media roles, Langdon founded "Libby Interiors" in 2003 and has completed numerous commercial and residential design projects all over the country. She is a small-space expert to *Decorating with Style*, *Budget Decorating*, *Glamour* and several other design magazines. Langdon's presentation will take place Monday, September 14 at 2 p.m. in WorldView, Building B, 16th floor.

For detailed descriptions of the programming scheduled for Fall 2009 Las Vegas Market, visit www.lasvegasmarket.com/events and click on the Interactive Events Calendar. The Fall 2009 Las Vegas Market is scheduled for September 14 - 17, 2009 at World Market Center Las Vegas. Attendees can register and reserve discounted rooms online now at www.LasVegasMarket.com.

ABOUT WORLD MARKET CENTER LAS VEGAS

World Market Center Las Vegas is an integrated home and hospitality contract furnishings showroom and trade complex. The state-of-the-art campus showcases furniture, decorative accessories, gift, lighting, area rugs, home textiles and related segments, as well as the Las Vegas Design Center (LVDC), now open daily to consumers and designers. World Market Center currently hosts the preeminent Las Vegas Market™ biannually in February and September. And in February 2010 World Market Center will debut InspireDesign™ for manufacturers and companies serving the hospitality design marketplace. The Gift + Home™ show launches in June 2010, catering to the gift, decorative accessory and seasonal industries. For more information on World Market Center Las Vegas, visit www.LasVegasMarket.com.

International Builders' Show Registration Opens

SPECIAL OFFERS ON EDUCATION, HOTELS AND MORE



The National Association of Home Builders (NAHB) today officially opened online registration and housing for the 2010 International Builders' Show® (IBS or the Show), the largest annual light construction tradeshow in the world. Scheduled for Jan. 19-22 in Las Vegas, the Show will attract tens of thousands of building industry professionals from around the globe.

"The International Builders' Show is considered the premiere event of our industry," said | *continued on page 10* |

NAHB Chairman Joe Robson, a home builder from Tulsa, OK. “With its combination of education offerings, product showcase and professional networking opportunities, IBS provides attendees with the knowledge, tools and insights they need to not only weather the current economic downturn, but to position themselves for success as the industry recovers.”

With more than 175 education seminars to choose from, attendees will have the opportunity to learn about a range of subjects, including sales and marketing strategies, the latest green building and remodeling techniques, or the current economic outlook. In addition, many pre-show courses are designed to help participants attain important industry designations, such as Certified Aging-in-Place Specialist, Certified Green Remodeler and several others.

The Exhibit Hall offers builders valuable ‘face time’ with the manufacturers and suppliers of the latest and most in-demand home construction products. The show floor will feature the industry’s most important suppliers displaying the latest and greatest building products and services across more than 250 product categories.

This year, NAHB will introduce several new offers and incentives for attendees including:

- Complimentary four-day passes to the IBS Exhibit Hall for NAHB members who register by December 11.
- One- and two-day education passes, which include admittance to the Exhibit Hall all four days of the show, plus unlimited access to one or two days of education seminars.
- No cost education seminars for registered attendees on Friday, Jan. 22.
- Special \$100 discounted registration rate for NAHB members attending IBS for the first time. Includes full registration access to all education seminars and admittance the Exhibit Hall for the duration of the show.

The 2010 International Builders’ Show is not open to the general public. Building industry professionals and their affiliates throughout the housing trades are welcome to register by visiting the show’s Web Site at www.BuildersShow.com.

ABOUT NAHB

The National Association of Home Builders is a Washington, D.C.-based trade association representing more than 200,000 members involved in home building, remodeling, multifamily construction, property management, subcontracting, design, housing finance, building product manufacturing and other aspects of residential and light commercial construction. Known as

“the voice of the housing industry,” NAHB is affiliated with more than 800 state and local home builders associations around the country. NAHB’s builder members will construct about 80 percent of the new housing units projected for 2009.

Big Green Egg Steals the Show at “King of the County” Barbeque Competition



By 7 a.m. on the morning of June 20th, the warm air of Martinez, California was filled with the delicious smells of smoldering apple, mesquite, and pecan wood. The 3rd Annual “King of the County BBQ Competition and Music Festival” had begun. Twenty three teams had arrived to take part in the afternoon competitions, some with standard charcoal grills, and others with 18 foot trailers. By the end of the days events however, there was one team that had set itself apart. With wins in both categories (Chicken and Pork Ribs), a relatively unknown team representing the Big Green Egg had surprised the field.

The two key members to the Big Green Egg team are not trained chefs or caterers. John Ruloph and Austin Prim perfected their recipes through years of weekend product demonstrations at Northern California Appliance and BBQ retailers as Territory Managers with Sierra Select Distributors. “The first year of doing Egg demo’s consisted mostly of cooking burgers and dogs for hungry salespeople and weary shoppers,” recalls Ruloph. “The Egg is so forgiving and easy to use, it was only a matter of time before we started experimenting with more technical | continued on page 16 |

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GE, State of Kentucky, Louisville and GE's Union Partner to Create New Jobs, Energy-Efficient Products

FIRST U.S. MANUFACTURED ENERGY STAR® QUALIFIED WATER HEATER WILL BE MADE IN KENTUCKY CREATING 400 NEW "GREEN COLLAR" JOBS

GE's (NYSE:GE) Consumer & Industrial division announced today that it will manufacture highly energy efficient hybrid electric water heaters in Louisville, Kentucky, at the Company's Appliance Park facility—creating about 400 jobs. The new hybrid patented technology will make GE the first manufacturer to introduce a water heater that will meet the new 2009 Department of Energy ENERGY STAR standards for heat pump hot water heaters, putting GE well ahead of the competition.

The decision to locate production of this leadership product in Louisville came as a result of cooperative efforts, investments and incentives involving GE, the IUE-CWA, the Commonwealth of Kentucky and Louisville Metro government. GE's planned manufacturing facility also has a potential to create 1,600 incremental "green" jobs over time for suppliers and contract partners and generate other positive financial impacts in Louisville and nationwide.

"We made the decision to build these products in Louisville because of the strong support from our state and local governments and the cooperative spirit of our Union leadership and our employees at Appliance Park. This clearly indicates GE's vote of confidence in this facility and our employees as a place where we can invest in our future, continuing our 50+ year history," said GE Consumer & Industrial President and CEO James Campbell. "Leadership from Governor Steve Beshear, Mayor Jerry Abramson, IUE-CWA President Jerry Carney and many others will help rebuild America's manufacturing base, create jobs and enable innovative, energy-efficient American-made products to be competitive in the marketplace."

Up to \$17 million in incentives from the state and metro government will be made available for the design and construction of the new energy-efficient hybrid electric water heater and for several other investments that the Company will make at Appliance Park over the next several years, which will total over \$69 million. The state incentives, which were approved by the Kentucky Economic Development Finance Authority on May 28, 2009 will be provided under the Kentucky Industrial Development Act (KIDA). Kentucky also will provide funds to train employees for the new jobs and will exempt from sales tax certain materials purchased to construct new facilities. And in Louisville, the Metro Council has approved an ordinance proposed by Mayor Jerry Abramson that will provide the city's

portion of the incentive package.

"We understood that GE had other U.S. locations where the company could make the new hybrid water heater," said Kentucky Governor Steve Beshear. "But the company – like others around the country – knew that Kentucky has made energy-related development one of our highest priorities. The nation's energy needs are growing, yet it wants that energy to be clean and green. In Kentucky we see that as an economic opportunity."


"GE has been a vital part of Louisville's economy for decades," added Louisville Mayor Jerry Abramson. "We appreciate the changes that have been made at Appliance Park not only to keep jobs here, but also to add jobs. We will continue to work with the GE leadership team to help ensure the long-term future of Appliance Park."

ABOUT THE GE HYBRID ELECTRIC WATER HEATER:

The new industry-exclusive GE Hybrid Electric Water Heater is designed to provide hot water in the quantities homeowners demand but uses only about half the energy of conventional water heaters to produce it. Based on the standard 50-gallon tank water heater that uses approximately 4800 kWh per year, the new GE Hybrid Electric Water Heater is designed to:

- Use less than half of that energy—or about 2300 kWh per year—a savings of approximately 2500 kWh per year.
- Save approximately \$250 per year—that's \$2,500 savings in energy costs over a 10-year period based on 10 cents per kWh.

According to the DOE (<http://www.energystar.gov/>), if just 10% of the nation's 4.8 million electric water heater shipments were heat pump water heaters with an Energy Factor of 2.0 instead of conventional models with an Energy Factor at the Federal standard, the aggregate energy savings would amount to nearly 1.3 billion kWh per year. This hybrid technology is designed to absorb heat in ambient air and transfer it into the water. Since this requires much less energy than the energy used to generate radiant heat—as used in a conventional electric water heater—the GE Hybrid Electric Water Heater is more economical to operate. Federal and state tax credits for purchasing the energy efficient water heater may also be available to benefit consumers.

To view a video on how the hybrid electric water heater works view: http://www.geconsumerandindustrial.com/videos/GE_Hybrid_Water_Heater.wmv 

Why add detergent 365 times a year when you could just add it twice?

GE Profile's new frontload washer with the SmartDispense™ pedestal holds up to six months of detergent* and conveniently dispenses the right amount for each load. And now you can reduce wrinkles, refresh fabrics and improve cleaning with the addition of Steam technology to the washer and dryer. Just a few of the many features that will ensure your clothes are well taken care of. To learn more, visit geappliances.com/profilefrontload.

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For more information on GE Cafe™ appliances, please contact:

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*Based on an 8-lb. AHAM load, 10 loads per week.

Enhancing The Freestanding Product Line

ALWAYS INNOVATING, ALWAYS IMPROVING AND ALWAYS FINDING GREENER, MORE RESPONSIBLE WAYS TO MANUFACTURE REFRIGERATION

Liebherr's freestanding line is the only premium dual refrigeration, cabinet-depth product line on the market offering an excellent alternative to a built-in at a better value. These units are "plug and play" and with all stainless steel sides, they give the design flexibility to have the refrigerators anywhere in the kitchen. Dual refrigeration means separate silent cooling systems ensure accurate temperature and humidity control. Ice-cold dry air circulates in the Freezer section, while the Refrigerator maintains cool moist air to seal in vitamins and safeguard food; there is no transfer of unwanted air, moisture or food aroma between the two compartments.

CS 1360* – 24" FREESTANDING REFRIGERATOR/FREEZER

Liebherr's 24" freestanding CS 1350 has gained success from being the most energy efficient in its class and at 24", is a popular choice for condos, apartments, galley and small space kitchens. The next generation, the CS 1360, boasts these new features:

- Innovative LED light towers that double as shelf support
- New SmartSteel finish
- Complete new inner liners and door
- Removable VarioBox that can go straight from the fridge to the table
- New touch capacitance electronic control panels
- More gallon holder space on door for large containers
- Tighter production values—gap is reduced between refrigerator and freezer portion as well as the distance from the floor to the bottom of the unit

* the CS 1311 has the same features without the IceMaker and is left-hinged. **RO**



The new CS 1360 with high performance features such as LED lighting and smudge resistant SmartSteel finish.



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Wine meets design.

All eyes are on Liebherr's new HWS 1800, a wine storage cabinet that exhibits fine wine in full view rather than under the counter. With the capacity to hold 18 bottles, this innovative unit is surprisingly compact. Coupled with its diminutive size, a sleek recessed handle opens up opportunities for integration beyond the kitchen into the dining room, living room or study. Once inside, your bottles will benefit from ideal storage conditions such as precise temperature control and features that protect against light, odor & vibration, allowing you to enjoy the wine as much as the unique design.



cooking and smoking methods. If anything, this is just further testament to the quality of food that the Egg produces.”

Thanks John and Austin and congratulations on this stunning victory!
Mike Tatro

New Jenn-Air Wall Oven Promises Industry's Best Performance



A new collection of Jenn-Air® wall ovens includes a model that claims not only the best performance in the industry but several other exclusives, including the only touch screen control with an image-enabled cooking guide. The wall ovens are the centerpieces of a new, high end Jenn-Air appliance line slated for availability this fall.

Based on comparative tests against other super premium brands of wall ovens, the top performing Jenn-Air double wall oven produced consistently superior results, according to Juliet Johnson, Manager of Brand Experience for Jenn-Air. The 7-inch, glass-touch screen is the largest of its kind and features “touch anywhere” technology. An interactive, menu-driven Culinary Center helps cooks achieve desired cooking results by considering a range

of details such as the food category, food type, desired doneness and even the type of pan used. Color images illustrating desired doneness levels combined with exclusive visuals showing how and where to insert the temperature probe for variety of dishes offers cooks further assurance that their dishes will be cooked to their specifications.

“Even the most accomplished cooks appreciate a little help now and then,” notes Johnson. “By combining greater precision and consistency with intuitive controls and a visual guide that helps with timing and temperatures, this new oven gives cooks an edge that can make the difference between good results and extraordinary ones.” Other exclusives include the first common cutout fit for a wall oven, allowing for simple installation into virtually any existing wall oven cutout; a “no preheat” feature for cooking many dishes without the need to preheat; and 6,800 watt dual fan convection elements, the most powerful available.

Available in 27- and 30-inch models, the new Jenn-Air wall oven collection includes single, double convection, non-convection and microwave/wall oven combinations. Style choices for the new ovens include the commercial look of Pro-Style® stainless steel and the sleek, refined Euro-Style options available in Oiled Bronze, black and white Floating Glass and stainless steel. Suggested retail prices will range from \$1,899 to \$4,999. Since the introduction of the first self-ventilated cooktop in 1961 and downdraft ventilated range in 1965, Jenn-Air has consistently built on its reputation as a technology and design innovator. Its selection of style options includes two | continued on page 20 |



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Bosch Vision Laundry Production Begins at New Bern, NC Factory

BSH HOME APPLIANCES CORP. LAUNCHES NEW LAUNDRY PLATFORM

BSH Home Appliances Corporation, North America today announced that its Bosch brand has started production of Vision laundry at its New Bern, N.C. manufacturing facility. BSH executives, engineers and manufacturing associates welcomed local dignitaries at a special launch ceremony at the company's state-of-the-art laundry factory as the first Vision washer and dryer pair rolled off the assembly line.

Michael Traub, President and CEO of BSH Home Appliances stated, "The pride of the people who design and build quality Bosch products is clearly on display as we witness the arrival of the newest addition to our family of appliances produced with efficiency in mind every step of the way. Bosch appliances are built using practices and materials that reduce the environmental footprint of manufacturing and when consumers get them home, they deliver high efficiency in terms of energy, water and savings on utility bills."

"Vision laundry is the future of front-load laundry," said Gotthard von Hundt, Senior Vice President of Laundry at Bosch home appliances. "This completely new platform boasts advanced features that deliver the most efficient performance without compromising cleaning results."

Bosch is a leader in the full-sized laundry category, having received top rankings and accolades since the debut of Nexxt laundry. The new Vision line is engineered to expand on Bosch's accomplishments while delivering the latest in laundry technology. Vision features the most energy- and water-efficient full size front-load washers in the U.S. and will be available in white and silver 300, 500 and 800 Series side-by-side or stacked installation models. **RO**



BSH executives and guests at the Vision laundry launch ceremony. From left to right: Patrick Rinke; Tilman Dominik; Michael Traub; Jason Jones; Tom Bayliss; Matthias Ginthum; Gotthard von Hundt; Uwe Mette



BOSCH

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- Steam Touch-up settings refresh clothes by relaxing wrinkles and removing odors.
- EcoAction® settings on the washer and dryer reduce energy usage up to 20% per load.
- ActiveWater™ uses up to 64% less water per load than the industry average,** while turning 13 gallons of water into the cleaning power of 400.
- AquaStop®, a Bosch exclusive, eliminates the risk of major water damage. Available in the 500 and 800 series.



BOSCH
Invented for life

For more information on our full line of home appliances, go to www.bosch-home.com/us



© 2009 Bosch Home Appliances. *Based on the average energy consumption by brand for full-sized 27" front-loaders, as listed on the ENERGY STAR® website (www.energystar.gov), April 2009. **Industry average based on non-ENERGY STAR® qualified clothes washer per-cycle water consumption.

distinct stainless steel collections and two cutting edge finishes: Floating Glass and Oiled Bronze. From downdraft cooktops, wall ovens and professional-style ranges to dishwashers, refrigerators and such entertaining essentials as warming drawers, built-in ice machines and wine chillers, Jenn-Air offers a complete line of major kitchen appliances. To learn more about the Jenn-Air appliance collection, please visit JennAir.com.

IBCTF & KBC 2009 Show Building Sector as Immune to Recession



International Building & Construction Trade Fair 2009
第14届中国国际建筑贸易博览会

The International Building & Construction Trade Fair and Kitchen & Bath China

2009 were held under the same roof of Shanghai New International Expo Centre as the biggest event of its kind in Greater China this year.

Any savvy supplier related to the building trade, especially building materials and fixtures for kitchens and baths, would not have passed up the 14th International Building & Construction Trade Fair, held alongside the Kitchen & Bath China, from May 25 to 28, 2009 at the SNIIEC (Shanghai New International Expo Centre). After all, China is commonly agreed to be the world's biggest consumer market, with an emerging upper-middle class ready to enjoy life's finer things. With a population of 1.3 billion, the twin shows is well-recognized as an entry to the enormous Greater Chinese market for building materials, kitchen ware and bathroom fittings, or the bedrock of an industry that is often the index of economic health.

While exports out of China have, like many other exporters, taken a hit from the global downturn, its stock market has performed remarkably well in recent months. And its official economic stimulus programs in the form of subsidizing home appliance buys have even triggered rush orders for electronic goods placed with Taiwanese suppliers, significant enough to cause the rehiring of laid off workers in Taiwan. Plus talks are ongoing to sign agreements that will further liberalize financial business exchanges between Taiwan and China. More positive news lies in the April report of the IMF (International Monetary Fund), saying that China is expected to maintain its economic growth at 6.5% for 2009, in sharp contrast to a 1.3% decline in the global economy. Such buoyant development and outlook simply suggest that China is holding its own amid the recession, and will continue to build more homes and commercial structures to accommodate its growth.

RECESSION-PROOF

The show organizer, Worldwide Exhibition Services Co., Ltd. of China, claims that an estimated 3,500 local and overseas exhibitors from Italy, Spain, Sweden, the U.K., France, Germany, the U.S., Japan, Taiwan and Hong Kong showcased products to about 61,901 visitors at the twin shows. The numbers speak for themselves: The exhibitors at the twin shows this year succeeded in generating business valued at approximately RMB9.099 billion (around US\$1.2248 billion at RMB1: US\$0.1467), sharply up from RMB8.045 billion (US\$1.18 billion) posted last year.

| continued on page 22 |



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U-LINE
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FULL RANGE

To describe the Kitchen & Bath China 2009 as offering a full range of products would be an understatement. A builder of a ski chalet in Austria would have found exactly what he needs to outfit such a structure in a northern climate, as would a builder of an apartment block in Penang, which is bathed in 30-plus Centigrade year-round. In fact, a builder of a factory in rural Texas also could have sourced everything he needs, including even water treatment facilities. Literally everything for residential and commercial structures was available, including green technology equipment. A sampling of the displayed products included electrical household appliances, kitchen facilities, freezing cabinets, plumbing goods, unit bathrooms, sauna equipment, whirlpool and relaxation systems, heat exchangers, radiating panels, fireplaces, electrical floor heating systems, heat recovery and recycling equipment, thermal insulating materials, energy-saving technology, solar heating systems, central air-conditioning systems, building materials, lighting, hardware, tools, fittings and accessories, etc.

BRANDED SUPPLIERS

The importance of the Kitchen & Bath China 2009 was shown by the presence of the four major suppliers of branded bathroom fittings from Taiwan, including Lih Chern Metallic Enterprise Co., Ltd. (LCM), HoCheng

Corporation (HCG), Shengtai Brassware Co., Ltd. (Justime) and Global Union Industrial Corporation (Danze and Gerber), besides turning out world-caliber products, some of them are the pillars of the Plumbing industry in Taiwan, with HCG as widely-recognized for bathroom fixtures on the island as Kleenex is for paper tissues in N. America. Foreign buyers reportedly have high regard for the production capability and considerate services offered by such Taiwanese suppliers, who have managed to stay competitive globally.

Delivering quality information to help buyers navigate through a sea of exhibitors is a key task in any trade show. And CENS, the seasoned multi-media export-oriented publisher based in Taipei, was on the job. Known for being a bridge between global buyers and Taiwanese suppliers as well as a trade promoter, CENS circulated its publications at the twin show. "CENS Hardware," the magazine containing all kinds of Taiwan-based suppliers of bath, kitchen products as well as hardware, attracted many buyers who had a notion of the world-class exporters of such items on the island. And any prudent buyer knows that having a CENS magazine can save hours of browsing in person at a trade fair.

The staging of the 15th International Building & Construction Trade Fair and Kitchen & Bath China is scheduled for May 2010, at the same expo center in Shanghai. **RO**

CLASSIFIED AD

WARRANTY-SERVICE MANAGER

GROWING COMMERCIAL-RESIDENTIAL APPLIANCE COMPANY, LOCATED IN SOUTHERN CALIFORNIA, IS LOOKING FOR AN EXPERIENCED WARRANTY-SERVICE MANAGER TO LEAD THE SERVICE DEPARTMENT

The Warranty-Service Manager will be responsible for implementing and managing a warranty system to reduce warranty cost and increase customer satisfaction across all product lines. This position will also be responsible for coordinating product failure investigations, repair of product returned from the field, relevant communication with customer and field service personnel and retention/maintenance of all related information.

POSITION DETAILS:

- Manage warranty claims from initiation until close
- Facilitate and grow service part sales
- Develop accurate and detailed reporting systems that can be used cross-functionally to make changes
- Negotiate warranty coverage and customer complaint settlements, including terms & conditions
- Coordinate all product advisories and recalls under the

direction of marketing and sales management

- Work in liaison with corporate departments to avoid and resolve Service or Field issues and concerns
- Track, analyze and review reports to ensure that costs, schedule and performance is being controlled and managed within established guidelines
- Manage inventory of parts for warranty related repairs

REQUIRED QUALIFICATIONS:

- Minimum of 4 year degree in automotive technical, mechanical engineering or equivalent
- Previous experience managing warranty or customer support operations in a manufacturing environment
- Excellent written and verbal communication skills
- Cross-functional knowledge of engineering, service and support functions
- Ability to process information and analyze to make appropriate recommendations

Send e-mail to: letters@retailobserver.com Subject: Warranty-Service Manager

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

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



Miele

Anything else is a compromise



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

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

Give them what they want.

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

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

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



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

Give them what they need. Guaranteed.

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

Quick Links:



miele.com



energystar.gov

2009 Sinoces Kicks Off With Latest Technology Innovations From More Than 500 Global Companies

CEA'S SHAPIRO DELIVERED KEYNOTE ADDRESS AT CHINA'S LARGEST TECHNOLOGY TRADE EVENT



The 2009 SINOCEs kicked off in Qingdao, China, with more than 500 global companies showcasing their latest technology innovations. Co-sponsored by the Consumer Electronics Association (CEA)[®], producer of the International CES[®], the world's largest technology tradeshow, the 2009 SINOCEs ran July 9 through Sunday, July 12, 2009, in Qingdao.

"The Chinese consumer electronics market is one of the strongest in the world and is expected to reach \$100 billion by the end of 2009. SINOCEs provides unprecedented exposure for technology companies looking to break into this booming market," said Gary Shapiro, President and CEO, CEA. "CEA's partnership with the China Electronics Chamber of Commerce and the City of Qingdao has enabled SINOCEs to grow into China's largest technology trade event."

CEA's Shapiro delivered a keynote address at SINOCEs addressing technology's impact on the global economy and the importance of free trade. "Technological innovation and the strength of the global economy are inextricably linked," Shapiro noted. "As an industry, we must support innovation. We must support bilateral and multilateral free trade agreements. Now, more than ever, is a time for our respective governments to adopt policies that promote openness, a free flow of ideas and technologies, and market access."

The 2009 SINOCEs featured the International Forum on Sustainability of Consumer Electronics, produced by CEA and Vogel Burda Media's CHIP magazine. The Forum, discussed e-waste recycling regulatory initiatives, advancements in energy efficiency and policies facing the global technology industry.

For more information on the 2009 SINOCEs, visit www.SINOCEs.com.

ALMO Launches New Professional Audio/Visual Division

COMPANY APPOINTS INDUSTRY VETERAN SAM TAYLOR TO LEAD BUSINESS



Almo Corporation announced that it is launching a new value-added professional audio/visual distribution division led by industry veteran Sam Taylor. The new division will provide commercial and consumer grade products such as LCD's, projectors, specialty displays, video conferencing, audio, mounting solutions, and a host of other products designed for Pro A/V integrators and dealers. The new division will be led by Sam Taylor who has been appointed as Executive Vice President and Chief Operating Officer of the professional audio/visual division. Taylor has been in the Pro A/V industry for nearly 25 years. He was most recently with Electrograph Systems for 22 years and served as President for 15 years.

Warren Chaiken, President and Chief Operating Officer of Almo said, "We've been in the consumer electronics business for over 30 years. Expanding into the Pro A/V space is a logical extension of our core distribution business, however we recognized that the customers in the professional space have unique needs. We wanted an experienced leader to help us establish the division specifically for those integrators. We are delighted that Sam has joined us to bring the expertise needed to build the business not as a hybrid of the consumer division, but created specifically for the Pro A/V customer." Taylor said, "Almo has a rich 63 year history and prides itself as distributor with operational excellence, a trusted reputation, and has always maintained a personal touch with all its customers. There is a void right now in the Pro A/V space for a strong value-added distributor and Almo is positioned to take the lead."

The new division will be bringing on approximately 25 employees in sales, marketing and product planning dedicated to the Pro A/V business. The new sales team will all be InfoComm trained and many CTS certified, bringing a high-level consultative approach to reseller partners. John Becconsall, Associate Vice President, Vertical Markets Group, Sharp Electronics said, "I've had the pleasure of working with both Almo and Sam Taylor for many years and look forward to expanding our relationship with the addition of its new Pro A/V division." Taylor continued, "Our initial focus will be bringing on new commercial

product lines, getting the balance of the sales team on board and then positioning ourselves to be a value-added partner for Pro A/V integrators.”

ABOUT ALMO CORPORATION

Almo Corporation is the nation’s leading independent distributor of Major Appliances and Consumer Electronics. Almo distributes over 35 of the industries top brand names of Major Appliances, Consumer Electronics, Mobile and Professional Audio/Visual Equipment, Professional Residential Kitchen and Outdoor Appliances and Industrial Wire and Cable Products.

Founded in 1946, Almo is headquartered in Philadelphia, Pennsylvania, and operates 10 regional distribution facilities with over 1 million square feet of warehousing throughout the United States. More information on Almo is available by contacting the company directly or at Almo’s web site located at www.almo.com.

2010 International CES Registration Opens

CES FEE WAIVED FOR EARLY REGISTRATIONS



The Consumer Electronics Association (CEA)[®] announced that registration is now open for the 2010 International CES[®], the world’s largest consumer technology tradeshow, scheduled for January 7-10, 2010 in Las Vegas, Nevada.

Early registration for CES carries significant financial benefits. Registration for the 2010 International CES is free to industry professionals only through September 30. A registration fee of \$100 goes into effect on October 1, and the fee will increase to \$200 on January 2. Hotel room rates in Las Vegas, available through a special block set aside for CES registrants, are currently at their lowest in years. Attendees, exhibitors and media can register today at www.CESweb.org.

Each year, the International CES attracts more than 100,000 of the top executives, retail buyers, content providers, entertainment executives, venture capitalists, engineers, government officials and media from around the globe.

“We can already feel the excitement and energy surrounding the 2010 show as we ramp up for compelling new exhibits that reflect the dynamic CE industry,” said Karen Chupka, Senior Vice President, events and conferences, CEA. “In addition to the new i-Lounge Pavilion and EHX@CES, the 2010 CES will demonstrate once again why CES is the single must-attend event of the year where the global technology industry gets business done.”

Additional information on the 2010 International CES can be found on www.CESweb.org, including a travel and

hotel information to assist attendees in making their CES travel plans.

CEA Applauds Confirmation of Larry Strickling to NTIA and Mignon Clyburn Nomination to FCC

The Senate has confirmed Larry Strickling to be the Assistant Secretary of Commerce for Communications and Information. The President has announced the nomination of Mignon Clyburn to be a Commissioner of the Federal Communications Commission.

The following statement in reaction to these two developments can be attributed to Gary Shapiro, President and CEO of the Consumer Electronics Association.

“As a technology-savvy leader in both government and the private sector, Larry Strickling brings to NTIA a vital understanding of the importance of the technology sector to our economy and our citizens. In particular, his work in implementing the Telecommunications Act of 1996 at the FCC, and in deploying broadband networks at innovative technology start-ups, gives him the range of experience that will make him a unique contributor to our government’s technology policies. We are delighted to have the opportunity to work with Strickling to bring broadband to all Americans, ensure the success of the nation’s transition to digital television and restore our nation’s innovation economy through public policies that help grow the technology sector.

“Mignon Clyburn also brings a wealth of policy and business experience to her new role at the FCC. As a state regulator, newspaper publisher, and civic leader, Clyburn has demonstrated her dedication to the American consumer and has consistently adopted a practical, market-oriented approach to regulating. We look forward to working with her, following her confirmation, to advance the deployment of broadband and fulfillment of this nation’s digital promise.”

ABOUT CEA:

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$172 billion U.S. consumer electronics industry. More than 2,000 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES – Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA’s industry services. Find CEA online at www.CE.org. **RO**



Consumers Still Buying Consumer Electronics in a Down Economy, CEA Forecast Finds

Consumers continue to buy technology products to improve their lives, although the consumer electronics (CE) industry will see overall shipment revenues decline in 2009, according to new data released today by the Consumer Electronics Association (CEA)[®]. The semi-annual U.S. Consumer Electronics Sales and Forecast shows that industry revenues will contract to \$165 billion in 2009 but grow slightly in 2010.

The consumer electronics industry will see shipment revenues fall 7.7 percent, to \$165 billion this year, the first decline since 2001. While consumer demand for CE products remains high, several market forces are contributing to lower revenues, including lower consumer spending, price declines and compositional shifts in key product categories. As consumer confidence rebuilds, industry revenues will grow, albeit at a pace of less than one percent in 2010. CEA's forecast projects industry revenues will bottom out by the second half of 2009, although many risk factors remain causing industry growth to remain muted.

The CE industry continues to hold up favorably compared with other industries. Most recessions are marked by steep declines in durable goods purchases as individuals defer discretionary purchases that can be pushed into the future. Despite the worst recession since the Great Depression, CE spending as a percentage of all durable goods is as high as it has been in 50 years. Vehicle sales are down 40 percent since the recession began in the fourth quarter of 2007, according to Autodata Corporation, and existing home sales are down 34 percent from their peak in August 2005, according to the National Association of Realtors.

"The CE industry is not impervious to the economic downturn but remains resilient compared to other industries," said CEA President and CEO Gary Shapiro. "Through innovation and global access to consumers and open markets, technology companies will restore economic growth and prosperity. American consumers continue to purchase CE products despite cutting back in many areas, showing that consumer electronics are vital to everyday life in this country."

Digital displays continue to be the primary revenue driver for the industry, comprising 15 percent of overall industry sales. Unit shipments of displays remain robust, projected to be up eight percent in 2009. LCDs remain

the display of choice for consumers with unit volumes jumping 24 percent. Lower price points and an increase in consumer demand for mid-size displays are reducing revenue. TV display shipment revenues are expected to drop six percent this year to \$24 billion.

One year after emerging as the next-generation DVD format of choice, Blu-ray players are poised for growth in 2009. Unit shipments of Blu-ray players will jump 112 percent this year, reaching nearly six million. Even as prices drop, revenues are expected to top one billion dollars, an increase of 48 percent over 2008.

Continued innovation in the smartphone category is leading to high consumer demand and increased shipment revenues. Smartphone shipment revenues will increase almost three percent in 2009, to nearly \$14 billion, despite declines in average unit prices. Smartphones will account for one in four total handset sales this year as consumers continue to seek devices capable of Internet access, navigation and media playback while on the go.

CEA's updated sales and forecast also shows netbook momentum is building within the PC category. Unit shipments are forecasted to nearly double in 2009, rising 85 percent, to eight and a half million units. Even as more consumers opt for lower-priced netbooks, the category will reach \$3.4 billion in revenue in 2009.

"Consumers continue to buy CE products at high rates, showing that CE is a must-have even during the darkest of economic times," said Steve Koenig, CEA Director of Industry Analysis. "Notably, consumers are buying CE products that fit today's budget, like mid-sized displays, netbooks and private label products. Some categories, such as digital cameras, Mp3 players and video game consoles, have reached maturation as most American homes now include such devices."

U.S. Consumer Electronics Sales and Forecasts 2005-2010 (July 2009) is published twice a year, in January and July. It was designed and formulated by CEA, the most comprehensive source of sales data, forecasts, consumer research and historical trends for the consumer electronics industry. Please cite any information to the Consumer Electronics Association (CEA)[®]. The complete report is available free to CEA member companies. Non-members may purchase the study for \$2,000 exclusively at mycea.CE.org. **RO**



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Almo Expands Accessory Line-up

SIX NEW ACCESSORIES LINES NOW AVAILABLE AT ALMO INCLUDING AUDIO-TECHNICA, KOSS, CASE LOGIC, ONE FOR ALL, RCA AND VANGUARD

Almo Corporation, the major national consumer electronics and appliance distributor, today announced a major enhancement to their accessory category product offering. Distribution agreements are now in place with Audio-Technica, KOSS, Case Logic, One-for-All, RCA and Vanguard allowing Almo dealer's access to these vendors. These additions represent a collection of trusted, in-demand brands in the retail channel. Almo's business model focuses on partnering strictly with best-in-class manufacturers that provide powerful brand awareness and stability for its dealer base. Their base of customers in the retail CE industry encompasses brick and mortar as well as eCommerce dealers. The addition of these six prominent accessory brands, further aides their dealers in boosting add-on sales opportunities to supplement their bottom line. "Accessories continue to be the margin leader in the consumer electronics sector," said Warren Chaiken, Almo President and COO. "When we launched this strategic endeavor, our accessory team pledged to continually expand our brand lineup with top-quality, in-demand accessories. This current category enhancement is indicative of that pledge, giving our dealers access to some of today's leading accessory products.



AUDIO-TECHNICA

Audio-Technica is a leading innovator in transducer technology, renowned for the design and manufacture of microphones, headphones, mixers, and electronics for the audio industry. The choice of professional musicians and audiophiles worldwide, Audio-Technica products are designed for discerning consumers that desire the purest audio reproduction available.

KOSS

In 1958, Koss developed the world's first stereophones—

the SP/3. Today, Koss is known worldwide for their complete selection of over 40 different models of stereophones, ranging from top-of-the-line electrostatic stereophones, noise reduction systems, and infrared and radio frequency stereophones to of lightweight, portables.

CASE LOGIC

Case Logic is obsessed with organization! Known for innovative design and functionality, Case Logic provides the most complete selection of storage accessories in the industry including a full line of portable and home storage accessories for CDs, DVDs, portable electronics, laptops, cameras and automobiles.

ONE-FOR-ALL AND RCA ACCESSORIES

RCA accessories and One For All® remotes are distributed in the United States, Canada and Latin America by Audiovox Accessory Corporation. Audiovox Accessory Corporation (AAC) is a global leader and innovator for connecting the digital home and accessorizing the new entertainment platforms. The company delivers innovative solutions for music distribution, broadcast and satellite reception, digital TV

evolution, wireless, home control, energy management, home networking, and cleaning & care for today's electronic devices. The ONE FOR ALL® remotes are sold and distributed exclusively in North America by Audiovox Accessories Corporation.

VANGUARD MOUNTS

Founded in 1986, Guardforce Corporation manufacturers the Vanguard brand of product. Innovation, quality and service are the three key commitments that Guardforce and its employees provide to our customers. With beginnings as a photo-video manufacturer, they how now evolved to a full-line manufacturer of the world's most durable electronics accessories. **RO**

ALMO BREADTH OF PRODUCT

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Delivering the products your customers want is a key to success in today's Internet-enabled market. Selection is as important to winning more sales as service is to keeping customers satisfied. For more than 60 years Almo has offered a vast array of products from industry-leading suppliers. Partner with Almo to deliver greater breadth of product than your competitors, because at Almo, we exist to ensure that our customers can deliver on their promises to consumers.

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Ed Gibbons
Executive VP

distribution on a personal level



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7.1 Channel Blu-ray Home Theater System
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29 cu. ft. Stainless French Door Refrigerator
Model # Samsung RFG297AARS



Makes Laundry Fun

Extra Large Capacity Washer Dryer Pair
Model # Samsung WF448AAP / DV448AEP



Panasonic

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1933

VENT-A-HOOD

SEVEN DECADES OF SUPREMACY

As appliance manufacturers work to address the challenging business environment in a trying economy, Vent-A-Hood is borrowing from more than seven decades of experience to continue doing what it does best.

Known as America's oldest residential range hood manufacturer, the company is celebrating 76 years of manufacturing prowess to champion efficiency, quality, new designs and continued innovation. It's what launched the business in 1933, inventing an appliance category that now often bears its name. (Many consumers incorrectly refer to any range hood as a "ventahood.") And having established some of the first registered patents for indoor kitchen cooking ventilation, the company is moving forward today, as always, making a good thing even better.

Based in Richardson, Texas, the legendary Vent-A-Hood brand, which continues to be a family-owned business, is producing high-volume range hood designs as well as 100 percent handmade custom hoods that are shipped to a network of Vent-A-Hood distributors serving all 50 states and Canada.

And with a reputation for being fiscally conservative and remaining loyal to its one category of dominance, Vent-A-Hood is finding the perfect balance to an unbalanced economy. A new program to upgrade

showroom displays is expected to debut later this year. Meanwhile, high production continues to be matched with steady profits and a brain trust to introduce new Designer Series canopy designs (shown), a Contemporary Series; along with advancements to existing popular products, like the new Bar-B-Q Kit extension; and marketing tools that allow a growing network of registered Vent-A-Hood dealers to deliver the best products to an educated consumer.

From its humble beginnings and a dedicated family that started with door-to-door sales to introduce a novelty item, Vent-A-Hood is now credited with making the range hood a mainstay in the modern American home. And this year, a revamped Web site with a full online catalog details how a history of innovation endures with the most desirable products on the market as more homeowners and kitchen designers are researching their high-end options online before visiting the showroom floor.

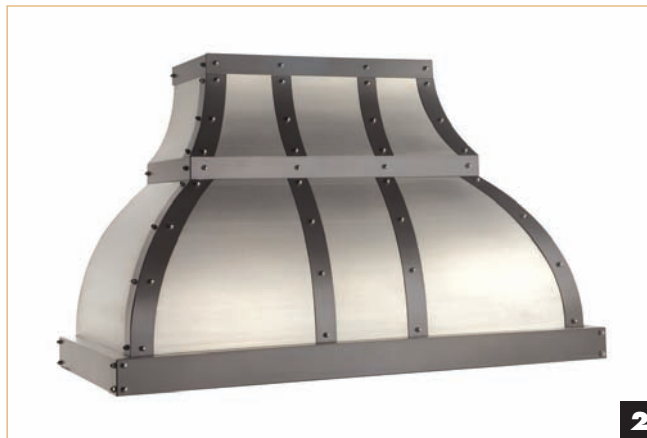
A crew of more than 100 trained artisans is finessing the stalwart brand with the latest



Skip Woodall



Designer Series-JCH348B1



Designer Series



Vent-A-HOOD

PREMIER MANUFACTURING

2009

introduction of removable duct covers, GU 10 lights, and seamless welding.

And the trademark Magic Lung blower with its proprietary technology continues to be a signature in Vent-A-Hood products that drives the reputation even further.

“It’s an honor and a privilege to bring value to the marketplace and say we are Made in America, we are a family-owned business, we are positioned to remain strong and

we continue to employ the best people in the industry,” said Skip Woodall, CEO of Vent-A-Hood.

Addressing demand as more homeowners look to invest in their single most valuable

asset, their home, Vent-A-Hood remains the proven brand name in a product that offers environmentally friendly function, providing the best cooking ventilation with the most efficient power. It delivers piece of mind for families looking for the cleanest air, free from cooking contaminants. And the Magic Lung, offering 300 to 1200 CFMs, leads the industry for grease extraction and fire safety features

that make the kitchen the true heart of every home.

Vent-A-Hood offers traditional and contemporary designs that meet every taste and style in wall mount, island and under cabinet categories as well as liner inserts. And finishes include stainless steel, copper, and standard and custom powder coated colors that run the spectrum. Famous for its claim that, “if you can draw it we can build it,” Vent-A-Hood is a champion of innovation. And having carried the torch in good times and bad, the company and the entire Vent-A-Hood family embrace their role and the pioneering attitude that quality does not have to be sacrificed for cost, that consumers do value performance, that manufacturing can succeed in the U.S. and that reputation is not the kind of thing you outsource.

ABOUT VENT-A-HOOD:

Founded in 1933, Vent-A-Hood, based in Richardson, Texas, is the oldest manufacturer of residential range hoods in America. Each product manufactured by Vent-A-Hood is individually engineered for performance in addition to style. Vent-A-Hood products are sold in all 50 states as well as Canada.

For more information, visit www.ventahood.com or call 1-800-331-2492. **RO**

Vent-A-Hood

76 PROUD YEARS

ies-JCH348B1



Designer Series-JCH242C1



Blake Woodall



marcone | SUPPLY
Appliance, Cooling & Property

Marcone Supply: A Product Support Company That Also Sells Parts

Marcone Supply is not only the nation's largest appliance parts and accessories distributor, but also a top resource for cooling & heating and property maintenance supplies...as well as a product support company.

For more than 70 years Marcone Supply has been a world-class distribution company winning over customers through steadfast quality standards, extensive inventory, cutting-edge technology and a strong commitment to customer service. With 40 branches, 9 regional distribution centers, 3 national call centers and next day service to over 92% of the U.S., "Marcone Supply" has long been a household name in the appliance parts industry.

Marcone Supply has also become an all inclusive resource for maintenance professionals; offering the industry's most extensive selection of over 100,000 standard specialty plumbing, cooling & heating, electrical, service essentials and, of course, appliance parts. They have everything you need to properly maintain multi-family housing. Not to mention they are a member of the National Apartment Association and National Supplier Council as well as Compliance Depot Certified. When it comes to HVAC their Cooling & Heating division has your units covered (no pun intended). From condensers & furnaces to motors, disconnect boxes and capacitors as well as refrigerant and copper; Marcone Cooling & Heating is your best source for everything HVAC.

Marcone Supply is more than a distributor. They are committed to ensuring that their customers have all the tools they need to grow their businesses and remain successful.

"We process more warranty parts than anyone else in the industry," said Jim Clark, Marcone Supply's Warranty Manager: Midwest Region. "We ship from 9 different regional distribution centers and customers can place

their orders through the phone, fax, online, or even EDI. We don't just sell parts though. Marcone Supply comes with a toolbox of programs to support our customers. We consider ourselves a product support company that also sells replacement parts."

Part of being a 'product support company' means developing programs to enhance their customers' businesses, like Marcone Servicers Association (MSA). MSA is the fastest growing and most vibrant association in the appliance service industry. With over 1,500 members, it has become a driving force in the effort to enhance the strength of the independent servicer.

A wide variety of benefits are available for Marcone Supply customers who become MSA members, including:

- FREE Hands-On Training Workshops (offered in English & Spanish)
- FREE Online Webinar Training
- FREE Subscription to Marcone World, the industry's #1 magazine
- FREE SwiftLink™ Price Books
- Guarantee Issue Life Insurance
- Discounts on Flat Rate Labor Guide
- Discounts on Health Benefits
- Technician Certification Programs
- Discounts on many other products such as Training Videos and Office Supplies

The ultimate vision for Marcone Supply is to do "Good Business with Good Customers and Good Vendors". This means the company provides a supply chain that is a win/win scenario for all involved. To that end, Marcone Supply continues to build on its reputation as the industry's most innovative and technologically advanced company with the introduction of a myriad of new products and services to the marketplace.

The employees of Marcone Supply are determined to be nothing short of the best in the business. **RO**

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United Servicers Association

Quality or Price— Which Governs Your Business?

In the 27 years that I've owned my independent service company and during my 10 years with United Servicers Association, I have had several opportunities to speak with industry professionals who all want to make the service industry better. Price and quality are two common words I hear regularly during those conversations, but seldom in the same sentence. One comes at the expense of the other and we must choose one or the other. If we want high quality service it's going to cost and if we don't care about quality than we can cut our price, but you can't have both.

By price I am referring to the amount you charge or receive for your service. Your cost of doing business determines what you must charge to make a profit depending on what it costs you to run a call. By quality, I mean the quality of the service you offer to a consumer. Quality is most often measured by the customer's perceived satisfaction with their service experience. From how you answer your phone, how you look when you arrive at the house, how quickly you make the repair and how many trips it takes to complete the job.

Most manufactures survey their customers to determine what the perceived quality of service received was for the warranty service call. Manufacturers have learned from these studies that brand loyalty has a direct relationship to a customer's experience when their product fails and warranty service is required. In simple terms, the studies show that when the experience is good customers will buy or recommend that product but when it's bad they will definitely not buy again and may even influence others not to purchase that particular brand. So why then is there continued pressure from manufacturers to keep the price below our costs when they know that a quality experience will go a long way to protecting brand loyalty and their every changing customer base?

Some manufacturers will argue that I'm wrong. They will say that you can have both or at least they expect both, low price and high quality service. I contend that that's just not possible. Quality or price - which will govern your company? Image for me is as important as is

the competency of my repair technicians. A dirty, older, plain van does not hold the same respect and credibility of a new clean van with attractive marketing and identification on the side. A technician who needs a shave and a haircut wearing two-day old dirty jeans with a Rolling Stones t-shirt doesn't stand a chance next to a clean freshly uniformed technician. Even if the skills of the first technician are far superior to the second the first impression is a lasting one. I once saw a bill board in Texas that read "Dress your wage" - this rings so true in measuring the customer's service experience and subsequent satisfaction. Clean uniforms and new decaled trucks cost money not to mention the recent roller coaster ride on insurance and gasoline prices. Smart service operators will understand how to calculate their true cost of doing business and will be equipped to determine how a low warranty labor rate will affect their business and its profit goals. Sometimes you just have to say no to some manufacturers warranty requests when they're not willing to pay a fair price for quality service.

Appliance service is a commodity. As such, in a commodities market it usually means you'll be competing on price and you'll need high volume to survive. I believe there is another way to compete in a commodities market. Take coffee for example. Coffee is a commodity and if you're just buying raw coffee it's relatively cheap. Most all of us judge the price of service by the value it represents for us at any given time. If you want a coffee you can get one for \$1.25 on the coffee truck or you can pay \$5.00 or more for a fancy one at Starbucks and people are standing in line, not just for the coffee. The difference isn't the taste, it's the experience. The experience is something that we're willing to pay for.

So don't just be consumed by price. Make sure your customers experience in dealing with your company is truly a one of quality, one the consumer will be willing to pay a higher price for. Either way, make sure they get what they're paying for. **RO**

Paul Mac Donald is the Executive Director, United Servicers Association

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BLANCO BLANCO, German innovator of quality engineered stainless steel since 1925, introduces the new FLOW sink to its STEELART brand. The ultimate centerpiece, FLOW is more than a sink... it's an architectural element.



Featuring the revolutionary new MicroEdge™ technology, FLOW creates the illusion of a flushmount installation - integrating fully with the counter surface. Seamless and functional stainless side drainers flow gently into the elegant, purist bowl - offering a design that's both focal point and functional workspace.

"FLOW is the ultimate artisan creation that lets designers make a fresh statement of individuality for their distinctive clientele," states Tim Maicher, Director of Marketing for BLANCO. "The technical skill and creativity to deliver FLOW does not exist outside of BLANCO's STEELART division in Germany. When a designer specifies FLOW, it's like commissioning a sculpture. The design is so perfect in its' execution that it looks as though it were sculpted from a single piece of steel."

FLOW has already achieved international acclaim, winning the 2009 Red Dot design award. FLOW's remarkable MicroEdge rim—at only 0.05" in height—creates the illusion of being one with the counter surface and also can be completely flushmounted for additional design flexibility. FLOW's dimensions are 46"l x 20"w and can be inset into virtually any counter material. FLOW retails for \$4,195.

Everpure Offers Worry-Free Water for the Bathroom

NEW SPA-400 DRINKING WATER FILTRATION SYSTEM ENSURES SAFER TAP WATER FOR BATHROOMS AND HOME SPAS



When it's late at night and thirst strikes, why venture all the way to the kitchen for a clean, filtered glass of water? With Everpure's SPA-400 Drinking Water Filtration System, an uncompromisingly pure sip of water is as accessible as the bathroom tap.

The SPA-400 Drinking Water Filtration System from Everpure LLC, a Pentair company and the leader in commercial grade water filtration for residential use, is a filtration device specifically designed to safeguard a highly trafficked faucet in every home - the bathroom faucet. Ideal for use in luxury home spas, and guest or children's bathrooms, the SPA-400 reduces unwanted impurities such as lead, cysts, mold, chlorine taste and odor, and oxidized sulfides from drinking water, while retaining healthful minerals.

"When assessing a home's water purification needs, it's easy to overlook the bathroom as a vital water source," says Joe Hutko, marketing manager for Everpure. "Whether



SPA-400 Drinking Water Filtration System Photo Courtesy of Everpure LLC

you're brushing your teeth or have children who utilize the bathroom faucet as a drinking water source, Everpure can help homeowners cover all the bases for optimal drinking water quality."

Small enough to fit discretely underneath the bathroom sink, the SPA-400 is engineered to interact with existing bathroom faucets, making it easier than ever to bring Everpure-quality drinking water to every sink, from the kitchen and bar to the bath. The SPA-400 delivers water at a consistent 2.2 gallon/minute flow, and swapping the filter is simple with Everpure's quick-change filter cartridge system.

New Franke Fireclay Farm House Sink

FHK710-30 AVAILABLE NOW



Franke's new 30-inch Farm House apron front (FHK710) brings the brand's classic styling to an improved 30-inch model, in either White or Linen. This replaces an earlier 28-inch version, in order to make full use of the space available in a 30-inch cabinet.



Custom style and old world craftsmanship are brought together in the

Farm House fireclay sink. Built-up, flush, or undermount installation. It's your choice! Sides are completely finished for a flawless raised sink installation.

FRANKE FIRECLAY IS INDUSTRY RECOGNIZED

Made of natural material such as feldspar, quartz and recycled sinks are:

- EXTREMELY resistant to chipping and scratching, easy care and hygienic
- Easy to clean; little time and effort required
- Dirt repellent; water and dirt are virtually unable to establish a hold
- Aggressive cleaning agents are not required
- Franke's expertise in product design and innovation
- Matches all décor from classic to modern
- Functions in kitchens basic to professional and the right color for every kitchen type
- Suitable for contact with foods—will not take on the flavor or smells
- High wear resistance—Still looks good after years of use—Colors will not fade
- Resistant to chemicals
- Most household chemicals will cause no harm
- Environmentally compatible

- Harmless in terms of manufacture and disposal, as made of only natural materials
- Surface is pleasant to touch and radiates natural charm
- Durable - Provided care instructions are observed

Franke, the world's largest manufacturer of kitchen sinks, is a privately held company with sales of some \$3 billion that specializes in the design and engineering of luxury systems for the management of air, water and waste and known for creating "Kitchens Without Compromise." The Switzerland-based Franke Group is also the global market leader in Foodservice Systems, manufactures Washroom and Beverage systems and conducts industrial engineering operations at 81 subsidiaries in 42 countries. The Franke family of brands marketed in North America include Franke, Kindred Collection, Kindred, Reginox and Franke USA. For more information visit www.frankeksd.com or call 1-800-626-5771.

Axor Citterio Line Adds Water-Saving Prep Faucet

WITH HIGH-ARC DESIGN FOR SMALLER KITCHEN WORK AREAS



Created by Italian architect Antonio Citterio, this new kitchen faucet offers a pull-down handspray with full and needle spray modes, a spout that swivels a full 360° and a water-conserving flow rate of 2.2 Gpm.

"The new prep faucet's smaller, stylish proportions help make food preparation easier in tighter kitchen spaces," says Nicolas Grohe, Director of Product Development and Marketing for Hansgrohe in North America. The prep faucet measures just over 15 inches high, while its spout extends nearly 7 inches from the base. In contrast, the dimensions for the larger Axor Citterio Kitchen Faucet are roughly 16 inches x 8 inches; the Axor Citterio Semi-Pro model measures 25 inches x 10 inches.

Designed for active daily use, the Axor Citterio Prep Kitchen Faucet includes the same features | *continued on page 40* |



and functionality found on the larger models, including:

- Water-saving flow rate of 2.2 gallons per minute, a 12% savings over conventional kitchen faucets;
- Pull-down handspray with full and needle spray modes;
- Cascade no-clog aerator;
- Mini-high-arc spout that swivels a full 360°;
- Solid brass construction with an M2 ceramic cartridge;
- Quiclean cleaning system, which allows mineral deposits to be removed from the aerator in the spout with just a flick of the finger;
- Choice of two finishes: a luminous chrome or the brushed-metal look of Hansgrohe's proprietary Steel Optik finish, which echoes the look of stainless steel kitchen appliances.

The Axor Citterio Prep Kitchen Faucet also offers the same sleek and stunning combination of angular and rounded forms found in the other models in this collection. The designs of Antonio Citterio routinely merge design and functionality in special ways. An excellent example can be found in the ergonomically styled, ADA-compliant handle found on all of his kitchen faucets for Axor. Located on the right-hand side of the faucet, the user-friendly handle is connected to the M2 cartridge, whose slender form allows it to sit inconspicuously within the unusually narrow base of Axor Citterio kitchen faucets. This innovative combination of technology and aesthetics results in a truly distinctive, streamlined faucet base that is unique in the kitchen faucet field."

For more information on Hansgrohe, visit www.hansgrohe-usa.com. To obtain a list of showroom locations within any locale across the United States, visit http://www.hansgrohe-usa.com/us_en/33541.htm. Or call 1-800-334-0455.

Noritz America Introduces N-0842MC—the Industry's Most Efficient Residential Tankless Water Heater

NO. 1 MANUFACTURER OF TANKLESS WATER HEATER SYSTEMS UNVEILS RESIDENTIAL VERSION OF N0841MC COMMERCIAL UNIT



Noritz America Corporation, the number one manufacturer in tankless water heater technology and the official tankless water heater of Brad Pitt's Make It Right project in New Orleans, Extreme Makeover: Home Edition 2008-09 and Leonardo di Caprio's Greensburg,

the number one manufacturer in tankless water heater technology and the official tankless water heater of Brad Pitt's Make It Right project in New Orleans, Extreme Makeover: Home Edition 2008-09 and Leonardo di Caprio's Greensburg,

Kansas effort, has introduced the super-efficient N-0842MC condensing unit for residential use, it was announced today by Yoshi Asano, Noritz America Senior Marketing Manager.

The new unit is an extension of Noritz's commercial N-0841MC tankless water heater, the most energy-efficient unit on the market, with its new condensing technology yielding an astounding 94% energy efficiency versus only 60% of a typical tank water heater. The N-0842MC will be housed in Noritz's traditional powder coat casing and has a built-in PVC adapter (PVC adapter purchased separately on commercial unit).

More importantly, the new residential version will be priced \$300 less, allowing homeowners to experience additional savings on top of the existing tax credits available through the government stimulus program. Under the current plan instated by President Obama, consumers can now receive a 30% tax credit on the price of the equipment plus installation costs, up to \$1,500 total. The tax credit has been extended through the end of 2010 (it formerly expired at the end of 2009).

"This is a win-win for every consumer," said Asano. "Not only can they experience the benefits of the world's most energy-efficient tankless water heater, they can save thousands of dollars in the process. This residential unit will also dramatically decrease the production of carbon dioxide, which will help reduce the emission of green house gases and help contribute to the reversal of global warming."

The main component of this new technology is the revolutionary Super Heat Exchanger. The N-0842MC integrates two (2) heat exchangers together, with the primary heat exchanger comprised of K-copper and the secondary of stainless steel. This is the result of the synergy between Noritz's advanced technology and eco-friendly goal.

Noritz tankless water heaters work on-demand so they only heat water when necessary providing an endless supply of hot water. When a hot water fixture is turned on or hot water is required by an appliance, the heater will detect the demand and heat the water accordingly.

"With a Noritz unit, you can expect a savings of up to 50% on your yearly energy costs, you will save money and help our fragile environment...it's that simple."



To learn more about Noritz, the N-0842MC and the entire line of Noritz's ENERGY STAR® rated tankless water heaters, please call (877) 986-6748 or visit our website at www.Noritz.com. **RO**

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Just Trying to Make a Buck

I was speaking to a dealer this morning and as usual I asked how he was doing. His predictable reply was “I’m just trying to make a buck.” And I answered, “and how are you doing that?” and he said, “a penny at a time.” And although this young dealer wasn’t trying to be brilliant, in fact, he was.

I was hoping for some great new idea he had found to help him fend off the doldrums we’re now suffering from. I thought maybe he’d found the key to unlock the secret to retailing during this very tough economy. In fact, he did hold the secret sauce to business success. What he told me was that he was building his business one sale at a time, one installation at a time and one customer at a time. One penny at a time.

No, he didn’t have any magic bullets to turn the recession around but he went back to the basics. And here’s a checklist of things you might try.

- **Keep everyone busy.** No customers? It’s a great time to take down old stale displays and build new ones. Touch up chipped paint. Spit shine your stainless appliances, TV racks, your audio systems and your furniture. Replace dead light bulbs. Print out fresh price tags and put out new point of purchase information. Clean the carpets and the tile. Clean out the warehouse and re-stock the trucks. When customers do come in they’ll find your team more energized and your store looking new.
- **Create an installation binder.** Go back to those customers for whom you did a really cool kitchen or a particularly interesting audio/video system. Include pictures of not only your biggest and best installations, but add in some that will show prospects what a smaller budget will buy them. Include testimonials about your service, your follow-up and your technical expertise. Put in some photos of game rooms and outdoor kitchens for families interested in spending more time together at home.
- **Review your assortment.** Customers who are worried about jobs and shrinking investments are trading down. Where they once would have bought the biggest flat panel on the market or an expensive Wolf kitchen, they’re now trying to get the biggest bang for their bucks. Show more small systems and mid-priced items—and assure your customers that they can upgrade many of the products later. Set the table for future sales in additional rooms or with additional products.
- **Listen to your customers.** No one is likely to come out and tell you that they just sold their \$2 million dream home for less than they paid for it to move into a smaller loft downtown because they couldn’t make the payments on the McMansion. Listen empathetically and probe for information to insure that you can meet your customers’ expectations and that they meet yours. Look for key phrases like “simple, easy-to-use” or “scaling back” or “downsizing” or “putting more into our retirement” to help guide you in suggesting appropriate products for your client.
- **Contact old friends.** Call customers you haven’t heard from in a while. Offer to check or re-calibrate their home theater systems. See if it’s time to get the dryer to match the washer they bought. Get into their homes and look for new opportunities. Audio/video systems you sold several years ago may not have included Blu-Ray or may have still had some analog sets. Customers will appreciate your efforts and give you referrals.
- **Get out in the world.** Many retailers who got into the builder business rode the wave of the past decade or so purely on the growth of the industry. Few really did much marketing. The world has changed since last fall. People aren’t looking for you, so you’ll have to go find them. Although many Streets of Dreams have been cancelled this year, most home shows, state and county fairs are still drawing crowds. Partner with Main Street shopping areas and local malls to bring people out to see what you offer. Bring the music to local sporting events, races and community fundraisers. Raise your profile while you give something back.

Business may be down from the peak we saw a few years ago, but customers are out there. Dealers are making sales. People are still seeking expertise and advice.

There’s an old, bad joke that goes, “how do you eat an elephant?” “One bite at a time.”

How do you make a buck in a recession? One penny at a time. **RO**

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





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Wolf 30" Unframed Wall Oven (model SO30-2U/S)
Wolf 36" Gas Cooktop (model CT36G/S)
Wolf 36" Low Profile CT Hood with Internal Blower (model CTEWH36I)

* \$13,999 sale price is after \$500 mail-in consumer rebate. Not applicable on prior purchases and cannot be combined with other offers. Offer expires 12/31/2009. See store for details.

To see a list of authorized Sub-Zero and Wolf dealers in your area please visit us at riggsdistributing.com
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The Oceanaire: A Customer Service Role Model

How many times have you seen an advertisement or heard a commercial in which a company proclaims: Our service is unparalleled! Service with a smile! Then, when you do business with that company, that service and those smiles are nowhere to be found.

That's not the case with the folks who run the Oceanaire Seafood Room in Minneapolis, Minnesota. Their web site proclaims, "Where exceptional seafood meets exceptional service." And that's not just lip service; they deliver what they promise. They know the power of customer service in instilling customer loyalty, boosting word-of-mouth advertising, and adding to the restaurant's bottom line.

Let me give you an example of the Oceanaire's service and its impact on customers. Pat and her husband Bob decided to celebrate their anniversary by dining at the Oceanaire Seafood Room. When Pat called to make a reservation, the conversation went like this:

"Is this a special occasion?"

"Yes, it's our anniversary."

"How many years have you been married?"

"Twenty-eight."

"That's wonderful. Does your husband go by Robert or Bob?"

"Bob."

"Thank you. We'll see you at 7:00 Saturday evening."

When Pat and Bob entered the Oceanaire the following Saturday, the hostess greeted them by name, adding, "Happy Anniversary." After they were seated, the couple was pleasantly surprised to see that, printed at the top of each of their menus was this: *Happy 28th Anniversary, Pat and Bob.*

The rest of the evening was beyond their expectations—great food, superior service, and a wonderful ambiance. Even though the dinner took more out of their budget than they normally would spend on even a special dinner, they agreed that they would return and not wait for a special occasion to do so. They also told everyone and anyone who would listen—family, friends, and co-workers—about their wonderful experience at the Oceanaire.

The folks at the Oceanaire understand the importance of exceptional customer service. They understand that giving their customers more than they expect doesn't have to cost a lot—but the financial rewards are tremendous. They understand that word-of-mouth advertising not only is much less expensive than any advertising they

could pay for, it also is much more credible. When someone gives you a personal recommendation for a business, you're much more likely to believe them than you are any newspaper ad or TV commercial.

No matter what business you're in, you can earn the loyalty of current customers and attract new customers by providing service that is so exceptional it results in powerful word-of-mouth advertising. To do so, however, you must enlist the help of everyone in your organization. And that starts at the top. Management must make a commitment to customer service; they must develop a service strategy.

That strategy begins with hiring people who genuinely enjoy working with people and then training them to meet your service standards. You can bet the receptionist at the Oceanaire didn't just happen to ask Pat why she and her husband were making a reservation at the restaurant; she had been trained to do so. And the other employees followed up, which made the couple's dining experience a memorable one, one that they eagerly and enthusiastically shared with others.

At the core of a service strategy is the belief that no transaction is complete unless the service customers receive is sufficient enough to motivate them to return and do business with the organization again and again. The folks at the Oceanaire certainly accomplished that goal with Pat and Bob.

What kind of service are you providing your customers that will earn their praise—and their loyalty? **RO**

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



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MARKETING 101: Your Back to School Reading List

Like every year, this summer was too short. It's time to get back to learning. What? You thought you were done with school? I bet you thought you knew all there was to know about marketing your business, right? Think again. You can never stop learning, and in these fast-changing times, that's more important than ever.

One of the best ways to stay informed, get new ideas and gain some inspiration is to regularly read blogs. There are hundreds, even thousands of blogs devoted to marketing, branding and culture, and periodically visiting just a few of them can do wonders for your business.

These blogs are essentially free advice. They are typically written by people with some credentials in the areas they blog about (marketing, PR, etc.). Many blogs also let you take the learning one step further and join the conversation by providing the opportunity to comment.

So where do you start? Here are a few blogs I have found to be quite informative:

SETH'S BLOG (WWW.SETHGODIN.TYPEPAD.COM)

You may know Seth Godin as the author of such books as *Tribes* and *Purple Cow*, or you may have seen him speak at a conference or gathering. If so, then you know that he is a master at deconstructing the challenge of marketing in the Information Age. Anyone who runs a small business should familiarize themselves with Godin's writings. He is a champion of the entrepreneur and a believer in the ability of an individual to change the world. He will challenge you to work better and smarter, and he will inspire you to be remarkable.

If you don't have time to read his books (they're a pretty quick read), don't have the opportunity to see him speak, or just need a daily dose of Seth's wisdom, you can subscribe to his blog. Every day—sometimes twice a day—Godin imparts some pearls of wisdom and inspiration. Trust me, it's five minutes of your day well spent.

CHRIS BROGAN (WWW.CHRISBROGAN.COM)

These days, there are a lot of people out there calling themselves "social media experts" and they may or may not possess much expertise. The thing is, social media has only recently become really important to marketers in the last year or so. Then there's Chris Brogan, who's been active in the

social media world for over a decade. Brogan has developed an enormous following on the Web, and for good reason. He provides keen insights about how businesses should (and shouldn't) use social media. Like Godin, Brogan blogs just about every day.

If you want to learn about how sites like Twitter and Facebook are affecting business, read his blog. If you want some insights and ideas about how to write your own blog, read his blog. If you want to get into some discussions with other readers about using digital media to build relationships with customers, read his blog.

BAD PITCH BLOG (WWW.BADPITCH.BLOGSPOT.COM)

The Bad Pitch Blog takes a different approach than the other blogs mentioned above. It shows you what not to do. It shames people so that others may learn.

Focusing on public relations, Bad Pitch Blog is dedicated to teaching its readers how to properly and effectively pitch their stories to the media. It does this by using real-life examples of bad pitches to demonstrate the wrong ways to do it.

Public relations' is a crucial tool in marketing today. It's not extremely difficult, but you have to know the right way to speak to the media, and what better way to learn than by learning from other people's mistakes?

The blogs I've listed here are by no means a complete list. They are just a starting point. As you read them, and read the comments, you will find other blogs that are just as interesting and maybe more appropriate for you. You may even be inspired to start a blog yourself.

So, if you haven't started already, I strongly encourage you to begin reading some blogs on a regular basis. There are a lot of people out there with unique perspectives and interesting ideas, and they are willing to share them with you—for free! So take advantage of this vast resource to find new ways to take your business to the next level. **RO**

Christopher Thiede owns BUILD Communications, a branding and PR firm. Read Christopher's blog at www.ideas2chew.com.



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Dot Your I's and Cross Your T's

IT'S ALL IN THE DETAILS

Details, Details, Details—how many times in our lives have we heard the old phrase “don’t forget to cross your T’s and dot your I’s.”? I was recently at a car show wandering up and down the rows of Americana and I couldn’t help but think about how great GM was back in the day when muscle cars were king. It was fun to watch the participants going over their prize possessions with a fine tooth comb making sure not a speck of dirt was to be found. You could just see the pride these folks had in their cars.

Over the years I have had the opportunity to visit numerous stores. Many of the stores that I visited were part of a site survey which included field measuring. When you are field measuring a store, you have the rare opportunity to get up close and personal with the store environment. There were many times over the years I had to bite my tongue when I saw such things as years of accumulation of dust, empty shelves in product displays, damaged displays and check out counters to a complete disarray of clutter stashed behind the sales desk. Now I don’t know about you, but when a potential customer enters your store, (hopefully your pride and joy) and they encounter the lack of attention to detail such as in the previous examples, it certainly sends a negative message about your company.

During my travels I have stayed at five star hotels down to hotels with no stars. I remember on one occasion I tried to get reservations in a town that was totally booked up due to a college graduation, but got lucky and found a hotel for fifty four dollars a night. Oh yes, as you can only imagine, I pictured the worst. When I checked in, the place looked pretty nice for a value priced hotel. I proceeded to my room and upon entering the room I was a little taken aback, I can be more than a little particular when it comes to details, especially at hotels. Let me tell you, the place was spotless, because whomever ran this property knew how to cross their T’s and dot their I’s.. No scuff marks, no cracked tiles, no loose hardware, no scratches on the case goods and clean carpet with no spots. I have been in some pretty swanky hotels and they did not do as good of a job as this fifty four dollar a night hotel. I slept better because my comfort level went up as a

result of the attention to detail.

In today’s tough retail environment, attention to detail becomes more important than ever. Many independent retailers need to be introducing a fresh new look to their stores. Some of these stores need the extreme makeovers while others need simple touch ups and clean ups. For those who do not have the resources to execute a full remodel, it’s time to roll up the sleeves, pull out the Windex and dust buster and pretend your store is a 1972 GTO. It does not cost a lot to clean the windows, wash and wax the floor and pick up and discard years of clutter. If we all put the same respect and pride in our store as the classic car collectors do in their cars, some of us may be pleasantly surprised at the results.

A few weeks ago I needed to verify the design of a new display system I developed for a chain of appliance stores in California. In order to do this correctly the display prototype needed to be set up in a real store environment. A friend of mine who is the GM for a small chain of appliance stores, graciously allowed me to bring the displays to one of his stores to test. Upon arriving at the store to set up the display, the first thing that hit me was the VCT floor that was cleaned and waxed so perfect that you could eat off of it. You could immediately tell that the owner took a great deal of pride in his store. If I had been a potential customer entering this store for the first time, my comfort level would immediately have been elevated. When your store environment provides an excellent first impression and a feeling of comfort and ease, it will affect the purchasing decision of the customer in a very positive way. It’s all in the Details, Details, Details. **RO**

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

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The Devil is in the Details...

DRIVING OPERATIONAL EFFICIENCY THROUGH PROCESS IMPROVEMENT



TEDIOUS *Adj.* tiresome because of length or dullness; boring; detailed

When the subject of business process improvement is raised, the immediate thought for most people are the words tedious and boring. I have facilitated process improvement sessions where the common reaction from the participants is “this is a lot like watching paint dry”. Certainly operational efficiency and business process improvement are not the fun or sexy side of any business. It is human nature to gravitate to what we enjoy most. Sales, advertising, marketing, and merchandising are anything but tedious. They drive sales, and without sales do we really need any of these mundane operational processes?

Most of us look at business process much like technology. The only time we think about it, is when it's not working. The truth is, most days products are sold, purchase orders executed, orders are filled, products are delivered, installed, invoiced, and ultimately payment is collected. It is a simple process map...in a perfect world.

Newsflash—we don't operate in a perfect world. There are many variables that are beyond our span of control that impact our ability to meet our customer's expectations. Variable lead times by vendor, back orders, long customer delivery lead times, program complexity, and the list goes on. The final results—customer complaints, lost business, reduced productivity and overall inefficiency. In order to have any chance of consistently meeting customer expectations while driving process efficiency; we **MUST** have well defined standard operating procedures (SOP's) in place to effectively manage the things we **CAN** control.

Just managing through the day and making good on customer commitments does not equate to process efficiency. When was the last time you took a hard look and dissected your business processes? You need to ask the tough questions: Do you have SOP's in place? Are your SOP's documented? Are they consistently enforced? Do you have documented job descriptions that tie back to your SOP's? Do you have metrics in place to measure your process efficiency?

Many independent dealers are in their second, third, or even fourth generation of ownership. Is your business operating with warehouse and delivery policies and procedures that were designed when the typical delivery was a wringer washer, or a hi/lo range? In many instances, business processes are inherited,

updated on the fly, and only revisited when something no longer works, or a new product or requirement is introduced that requires a change to the existing procedure. In other words, the mantra for many business owners is “if it's not broken, don't fix it...and if it's broken just tweak it until it works.” The reality is that most businesses have no idea how much their process inefficiency is costing them in both real dollars, as well as intangible costs like customer satisfaction, goodwill, and employee morale and retention.

As every business looks to shed costs, suppliers have implemented tighter return policies, tougher requirements for warranty claim processing, reduced marketing and display funding, and developed programs with more complex conditional requirements. In addition, consumers are more conscious than ever about the dollars they spend. Every cost is scrutinized, and expectations are elevated as consumers look to get every ounce of value for their hard earned dollar. The result is dealer margins are squeezed between the suppliers' cost pressure, and the consumer's demand for added value. Deciding between hiring an outside professional to redesign your overall business processes, developing and implementing new SOP's on your own, or continuing to harbor outdated, inefficient processes with the “this is the way we have always done things” rationale, can literally spell the difference between bottom line profit or loss...and in some cases, business survival.

We have all heard the expression a million times...the devil is in the details. Business process improvement is an exercise in detail. William D. Ellis wrote, “This typewriter is xxxllxnt xxxcpt for onx kxy. Thx 25 othrx lxttxrs work finx; but just onx goof-off lousxs up thx wholx job”. It is the tedious analysis of the details that reveal the opportunities to improve processes, drive efficiency, and implement SOP's that allow businesses to consistently meet customer expectations, and drive bottom line results. **RO**

Kelly M. Rigdon and David LaFollette are business consulting partners in R2: Rigdon Resources, a firm specializing in working with both manufacturers and distributors to cut costs, increase revenue, embrace technology and grow the bottom line. These two industry veterans represent over 43 years of consumer products business experience, and have a lifelong passion for the appliance industry. Learn more at www.r2-online.com

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COMING EVENTS CALENDAR 2009

SEPTEMBER-2009

- 1-4.....**MEGA Group USA/Best Brands Plus Convention**—Marriott Riverwalk Hotel, San Antonio, TX
- 4-9**IFA 2009 Consumer Electronics Unlimited**—Berlin, Germany
- 9-13**CEDIA Expo 2009**—Georgia World Congress Center, Atlanta GA
- 10.....**NKBA Advanced Appliance Course**—Dacor Design & Culinary Center, South San Francisco, CA
- 14-15.....**Almo Expo**—St. Charles Convention Center, St. Charles, MO
- 14-17.....**Las Vegas World Market Fall**—Las Vegas Market, Las Vegas, NV
- 18-20.....**SQI Worldwide Conference**—Park Plaza Hotel, Bloomington, MN
- 24.....**The Luxury Sale with speaker Suzie Williford**—Hacienda Del Sol, Tucson AZ

OCTOBER-2009

- 1 **NKBA Advanced Appliance Course**—Miele Design Center at LUWA Distributing, Tukwila, WA
- 7-8**Digital Music Forum West**—The Roosevelt Hotel, Los Angeles, CA
- 7-9**ProDealer Industry Summit**—Arizona Biltmore, Phoenix, AZ
- 8-10.....**Bath & Kitchen Buying Group**—Hilton Anatole, Dallas, TX
- 13-14.....**AHAM Product Safety & Liability Conference**—AHAM, Washington DC
- 15.....**Major Appliance Engineering Council Meeting**—AHAM, Washington DC
- 17-20.....**High Point Furniture Market**—High Point, NC
- 18-21.....**2009 CEA Industry Forum**—Arizona Grand Resort, Phoenix, AZ
- 19-22.....**Digital Hollywood Fall**—The Loews Santa Monica Beach Hotel, Santa Monica, CA
- 22.....**Ventilation by Design with speaker Ric Coggins**—Arizona Wholesale Supply, Tucson AZ
- 26-28.....**NARI Fall Business Meeting**—Hilton Indianapolis, Indianapolis, IN
- 28-30.....**Remodeling Show 2009**—Indiana Convention Center, Indianapolis, IN

NOVEMBER-2009

- 6-8**Custom Builder Symposium + Design Institute**—Hilton San Diego Bayfront, San Diego, CA
- 11-15.....**Backyard Living Expo**—Mandalay Bay Convention Center, Las Vegas, NV
- 15-17.....**AHRI 2009 Annual Meeting**—J.W. Marriott, Washington DC

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NOTE: Attention Buying Groups, NKBA and NARI Chapters, Distributors and Manufacturers: Please submit your meeting schedules to info@retailobserver.com ASAP so they may be included in our coming events calendar. If you would like to receive the Retail Observer please go to www.retailobserver.com to subscribe.

HAPPY LABOR DAY, AMERICA

A TRIBUTE TO OUR NATION'S STRENGTH, FREEDOM, AND LEADERSHIP—THE AMERICAN WORKER

Labor Day, the first Monday in September, is a creation of the labor movement, dedicated to the social and economic achievements of American workers. It constitutes an annual national tribute to the contributions workers have made to the strength, prosperity, and well-being of our country.

A NATIONAL HOLIDAY

The holiday originated in 1882 as the Central Labor Union of New York City sought to create “a day off for the working citizens.” Congress made Labor Day a federal holiday on June 28, 1894. The idea spread and the holiday took to the streets to exhibit to the public “the strength and sprit of the trade and labor organizations” of the community. Speeches by prominent men and women were introduced later, as more emphasis was placed upon the economic and civic significance of the holiday. Today, Labor Day is often regarded as a day of rest, enjoyment and celebration including picnics, barbecues and fireworks displays. Traditionally, Labor Day is celebrated by most Americans as the symbolic end of the summer.

ROSIE THE RIVETER

It seems fitting during these economic times, to acknowledge the crucial contributions that women have made in the labor force during World War II when increasing numbers of men joined the armed services and over 6 million women worked at industrial jobs, ensuring continued American productivity, that helped us to win the war. The sight of women outfitted in overalls and wielding industrial tools became an icon that was popularized in the 1942 song, “Rosie the Riveter,” providing a nickname for all women who worked in wartime industries. Across the nation women worked in defense industries and support services including shipyards, steel mills, foundries, lumber mills, warehouses, offices, hospitals and daycare centers.

OUR LABOR FORCE

In today's economy, we are looking for ways to adapt and change during this time of metamorphosis occurring in our country today - to become greener, leaner and more efficient. This will require a willingness and effort like “Rosie's Girls,” to roll up our sleeves, take up new positions, hone our skill set, and garner our spirit to contribute to the greater good of our families and communities. Our country is in the process of re-inventing itself, a paradigm shift if you will... creating a new consciousness in order to change the way we do business. Not so different from the Industrial Revolution of a short time ago replacing “Old School Industry” with new technology.

Whether you are an employee or a business owner, with the spirit of cooperation I invite you to examine your own business operations, and ask yourself - Are we working together as a team? Are we cross training our staff and encouraging diversification? Are we adapting and making ourselves so invaluable that our company will keep us on, even when they really can't afford to? Are we learning/teaching new skills to ourselves and our workforce to be poised and ready for the next cycle of businesses growth coming ahead?

FROM THE PAST TO THE PRESENT

Throughout the world, action by the labor movement has led to reforms and workers' rights, such as the 2-day weekend, minimum wage, paid holidays, and the achievement of the eight-hour day for many workers. The vital force of labor added materially to the highest standard of living and the greatest production the world has ever known and has brought us closer to the realization of our traditional ideals of economic and political democracy. It is appropriate, therefore, that we as a nation pay tribute on Labor Day to the creators of so much of the nation's strength, freedom, and leadership — we the American Workers, for our loyalty and excellence in the work place. **RO**

\$300 Million Rebate Program to Encourage Purchases of Energy Efficient Appliances

PROGRAM BENEFITS EVERY U.S. STATE AND TERRITORY

U.S. Department of Energy Secretary Steven Chu announced the availability of nearly \$300 million in funding from the American Recovery and Reinvestment Act for state-run rebate programs for consumer purchases of new ENERGY STAR® qualified home appliances. The new program underscores the Obama Administration's commitment to make American homes more energy efficient, while helping to support the nation's economic recovery.

"Appliances consume a huge amount of our electricity, so there's enormous potential to both save energy and save families money every month," said Secretary Chu. "These rebates will help families make the transition to more efficient appliances, making purchases that will directly stimulate the economy and create jobs."

The new funding will be awarded to states and territories, through their energy offices, using a formula set forth in the Energy Policy Act of 2005. Each state or territory is required to submit a plan that specifies which ENERGY STAR® appliance categories will be included in their rebate program, the rebate level for each product type, how the rebates will be processed, and their plan for recycling old appliances. States and territories must first file an initial application expressing their intent to participate by August 15, 2009, followed by a full application by October 15, 2009. Approximately 10-25 percent of each award will be spent on administrative costs.

States and territories will receive 10 percent of the funds after submitting the initial application with the balance awarded after their program plans are approved. DOE anticipates that a vast majority of funding will be awarded by November 30, 2009. The complete Funding Opportunity Announcement (FOA) number DE-FOA-0000119 can be viewed at grants.gov. You may view the funding allocations for each state and territory at <http://www.energy.gov/news2009/documents2009/>

[EE_EnergyStar_State_Allocations.pdf](#)

ELIGIBLE APPLIANCES

States have the flexibility to select which residential ENERGY STAR® qualified appliances to include in their programs and the individual rebate amount for each appliance. DOE recommends that states and territories focus their program efforts on heating and cooling equipment, appliances, and water heaters as these products offer the greatest energy savings potential. ENERGY STAR® qualified appliance categories eligible for rebates include: central air conditioners, heat pumps (air source and geothermal), boilers, furnaces (oil and gas), room air conditioners, clothes washers, dishwashers, freezers, refrigerators, and water heaters.

The Recovery Act appropriated funds for the program to help achieve the national goals of spurring economic growth, creating jobs, saving energy and reducing greenhouse gas emissions. States and territories can use these funds to leverage the utility companies and energy efficiency program sponsors in their area.

This program will also leverage the power of the ENERGY STAR® program, a well-known labeling program that helps consumers make energy smart choices by identifying the most energy efficient products. ENERGY STAR® is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy that covers more than 60 product categories and is supported by a network of almost 600 utility and state and government partners serving more than 74 million households, over 2,000 retail partners representing more than 27,000 storefronts, and 2,645 manufacturers of ENERGY STAR® qualified products.

For more information on these and other Recovery Act related funding opportunities, visit Energy.gov/recovery.



Atlantis Outdoor Kitchens Introduces New Bamboo Doors

BAMBOO IS BUILT TOUGH FOR OUTDOOR USE AND SUSTAINABLE FOR GREEN DESIGN

Atlantis Outdoor Kitchens announces the introduction of bamboo doors and drawer heads for exterior kitchens. Atlantis is the first outdoor cabinet company to use bamboo and selected the material for its beauty, durability and sustainability. The new bamboo doors and drawer heads will contribute to credits under the U.S. Green Building Council's LEED® rating system.

"Bamboo is the perfect selection for outdoor living, due to its density and remarkable strength," says Patrick Byrne, Executive Vice President of Atlantis Outdoor Kitchens. "And even more importantly, as a rapidly renewable resource," he adds.

Atlantis chose bamboo as a high quality, socially responsible product for their designs. The bamboo used for Atlantis doors and drawer heads is selected at the peak of maturity and strength for ultimate longevity and trouble-free maintenance.

NINE STYLES AND TEN COLORS

Atlantis Outdoor Kitchens offers nine different door styles (six Perma Panel and three teak, cypress or bamboo wood designs). Teak, cypress and bamboo wood doors exhibit a beautiful natural finish, and Atlantis Perma Panel doors are available in seven attractive color hues.

WEATHERPROOF AND EASY-TO-CLEAN

Real wood doors are easily maintained with natural oils while the Perma Panel doors can be rinsed clean with a garden hose and light scrubbing. Each kitchen contains a Perma Panel base that is virtually indestructible and stands up to harsh elements—hot sun, humidity, rain, snow or sleet.

(NEW) APPLIANCES

Atlantis Outdoor Kitchens is a one-stop-resource for consumers and designers offering grills, refrigerators, warming drawers, side burners and accessories from trusted names in outdoor appliances such as Lynx, Vermont Castings, Summit and Marvel. Atlantis just added Lynx to the roster in 2009, expanding their selection and range.

For more information or a nearby dealer, consumers can call (877) 223-4537 or visit www.outdoorkitchensbyatlantis.com. Outdoor kitchens start around \$5,500.

ABOUT ATLANTIS OUTDOOR KITCHENS

Atlantis Outdoor Kitchens leads the outdoor kitchen category with its weatherproof Perma-Panel engineering and beautiful custom wood designs in bamboo, teak and cypress. Atlantis Outdoor Kitchens is a division of Custom Wood Products, LLC, of Roanoke, VA. For over 40 years Custom Wood Products (CWP) has been producing high-quality custom cabinetry for the kitchen, bath and other rooms of the house. In addition to outdoor cabinets, Atlantis also offers built-in grills and grill accessories from trusted names in outdoor appliances such as Lynx, Vermont Castings, Summit and Marvel. Their new website, www.outdoorkitchensbyatlantis.com offers consumers the opportunity to design their own outdoor kitchen, to select from pre-finished outdoor kitchens or to use Atlantis' free design service. Consumers may also find a local authorized showroom to have their outdoor kitchen custom-designed by visiting the website or calling (877) 223-4537. **RO**





Green Building Growing at a Surprising Rate

As builders and remodelers retool their businesses in a tight credit market and recapture the interest of jittery consumers, this spring is the greenest yet for the nation's home building industry, according to the National Association of Home Builders (NAHB).

"We've said for a while that green building is a bright spot in a down market," said NAHB Chairman Joe Robson, a home builder and developer in Tulsa, Okla. "However, the growth of the NAHB National Green Building Program exceeds even our most optimistic expectations."

For instance, more than 3,100 builders, remodelers, designers and others in the home building business have earned the Certified Green Professional educational designation. Based on the successful completion of 24 hours of instruction, industry experience and commitment to continuing education, the designation provides consumers with confidence in the qualifications of credentialed professionals, Robson said.

A Master Green Builder-Remodeler designation that incorporates additional building science and project management coursework is slated to be unveiled next year, he added.

More than 200 single-family homes, remodeling projects and developments in 43 states have received National Green Building Certification, with another 300-plus scheduled for inspections.

"The NAHB Research Center has certified projects ranging from affordable starter homes to high-end custom homes with every conceivable amenity," Robson said. "This national certification program clearly is making green building more mainstream."

The number of state and local home builders associations affiliated with the NAHB National Green Building Program hit 99 last week, so there are now 40 states with affiliated programs. These programs team national

certification with professional education and consumer awareness initiatives.

"The fact that 17 of these programs are statewide is especially encouraging for home buyers and home owners because it increases their access to bona fide green building, whether they live in South Dakota or South Carolina," Robson said.

Homes certified in the NAHB National Green Building Program meet benchmarks set for energy, water and resource efficiency; indoor environmental quality, lot and site development and home owner education and home maintenance. Green building practices are incorporated into every step of the home building and land development process to minimize environmental impact.

Various tax credits for energy-efficient products, like Energy Star-rated windows, and a growing number of state and local incentives for buying green are also encouraging consumers to choose energy- and resource-efficient products and homes," Robson said.

Consumers can find a Certified Green Professional, a local green building program and a gallery of certified green homes at www.nahbgreen.org.

ABOUT NAHB

The National Association of Home Builders is a Washington, DC-based trade association representing more than 200,000 members involved in home building, remodeling, multifamily construction, property management, subcontracting, design, housing finance, building product manufacturing and other aspects of residential and light commercial construction. Known as "the voice of the housing industry," NAHB is affiliated with more than 800 state and local home builders associations around the country. NAHB's builder members will construct about 80 percent of the new housing units for 2009. **RO**

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Webinar Success

Getting the word out is often one of any organization's top challenges. There is so much information being pushed out to members on a daily basis. Keeping up with it and more importantly retaining information is no easy task. Often times very important subjects get overlooked in the multitude of emails that members receive each day.

MEGA Group USA conventions have been terrific forums for group managers to share important information with members in live interactive settings. But they only occur twice per year; one in the spring the other in the fall. The rest of the year the group relies on emails, phone calls, and website based methods of communication.

The group also has 12 Field Marketing Managers to assist members in person. Each "FMM" is responsible for their territories and the members that reside within them. This is one of MEGA Group's differentiating assets from its competition. But even these highly valued field executives can't be everywhere at once. Nor can they easily address a quantity of their members in a live forum. This is why since early June of this year MEGA Group USA has been hosting weekly Webinars for its members.

These live-via-internet presentations are similar to those that a member might choose to sit in on during one of the group's national conventions. They are conducted by department managers who are responsible for the webinar's content. They each produce a 20 – 30 minute PowerPoint presentation covering one major topic they are to speak on.

Notifications are sent to members informing them of the subject, day & time of an upcoming Webinar (usually Wednesdays at 11:00am Central time). Interested members may then register for the Webinar via e-mail. They receive a reminder and sign-in instructions on the morning of the scheduled Webinar.

Moments before the Webinar begins members log-in and bring up the website that hosts the presentation. They receive the presentation's audio feed either by telephone or they can listen to it right on their computer. And, they don't have to be in their store either. A member can choose to participate from any available computer anywhere in the world!

Once logged on a member can relax and observe the

presentation. If a question or comment comes to mind, they simply type it like a text message and the presenter can view it, and respond live.

The Webinar program is part of what the group calls MEGA U. MEGA U began two years ago as the group's commitment to member education and training. Several programs are available to members including G.A.M.E. which is an acronym for live coaching sessions with business owners and their entire staff. The new Webinar program is an extension of MEGA U.

Some of the topics reviewed in the past two months have been:

- **Elements of G.A.M.E.**—*Exclusive Mega Group Training Program*
- **MEGA U**—*Selling Skills*
- **Advertising**—*Planning 4th Quarter Now!*
- **Product Protection Plans**—*Increasing Profitability & Selling Effectively*
- **Sneak Preview of Upcoming Convention**—*Benefits of Attending*

As the concept gains awareness and momentum, registrations and live participation has been steadily growing. The program can handle up to one thousand participants at a time. Another positive fact that the group is observing is that most members who do tune in are staying throughout the presentation.

RE-RUNS!

Each Webinar is recorded and posted on MEGA Group's member website. Members who did not catch it live, or wish to see it again can do so 24-7, at their convenience! Also, the recorded sessions are saved and are accumulating as a library of informative videos. All part of the MEGA U program.

For more information about MEGA Group USA, please visit their website at: www.megagroupusa.com. **RO**

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BrandSource Schedules Service Professional Seminars



BrandSource Service, the appliance service division of the BrandSource Marketing Group, has developed Service Professional seminars targeted at independent appliance service departments. According to JR Zirkelbach, BrandSource Director of Service, "Several of the manufacturers provided training seminars around the country. Due to budgetary cuts, those highly valued training programs have gone away." BrandSource Service has partnered with Whirlpool Corporation allowing BrandSource Service to host those training sessions.

Currently scheduled for 2010, BrandSource Service will offer the following Service Professional Seminars:

- **February 1 – 4 - Kitchen Gas and Electric Ranges**
butyl in electric ovens, microwave ovens and dishwashers
- **February 8 – 11 - Refrigeration SPS**
understanding and diagnostics of refrigeration, brazing techniques and sealed system repair. Side by side, In Door Ice and French Door Bottom Mount refrigerators will be covered.
- **February 15 – 18 - Laundry SPS**
Covered are direct drive washers, gas and electric dryers, Duet and Epic washer and dryers.

All training sessions will be held in La Puente, CA, Southern California, Oklahoma City, Boston, Miami and an Upper Midwest location.

These training sessions are open to all service companies regardless of BrandSource Service affiliation or Whirlpool


service authorization. "Our goal," said Zirkelbach, "is to ensure independent servicers are fully trained, professional and profitable in their markets. We encourage all servicers to participate in these seminars, but class size is limited, so it will be first come first served for enrolment in these classes."

Servicers can choose the session that meets their training needs. Each session is designed for the inexperienced tech, but retrains even the most experienced technician. Each session will be conducted by a Whirlpool Product Training Specialist.

According to Zirkelbach, "The cost of the program includes technical training manuals, materials, hands-on product disassembly and diagnostic techniques, transportation from the hotel and lunch each day. We have selected five easy to travel to markets to help reduce travel time and expenses."

BrandSource Service will train appliance technicians on the current and next generation models utilizing the latest technical advances and innovations. For additional information about these service training seminars please e-mail: services@brandsource.com.

BrandSource Service provides its members with training opportunities, cost cutting parts and services programs and professional service department management programs to ensure all of its members are professional and profitable. BrandSource Service members are part of a national service network that will be advertised this year in over one billion advertising circulars, with a single toll free number for consumers to call to schedule service anywhere in the United States. Members also receive a free web page and listing at www.brandsource.com for consumers searching the internet for appliance service and parts. **RO**



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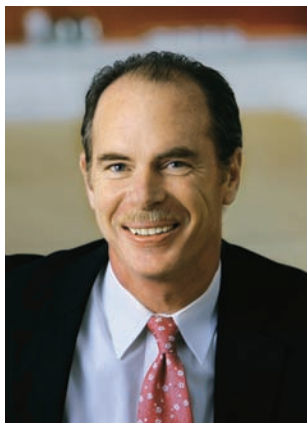
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ELECTROLUX**Keith McLoughlin, Executive Vice President, Appointed Chief Operations Officer Major Appliances**

Keith McLoughlin Executive Vice President, is appointed Chief Operations Officer Major Appliances, reporting to President and CEO Hans Stråberg. McLoughlin will be responsible for a new organization for R&D, Purchasing and Manufacturing with the objective of taking full advantage of the Group's global reach and economies of scale. Keith McLoughlin was previously

President and CEO of Major Appliances North America and will continue to be a member of Group Management.

"After having successfully executed our strategy to lower our cost base and invest heavily in product and brand we are now taking the next step to fully realize synergies between business sectors in product development, manufacturing and purchasing," says Hans Stråberg, President and CEO. "I'm glad that Keith McLoughlin has agreed to take on this task, where I see great opportunities to reduce costs, save capital, sell more innovative products, and achieve higher speed to market."

Kevin Scott Appointed President and CEO of Major Appliances North America

Kevin Scott is appointed new President and CEO Major Appliances North America and Executive Vice President of AB Electrolux. Scott will be a member of Group Management and report to President and CEO Hans Stråberg.



Kevin Scott joined Electrolux in 2003 as Vice President and General Manager Consumer Services Group in Major Appliances North America and transitioned in 2006 to Vice President and General Manager of the refrigeration business. At Electrolux, Scott was responsible for the integration of the Group's largest refrigerator factory in Mexico and was instrumental in the launch of the Electrolux

brand in North America.

Prior to joining Electrolux, Scott held various senior positions with DuPont and Pepsi. Scott holds a Ph D in chemical engineering from the Georgia Institute of Technology.

HAIER**Michael Jemal Elevated to Chairman of Haier America, Shariff Kan Promoted to President of White Goods**

Michael Jemal reviously President and CEO of Haier America has been elevated to Chairman of the Board for Haier America and has promoted SHARIFF KAN to President of the newly created White Goods Group of Haier America, it was announced August 4, 2009.

After more than 10 years of leading Haier America to stellar growth, Mr. Jemal has restructured the company and will now serve as Chairman of the company to lead strategic planning of Haier America's expansion and assist in Haier's globalization efforts. This will allow the company to better focus on profitable growth and existing market opportunities.

Mr. Jemal has named Shariff Kan, who previously served as Executive Vice President, as President of the White Goods Group. Mr. Kan, who brings over 30 years of experience in retail with companies including Bloomingdales and The Wiz, will take over day-to-day leadership of Haier America and focus on the continued growth of the brand in North and South America.

"Over the past 10 years we have invested heavily in systems, new product development, channel development and brand development. However, what I feel to be our greatest accomplishment is the team of professionals we have assembled within Haier America. As the breadth of Haier products continues to expand, I see tremendous growth opportunities for our company and my new position will allow me to focus my energy on long-term growth and strategy," said Michael Jemal. "Shariff has been with me at Haier America from day one when we started out with only three products. He has a great understanding of the retail landscape and knows our capabilities as well as anyone. I am confident he will lead Haier America to new heights."

Mr. Jemal founded Haier America in 1999. Under his leadership, Haier America expanded in the United States, Canada and into South America through strategic channel partners, and successfully gained significant market shares across various product categories in Major Appliances and Consumer Electronics. He also oversaw Haier's marketing

and brand development efforts and the construction and operation of the \$40 million Industrial Park in Camden, South Carolina, the first production plant ever built in the United States for a Chinese company.

“This is an exciting opportunity for me and I am proud to lead Haier America into the future,” said Mr. Kan. “I wish Michael well with his new role and we will continue to foster the working relationship we began 20 years ago. My expectations for the company are in line with Michael’s and we both expect nothing less than to continue the success we’ve had these past 10 years.”

Mr. Kan joined Mr. Jemal in 1999 as Vice President of Merchandising to launch Haier America. Since 2005, he has served as Executive Vice President, overseeing all Haier America Strategic Business Units. In 2002, he was recognized amongst the 50 Most Outstanding Asian American Business Men.

ALMO

Almo Appoints New Senior Vice President of Sales for the Dealer Channel

JACK HALPERIN JOINS ALMO AS BILL CLARK, SENIOR VICE PRESIDENT OF SALES, ANNOUNCES RETIREMENT



Almo Corporation, a leading U.S. distributor of consumer electronics and appliances, announced the retirement of Bill Clark, Senior Vice President of Sales for the dealer division and the subsequent appointment of Jack Halperin as his replacement. As Vice President of Sales for the Dealer Division of Almo, Jack will be responsible for all consumer electronics and appliance dealer-based sales activities in the United States.

Jack Halperin comes to Almo from PC Richard and Son in New York. He previously held several senior level sales management positions during his twenty-three years at Sony Electronics where he spearheaded their online direct business through SonyStyle.com. Jack will be based in the Philadelphia office.

Warren Chaiken, Almo President and COO remarked: “With over 25 years of sales and product experience in the CE industry, Jack will be an ideal addition to the Almo team. Jack’s enthusiasm and expertise will be advantageous as we continue to expand our operations.” Current Vice President of Sales Dealer Division, Bill Clark, has announced that he will be retiring from Almo effective July 31st. Bill Clark will

continue with Almo as a consultant through the end of 2009 to ensure a smooth transition.

“For the past 5 years, Bill has worked tirelessly on the development of Almo’s dealer business”, stated Warren Chaiken, Almo President and COO. “He and his management team have helped Almo’s dealer business reach new levels. We are sorry to see him retire, but we wish him a healthy, happy retirement.”

Almo Appoints Regional Sales Director for New Professional Audio/Visual Division

STEVE STACY TO LEAD WESTERN U.S. SALES TEAM



Almo Corporation has recently appointed Steve Stacy as regional sales director for the Western U.S. in its new value-added professional audio/visual division. The new division, Almo Professional A/V, will distribute commercial and consumer grade products such as LCDs, projectors, specialty displays, video conferencing, audio, mounting solutions, and a host of other products

designed for Pro A/V integrators and dealers.

Stacy has been in the audio/visual industry for more than 22 years in both manufacturing and distribution. He was most recently with Electrograph Systems as Regional Sales Director and his prior experience includes 18 years at LM Engineering. Stacy holds a CTS certification through InfoComm and will manage a seasoned team of sales professionals. He will be based in Almo’s Columbus, Ohio office. Sam Taylor, Executive Vice President and COO of Almo Professional A/V said, “Steve’s decades of industry experience and deep-rooted relationships make him an invaluable addition to the Almo Professional A/V leadership team. Integrators and resellers can continue to rely on Steve’s expertise for business growth and customer success.”

Also appointed to Stacy’s sales team for the Western U.S. and starting in July are:

ERIC KENYON – *Territory Manager, Northwest*

DOUG SCHULTE – *Senior Manager, Northwest*

CHRIS STALLINGS – *Account Manager, Midwest*

KAMILA MILLS – *Account Manager, Southwest*

TANYA FRITTS – *Senior Manager, West*

LINDSAY SITTNER – *Account Manager, West*

Several other team members will be joining throughout July. **RO**

Thousands of Independents Take Advantage of Big Savings at PrimeTime! Orlando

Over 3,000 were in attendance at PrimeTime! by Nationwide on August 16-19 at the Walt Disney Swan and Dolphin Resort in Orlando, Florida. According to Nationwide, registration was up 20% exceeding overall attendance numbers from the last PrimeTime! held earlier this year in New Orleans.

"We worked very hard with our vendor partners in preparation for PrimeTime! in Orlando," said Robert Weisner, Vice President of Nationwide Marketing



on limited quantities of inventory in two fast paced auction style sales events.

"This is was our first Millions in Minutes furniture sale and we are very happy with the savings we were able to offer our member dealers on popular brand name products," said Bill Bazemore, Executive Director of Furniture Smart.

The Hot Show hosted by RentDirect, tailored to the Rent-to-Own dealer, was a 30 minute blowout sale featuring products from Frigidaire,



Group. "Our show special offers were the most aggressive we have ever seen and members were pleased with the exceptional deals available to them through our exclusive Cash Back Now program."

NMG reported that over the past 12 months over \$12 million in rebate checks have been paid out to dealers who purchased merchandise at PrimeTime!.

NMG's furniture division, Furniture Smart, and their rental division, RentDirect, both offered deep discounts



PHOTOGRAPHY: PAT GARIN



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Whirlpool, GE, SED, DSI and Florida State Games.

"Nationwide will continue to leverage our resources in order to provide our dealers with the best opportunities available at PrimeTime! and throughout the year so our members can not only compete but win in today's marketplace," said Weisner.

To learn more about the many benefits of membership with Nationwide Marketing Group, including PrimeTime!, visit www.nationwidemarketinggroup.org. **RO**

Never before has a kitchen appliance demanded so much attention, and actually deserved it.



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Induction and Electric Cooktops

- ▶ **New Bosch Induction and Electric Cooktops** feature Autochef™ Sensor, a Bosch exclusive! Autochef™ maintains exact frying temperature for perfect cooking results. The most powerful induction element in its class, the 36" Induction cooktop features a dual 11" heating element, powerful 4,400W, and high-end stainless steel touch controls with direct cooking selection (17 settings). Additional exclusives include Steeltouch™ and Preciseselect™.



New Free-standing Ranges

- ▶ The **New Gas and Electric Ranges** match the Bosch design! The 5-burner gas ranges feature continuous grates and easy to clean sealed burners. The 5.0 cu. ft. cavity accommodates large dishes and multiple-rack cooking while the 14,000 btu burner ensures quick heating. The 500 btu simmer burner easily heats delicate sauces. Convection cooking available on the 500 Series only.



New Over-the-Range Microwaves

- ▶ The **all-new 300 Series Over-the-Range Microwaves** feature exclusive stainless steel handles and a 1.6 cu. ft large oven capacity. These new products include multiple heat settings, 1,000W microwave power and up to 10 power levels.

