

The *Retail Observer*

October 2007

The Monthly News Magazine With Personality

Vol.18, Issue 7

Cowboy Up to Brand Source



BY MOE LASTFOGEL

Yeehaw Pardners, there's a Stampede a comin'. That's exactly what happened at the Brand Source National Convention and Buying Fair held this past August 27th - 29th at the Paris and Bally's Hotels and Casinos. The opening ceremonies were like the prelude to a rock concert with music and lighting that got everyone's foot a tappin'. Bob Lawrence CEO of the 4000+ member buying group opened the ceremony with a short speech and then Brand Source presented its annual Dealer of the Year Awards. The winners were:

- Famous Tate Appliance (*Florida Region*)
- Hills Appliance, Emporia (*Great Plains Region*)
- Decker & Sons (*Michigan Region*)
- Bishopp's Appliance (*Mid-America Region*)
- Heins Appliance (*Greater Midwest Region*)
- Netzman's Appliance (*North Atlantic Region*)
- Volkman Appliance (*North Central Region*)
- Lewis Audio Video (*Northwest Region*)
- Carmona's (*Pacific Rim Region*)
- Caston's TV & Appliance (*Pacific Southwest Region*)
- Liddiard Home Furnishings (*Rocky Mountain Region*)
- Plaza Appliance Mart (*South Atlantic Region*)
- Hamlin & Kersey (*Southeast Region*)
- Bush Woodworks and Appliance (*Southwest Region*)
- Home Appliance Service (*Tri-State Northeast Region*)

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Andy Roddick & Rafael Nadal Hold Court With World's Top Chefs

8th Annual 'Dacor Taste of Tennis' Charity Event—
Star-Studded Evening to Benefit the Laureus Sport
for Good Foundation

NEW YORK, NY – The world's top tennis players and chefs served-up the US Open's hottest pre-tournament action at the 8th annual Dacor Taste of Tennis on August 23, 2007 at the W New York Hotel in Manhattan. This year's lineup included tennis superstars Andy Roddick, Rafael Nadal,

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Our 18th Year!

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Moe's Musings

I don't know why it starts and I don't know how it ends, but life throws us a lot of curve balls. Recently Lee Boucher's wife Jeanelle passed away (married 42 years). Many of you had the privilege of meeting this remarkable woman, who for the last few years of her life battled with cancer. I only saw her a few times, but you could tell she had a real vigor for life. I have heard some of the stories Chuck would tell about the trips they all took together. My wife Eliana and her son, Jonathan (now 22) remember her as his first kindergarten teacher. Jeanelle had kids lining up all over her district to have "Mrs. Boucher" as their teacher. She had quite the reputation for positively molding their young minds. I have heard many people say how much she enjoyed life. Life is short and we don't always know what tomorrow will bring.

I met my wife Eliana almost 7 years ago, asking her out on our first date 3 years ago (I'm a little slow). We are celebrating our one year wedding anniversary this October. I think they call it the "paper" anniversary. It's amazing to me what we have accomplished in this short amount of



Happy One Year Anniversary

time together. We have lived through a home purchase, a remodel, a wedding, finding the daughter I hadn't seen for 12 years, a daughter moving out for college, the passing of Elianas' mother, a long term illness of my own mother, and now the purchase of the Retail Observer. Together, combined we have six children plus a cat who thinks she's a dog. Our three short years seems like an eternity to us. Curve balls such as family crisis, illness, financial upheaval, political unrest and of course, global warming, keep us too preoccupied at times.

Life is too short for sweating the small stuff, they say. I beg to differ. It's the small stuff that combined

makes life what it is. We go through our days always looking at the big picture. Will I be a success, will I pay off my house or will my kid break Barry Bond's tainted home run record? When do we stop and watch a bee collect nectar and realize it's helping the flowers grow and not swat our hat at it in fear? When do we just look at a spiders' web as art and not just the trap of a blood sucking insect? What does it take to stop and smell the roses, a second, a minute? What is our time here worth? I realize that my time is worth what I put into it, not what I take out of it. I plan on smelling the roses and spending more time with my wife and family so we can enjoy our time together while it's here. Life is too short, so we are choosing to make the most of it.

Thank you Jeanelle, for what you gave so many—your time and your kindness and the reminder of what is truly important.

Moe Lastfogel



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Dacor Taste of Tennis | *continued from page 1* |

Tommy Haas and former US Open Champ Svetlana Kuznetsova, along with acclaimed chefs and food personalities Marcus Samuelsson and David Burke. Sam Ryan of WCBS-TV New York & CBS Sports served as emcee for the evening, with music provided by “The Infamous MadLinx,” host of BET Network’s popular Rap City. Produced by AYS Sports Marketing and benefiting The Laureus Sport for Good Foundation, guests were offered the chance to mingle with their favorite tennis stars and chefs while sampling an eclectic mix of specially-designed dishes that earned rave reviews this year. Marcus Samuelsson and Andy Roddick took to the center stage during the main event to preparing mango, raisin and jalapeño couscous with Moroccan-spiced lamb before the crowd with the help of Scott Danielson, Dacor Regional Vice President of Sales, Northeast. Some of the other tennis pros offered hands-on assistance to the chefs from more than a dozen top-ranked restaurants; Mario Ancic carefully drizzled olive oil over steaks from the Strip House and Ashley Weinhold, handled Stark’s little crab cakes with precision.

This year’s Dacor Taste of Tennis lineup of players also included:

- Andy Roddick (USA)
- Svetlana Kuznetsova (Russia)
- Fernando Gonzalez (Chile)
- Mario Ancic (Croatia)
- Jonas Bjorkman (Sweden)
- Dmitry Tursunov (Russia)
- Rafael Nadal (Spain)
- Tommy Haas (Germany)
- Daniela Hantuchova (Slovakia)
- Max Mirnyi (Belarus)
- Shahar Peer (Israel)

| *continued on page 16* |



Extra correspondent, A.J. Calloway; Ric Brutocao, President, COO of Dacor; tennis great Andy Roddick and Chef Marcus Samuelsson at the 8th Annual Dacor Taste of Tennis



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<p>Innovation BBQ-Grill</p> <p>Created world's first high-end stainless BBQ-grill with infrared rotisserie burner, copied by every BBQ-grill manufacturer in the world</p> <p>1992</p>	<p>Innovation Outdoor Grills</p> <p>Created industry's first versatile BBQ-grill with infrared grill section, stainless burners and night-lights</p> <p>2003</p>	<p>Innovation Patent Pending</p> <p>140" simmer -19,000 BTU's sear Consumes less gas & produces higher power than any other sealed burner</p> <p>Power-Flo™ Burner System</p> <p>2006/2007</p>	<p>Innovation Patent Pending</p> <p>Puts rollers on the racks and not in the oven, thereby improving the oven's ability to clean itself</p> <p>Flex-Roll™ Oven Racks</p> <p>2006/2007</p>	<p>Innovation Patent Pending</p> <p>Created industry's first motorized rotisserie system in a pro-style range</p> <p>Moto Rotis™ System</p> <p>2006/2007</p>	<p>Innovation</p> <p>Created the Precision Series™ in 30", 36", 48", and 60" ranges and rangetops</p> <p>2006/2007</p>

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Brand Source | *continued from page 1* |

The other awards handed out went to Harry Button as Manager of the Year, Supplier Support to Dave Meckins, Kharl Mena of Expert Protect and Andrew Feldman of Expert Warehouse. A recognition award was given to Sy Barker of Whirlpool for his many years of service to Brand Source on his retirement from the large manufacturer. Also announced was the passing of longtime meeting planner Max Johnson on July 24, 2007. His daughter Wendy will continue to serve as the group's event coordinator. The highlight of the opening night was the "Stampede," where vendors offered special buys on 20 products for one hour only. The specials were announced by "Cowboy" Bob Donaldson and were not in writing so those with a fast hand and a good memory won. The doors opened into a room packed with vendors and buyers trying to close deals as quickly as they could and then move onto the next one. The evening was finished off by a concert that brought back memories of Izod shirts, Ray Ban Glasses and Yuppie haircuts. Starship and Friends created a two hour tour of the 80's, with the likes of Mikey Thomas, Tommy Tutone, Mike Reno from Loverboy and Jimmy Jamison from Survivor along with a group of others.

The next morning, Tuesday, was an early rise to a great speech by Bob Lawrence about the current and future goals of Brand

Source. Brand Source has the goal of becoming North America's largest home furnishings retailer by the year 2012. Lawrence said that women have the final decision on 94% of all home furnishing purchases and that by 2010 women will also control more than 50% of the wealth in the United States, estimated at some \$14 trillion. He went on to mention that 80% of consumers shop at two stores and 55.4% shop at only one. He feels consumers are more likely to become engaged with the independent owner over the big name stores. Price, he goes on to say, is the #1 reason to buy but not the reason they shop at the store. As far as brand building goes, Brand Source has quadrupled its advertising budget for TV dollars spent. The buying group will be a title sponsor in HGTV's annual Great Fall Fix-Up, a \$100,000 giveaway which will also be promoted by the Food Network and DIY channel. Brand Source will continue its sponsorship of Bob Villa, the Ronald McDonald House Charities, and the John Force drag racing team. John Force was there with his daughter Ashley, who was named that day in an AOL poll as "The Hottest Woman Athlete" and a few weeks later beat out Tom Brady of the New England Patriots as "The Hottest Athlete of the Year". John Force spoke of the tradition of winning and the strong partnership with Brand Source.

| *continued on page 12* |



John Force



A hot car from AOL's "Hottest Athlete of the Year" Ashley Force.



Ashley Force



Mike McTearen and Chuck Melton of Speed Queen.



"Cowboy Bob" Donaldson "gettin" the Stampede started.



Anderson Crosby (BSH), Scot Brown (BSH) and Kels Purcell of Purcell Murray show off the new Bosch Integra series.

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"Fagor strives to focus on environmental issues," said Sara De La Hera, VP of Sales & Marketing. "Our research and development aims to provide consumers with smart designs geared towards saving money through lowered energy costs; this in turn benefits the environment." Every little bit counts as we join in the fight to preserve our planet. Using Fagor appliances not only makes a difference in your lifestyle, it'll make a difference in your world. **RO**



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Brand Source | *continued from page 8* |

Brand Source will also be a major sponsor for an upcoming TV documentary with actor/producer Louis Gossett Jr. on the ReNew Orleans program, of which the buying group helped rebuild a 23,000-square-foot community center in the middle of the city. The morning agenda was finished off by an inspiring speech by Paul Orfalea, founder of Kinko's. With humor, wisdom and compassion he shared the values and lessons he learned in taking a small 100 square foot print shop into the \$1.5 billion dollar company that he retired from in 2000. He proved that being dyslexic and having ADHD shouldn't stop you from being a success and achieving your goals. After a standing ovation, Paul signed copies of his book "Copy This" co-written by Ann Marsh. The rest of the day was open to seminars and the buying fair. The evening ended with a pool-side party put on by Fisher Paykel at the Paris Casino pool over looking the Eiffel Tower and the Las Vegas Strip. Approximately 2000 people showed up for the open-bar and buffet event. | *continued on page 14* |



Sy Barker receives award for many years of service to Brand Source on his retirement from Whirlpool by Bob Lawrence.



The new Frigidaire panel ready "Twins" shown with Larry McCullough, Shawn Hayes, Phil Adams and Jerry Gietl (not shown: the new Secret line from Electrolux)



GE Café party David Lloyd, Susan Miller, Paul Riley, Jeff Kyhos, Dave Bilas, Jack Cruse and Chris Pruniski



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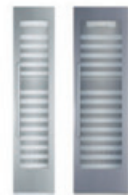
24", 30" Refrigerator



36" Bottom-Freezer 3-door



36" Bottom-Freezer 2-door



18", 24" Wine cooler

Brand Source | *continued from page 12* |

Wednesday, the final day, brought the group together to listen to the last speaker of the event, Harry Friedman, who so enthusiastically shared his thoughts and views. The afternoon brought the final chances to make deals at the buying fair as well as secure your Charity raffle ticket for the “American Beauty” little red corvette, which was driven away by one happy member of this large and growing buying group. Being a member of Brand Source definitely has more advantages than just getting a good deal. **RO**



One lucky participant drove away with an “American Beauty” of a raffle prize.



Product from Down-under shown by Tony Barbee, Tony Brocato and Laurence Mawhinne.



Chris Hogan and Mike Giordano of Samsung Electronics.



Sam Abdelnour and Sy Barker of Whirlpool Corp.



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Dacor Taste of Tennis | *continued from page 6* |

The lineup of acclaimed chefs/restaurants included:

- Marcus Samuelsson/Aquavit
- Michael Cressotti/Sushi Samba
- George McKirdy/Blue Fin
- Timothy Reardon/Barbounia
- Ivy Stark/Amalia
- John Schenk/Strip House
- Michael Wurster/Icon
- Ricardo Hernandez/Aspen Restaurant & Lounge
- David Burke/David Burke & Donatella
- Tony Tammerno/The Palm
- Todd Mark Miller/STK
- Wilo Benet/Pikayo
- Kevin Harry/Heartbeat
- Donatella Arpaia/Anthos
- Matt Zubrod/Dish Aspen
- Wendy Israel/Baking by Design



Scott Danielson, Vice President of Sales, Northeast Region, Dacor and tennis great Andy Roddick lend Chef Marcus Samuelsson a hand at the 8th Annual Dacor Taste of Tennis

The 8th Annual Dacor Taste of Tennis benefited The Laureus Sport for Good Foundation, a global organization that supports community-based projects using sport to address a range of social problems such as gang violence, drug abuse and teen pregnancy. The Laureus World Sports Academy includes 42 of the greatest Olympians and professional sports men and women of all time who volunteer their time and energy to visit and support Sport for Good projects around the world.

AYS Sports Marketing is an event management company specializing in creating, managing and marketing unique sports and entertainment related events. This year's Dacor Taste of Tennis featured a number of marquee sponsors including DACOR as title sponsor and W New York, Chrysler, Pilsner Urquell, Rums of Puerto Rico, Airforce Nutrisoda and JetBlue Airways as official sponsors. **RO**

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NARDA and USA Sign Meger Agreement... USA to become the Service Division of NARDA



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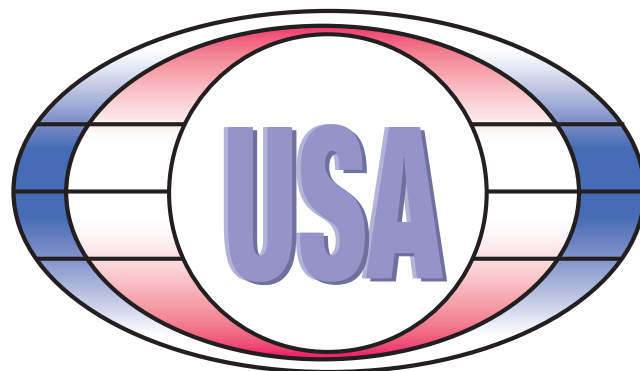
Following approval by North American Retail Dealers (NARDA) members, a merger agreement with the United Servicers Association (USA) has been completed and signed by both associations. The Board of Directors of NARDA and USA announced plans earlier this year to merge the two associations into one not-for-profit trade association. As part of the merger agreement, USA will become Service USA, the Service Division of NARDA and one of six divisions of the association. The other divisions are: Appliances, Business Development, Education, Electronics and Furniture. Each division will be overseen by a NARDA Director and charged with providing programs that benefit the members who have an interest in those areas. USA will assume a Board seat

with oversight of the Service USA Division. Elections for the NARDA Board are planned for the fall of 2007. A number of transition activities are underway to complete the process of integrating the two organizations. One of the first major new initiatives that will be implemented as a result of the merger will be Regional Service Meetings (RSM's). These one-day sessions will offer technical and best practices service management training and will begin in fall 2007. "The partnership between NARDA and USA created through The Service & Retail Convention (SRC) and numerous other areas of common interest laid the foundation for one cohesive association that can bring greater value to our members and better address challenges and opportunities", said Paul MacDonald, USA's Board President. Industry consolidation is here to stay. We are not only better off as one organization, we are excited about the many potential opportunities ahead", he added. "USA members will bring NARDA additional expertise in the Service arena. USA members are well known for being among the best of the best servicers. The merger further demonstrates NARDA's commitment to the Service segment of the business", said Leon Barbachano, Chairman of NARDA's Board of Directors. NARDA and USA will be headquartered in Glenview, Illinois. **RO**

NARDA and USA Announce 2008 Service & Retail Convention (SRC) March 30-April 2 at the Flamingo Hotel in Las Vegas

The 2008 Service and Retail Convention (SRC) will be held Sunday, March 30-Wednesday, April 2 at the Flamingo Hotel in Las Vegas. The SRC is a partnership between the North American Retail Dealers Association (NARDA) and the United Servicers Association (USA).

Educational sessions will offer the broadest range of courses being offered at any industry event and will cover Retail Management, Service Management, Technical Training and Personal Development skills. Attendees will take home actionable ideas along with an expanded network of contacts. A mini-trade show will run in conjunction with event. Details on the program and how to register will be announced this summer. **RO**



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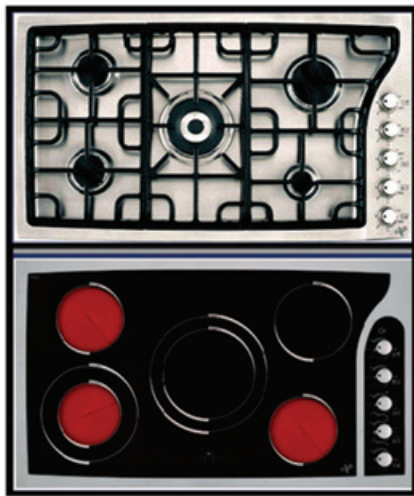


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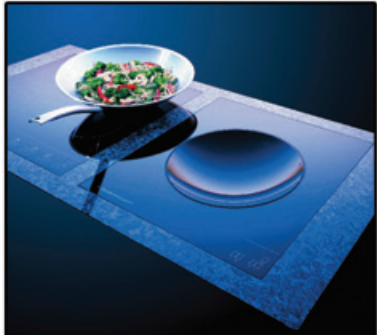
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PRESS RELEASE

Mark Your Calendar for Four Days of Networking and Knowledge Growth at the 2007 CEA Industry Forum

NARDA/USA Members Save \$125 on Registration Fees

The CEA Industry Forum, October 14-17 at the Hotel Del Coronado in San Diego is your opportunity to network with industry colleagues and get up to date on the latest business and technology trends. From strategic business planning sessions hosted by CEA's Small Business Council, to the first-ever release of worldwide market statistics from CEA Market Research, to Barney Wragg, EMI Music's Global Head of Digital, and Chip Heath, co-author of the best-seller *Made to Stick: Why Some Ideas Survive and Others Die*, this event has something for everyone. Among the sessions you won't want to miss is "Marketing for the Common Senses: Seeing, Hearing and Smelling Your Way Through Your Customer's World". Connect with your customers on a very basic level, through their senses. Learn what acoustic branding and scent marketing can do for your brand recognition.

Due to a strategic partnership with CEA, all NARDA/USA members who contact Kerry Moyer at CEA to get a special code will receive savings of \$125 off the onsite registration! Call Kerry today at 703-907-7694 or email him at kmoyer@ce.org. View the full conference schedule and register online at www.CE.org/industryforum. **RO**

PRESS RELEASE

Green—It's Not Just for California

OCTOBER 2007, Press Release from Going Green, MANCHESTER NH.—

Baron's Major Brands keeps their focus squarely on their customers as they move ahead in the "green" movement. Baron's specializes in only those products that earn the Energy Star approval. The commitment not only pervades the owners and management, Baron's salespeople are well-versed in the understanding of energy star and can interpret the information for customers. Baron's commitment does not end with the sale; they take their customers' old/used appliances and recycle them. Freon goes to certified recycling facilities and capacitor devices are carefully removed and disposed of in an environmentally responsible manner. All scrap metal is shredded, baled, and recycled through the general scrap metal market, and all cardboard boxes in which appliances are delivered, are recycled in two thousand pound bales.

Baron's has also saved hundreds of gallons of gasoline since January, 2007 by incorporating their proprietary, self-designed software system that schedules their service people in the most geological and ecological manner. This system is scheduled to be extended to their delivery fleet on November 1, 2007.

Committed to full circle "green" responsibility, Baron's walks their talk, and has upgraded their Laconia, NH facility with HVAC air conditioning and 92% efficient furnaces for heating. **RO**



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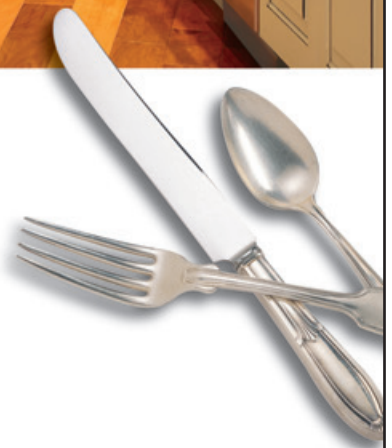


Everyone loves a café. Now, everyone can have one.

GE Café™ is GE's first new line of appliances in 15 years, and it's an exciting new sales opportunity. With stainless steel exterior and robust styling, builders and new home buyers will want to make it the centerpiece of their new home. For remodelers and their customers, the GE Café will easily transform any kitchen with restaurant-inspired design. At long last, everyone can afford to have an inviting café - right at home. www.geappliances.com/café

For more information on GE Café, please contact:
Southwest: Jim Skaggs at 480-367-2910
Northwest: John Boyd at 425-226-7194

South Central: Jill Locklear at 972-770-3310
North Central: Steve Stremke at 630-771-0344



imagination at work

GE Café™

Metallo Arts Revolutionizes Kitchen Ventilation with High Art Custom Range Hoods

Metallo Arts, a start-up company that aims to upend conventional ideas about home decoration, is breaking new ground in the aesthetics, manufacturing and customization of range hoods by offering end users a voice in the design process and the opportunity to create fine art out of their kitchen ventilation systems. Consumers have the opportunity to virtually “build” a range hood customized to their kitchen décor. After selecting from a variety of styles, patterns, trim, and color finish options each handcrafted piece is then fitted with top-of-the-line ventilation inserts.

This revolution began about a year ago when Christopher Plummer, owner of Valley Tin Works and a fine artist in his own right, was contacted by a client looking for a range hood who was frustrated about the standard lead times and the price tag for a product which was not exactly what she wanted.

Chris agreed to “come up with something” and proceeded to learn about both the technology of kitchen ventilation and the range hood industry. He discovered an industry filled with cookie-cutter range hoods that forced



consumers to settle for something they liked, not something they loved. Chris’s accomplishments, both as a fine artist and as an innovator in the stamped metal industry, gave him confidence that he was in a perfect position to transform the industry. Providing a highly-customizable user experience and a top-quality end product, clients can now afford a breath-taking focal piece for their kitchen.

Metallo Arts is the collaboration of entrepreneur Sheldon Gruber and fine artist Christopher Plummer. Successful businessmen in their own fields, they combine years of business experience with an artistic approach to range hood design to offer a matchless product with an unparalleled business process. The company’s philosophy has been to take a functional necessity—range hoods—and create works of art that complement homeowners’ kitchens like never before.

For additional information on Metallo Arts and our line of custom range hoods please feel free to contact Stefan Hannevig at 717-739-1088 or visit www.metalloarts.com **RO**



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Fresh, Cool and Green

Shopping for a new refrigerator can be daunting, especially if you want one that looks beautiful, works well—and is good for the environment. Here are three easy ways to make an informed choice for your healthy kitchen to keep your veggies—and the planet—green:



1 MAKE SURE YOUR REFRIGERATOR IS AS HEALTHY AS YOUR FOOD

You don't want mercury in your food so make sure it's not in your refrigerator. Beginning this June, Liebherr will be the first refrigeration manufacturer worldwide to comply with RoHS (Restriction of hazardous substances) by eliminating lead, mercury, cadmium, and other harmful chemicals from the production process.

2 REACH FOR THE ENERGY STAR

ENERGY STAR is a rating given by the Department of Energy for energy efficiency. Liebherr is a leader in the manufacturing of ENERGY STAR appliances so if you are shopping for refrigerators or freezers, look for Liebherr.

3 GO GREEN ALL THE WAY

Packaging, production and waste removal systems also contribute to global warming. Liebherr is environmentally responsible at all levels of production including reduced use of chemicals, solvents, and energy consumption, using 100% recycled packaging materials and purifying the water used in the production process.



For more ways Liebherr is committed to protecting the environment visit www.liebherr-appliances.com

LIEBHERR
A Delight in Freshness

Sub/Zero Wolf and University Electric Host SFBA NKBA Chapter

BY LEE BOUCHER

Over one hundred members and vendors attended the San Francisco Bay Area chapter of the National Kitchen and Bath Association at University Electric Home Appliance Center in Santa Clara, CA on Wednesday, August 22, 2007. It was co-hosted by Sub-Zero/Wolf and University Electric a Brand Source Member. The networking hour featured fine beverages and a bountiful buffet dinner. Jim Heintz, event coordinator for University Electric, said he was pleased with the turnout. This venue was appropriate because the speaker of the evening, Suzie Willifrod, National V.P. for NKBA, gave a presentation on "The Luxury Sales – How to Succeed in This Affluent Niche". University Electric specializes in high-end appliances.

Suzie Willifrod has served the Decorative Hardware and Plumbing industry in Texas since 1975. She has been a member of the NKBA since 1978 and has held a position on the Board of Directors since 2001. She is the chair of the Ad Hoc DPH Certification Committee and previously chaired the Finance Committee. She served on the National Speakers Bureau and has been invited to speak at colleges, showrooms, design centers and conventions. An active member of numerous trade and community organizations, Willifrod is the Manager of Luxury Products at Kiva Kitchen and Bath in Houston, Texas. Her topic emphasized that the luxury market has never been hotter – topping \$1 trillion in the U.S. alone in 2005. She offered many tips and techniques for selling upscale products, including luxury decorative plumbing and hardware products. **RO**



Sherry Faure, CKD, CBD; Lilly Yee, CKD, CBD, ASID, CID; Suzie Willifrod, 2007 National Vice-President of NKBA and Patricia Brown, CKD, President of the chapter.



S.U.E. Salesmen Bob Foxworthy, Lon Hettrick and John Griffith.



Rick Tarantino, Water, Inc.; Martin Lipman, Sub-Zero/Wolf; Linda Clare, Purcell Murray; and John Dragovic University Electric.



Clayton Nelson, CKD; NARI CR Toni De Waal, V.P. Technological Communications with Jim Heintz, University Electric.



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“THE WAFFLES
HAVE A HINT OF ONION,”
“MY LETTUCE IS LIMP,”
AND OTHER MEALTIME
PHRASES TO AVOID.



In the pursuit of fresher, more flavorful meals, Sub-Zero pioneered dual refrigeration. A simple concept, really – instead of using one compressor for both refrigeration and freezing, why not use two? That way, every onion, shrimp, and waffle is perfectly preserved in its own climate-controlled air – with nary an odor exchanged. Here's to fresher dialogue at the dinner table.



www.subzero.com 800-222-7820

Meet the Originator of Modular Refrigeration

Northland Displays Original Column Design

Northland, the *originator* of modular refrigeration, the latest trend in kitchen design, first introduced their models in 1990. Homeowners, builders, architects and designers were finally free to create customized refrigeration centers of almost any size and configuration. The refrigerator with fresh produce could be situated by the prep sink while the freezer could be located pantry style, away from the immediate cooking area.

Today, Northland still offers the most columnar refrigeration options in the industry with four widths (18", 24", 30" and 36"), four door finishes (stainless steel, gloss black, glass and panel ready) and two interior finishes (stainless steel and Arctic white).



Aside from design benefits, Northland's columnar models have functional advantages too. They are designed to extend the shelf life of fresh foods through temperature management. Each module operates independently with its own evaporator and compressor, eliminating air exchange between the refrigerator and freezer compartments. As a result, air temperature is more evenly distributed, humidity levels are appropriate and there is no odor or flavor transfer. Fruits and vegetables stay fresher longer, and the ice cream doesn't taste like garlic. Since this design is new to many manufacturers, interior storage capacity is often sacrificed. But Northland has had 17 years to perfect the patented Northland Power Module® — an ingenious self-contained unit that holds the refrigerator's mechanical components separate from the cabinet. This innovative system maximizes the usable interior space and offers anywhere from 10 to 20% more capacity than other brands. **RO**



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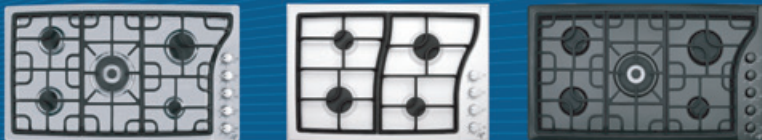


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Retro Views

The FAB Refrigerators: Distinctive 50's Styling



For many homeowners, Smeg has become an iconic brand, highly aspired to, and in particular, the company's retro style FAB refrigeration range has earned it this status, the unique blend of curves and colours seemingly beyond the competence of other manufacturers to emulate. The FAB retro range, introduced in 1997, is universally recognised as enjoying 'Iconic' status and now consists of four models offered in over ten colours.

Acknowledged by many to be a design icon, Smeg's FAB28 range of retro-style refrigerators knows no limits when it comes to colour extensions. Originally launched (1997) in cream, red, blue, pastel blue and pastel green, the company soon added silver and then, in a bold move, pink. Black followed before orange and lime joined the line-up in January 2004 to be followed in June 2004

by a 'special edition' featuring a Union Jack painted door. A new 'special edition' version features a multi-coloured striped door, extending the choice to a total of ten colours and two special versions. "Special editions" are not currently available in the US. 'A' rated for energy efficiency; each FAB28 has a generous 9.22 cu.ft. capacity. Inside are three hygienic and easy to clean glass shelves, whilst the door provides practical storage compartments for bottles, cartons and dairy products. A chrome wine rack and a large fruit and vegetable container complete the inventory of interior fittings that make the FAB28 such a practical as well as aesthetically pleasing appliance. **RO**

WORLD NEWS

New Zealand and Turkish Appliance Makers Join Forces

OCT 2, 2007 WELLINGTON—Two of the world's leading home appliance manufacturers, New Zealand's Fisher and Paykel and Turkey's Arcelik Corp, announced Tuesday that they are forming a strategic partnership.

John Bongard, Fisher and Paykel Appliances Holdings Ltd chief executive, said Arcelik would distribute his company's products in Eastern Europe, former Soviet republics in the Commonwealth of Independent States and the Middle East.

The alliance will also involve technical cooperation, the companies said.

Fisher and Paykel Appliances manufacturers and markets appliances for laundry, cooking, refrigeration and dishwashing in New Zealand, the United States, Australia and Thailand.

Arcelik is the third-largest home appliance manufacturer in Europe, producing more than 14 million products annually at plants in Turkey, Russia, Romania and China. It employs more than 18,000 staff and has an annual turnover of more than 4 billion euros (5.7 billion dollars). **RO**

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Vinotemp Goes Green

LOS ANGELES, CA—Vinotemp International, the domestic producer of wine cooling units, is stepping into new area of business with its labeled “GREEN LINE” SERIES wine cooling units, which are not only going to increase the level of fine wine protection but also involve consumers in protecting environment while enjoying their wine. This all becomes possible with thermoelectric technology which allows offering powerful protection to wine along with quiet energy-efficient operation. The main advantage of thermoelectric technology is ecological cleanness. There is no Chlorofluorocarbon (CFC) and Hydrochlorofluorocarbons (HCFC) used that cause destructive effects on the ozone layer. Such an advantage of the GREEN LINE units involves its owner’s in general environmental preservation. Another benefit of wine cooling units powered by thermoelectric technology is caused by lack of any moving parts (except fan). For that reason, units offer less vibration (a “merciless killer” of any wine), high reliability and require low maintenance over other types of cooling devices. These units offer relatively quiet operation and are ideal for people who appreciate a noise reduction as a factor. In addition, thermoelectric technology keeps temperature accuracy



of +/- 0.1 degrees Celsius which is extremely useful for wine protection against another enemy: temperature fluctuation. “It’s not just about protecting wine” says India Hynes, President of Vinotemp International. “In the 21st century people have become more concerned about the environment. We are a large manufacturer of cooling units and our products are used all over the world, therefore it’s important that our products be environmentally friendly. Also the fact that this technology is simply better for storing wine is how we came to the decision to utilize this technology.” The Vinotemp GREEN LINE includes counter top six-bottle, 12-bottle, 16-bottle, and freestanding 18-bottle, 21-bottle, 28-bottle and 32-bottle capacity units. All of the wine coolers are single-zone temperature, with exception of the dual-zone 21-bottle and split dual-zone 32-bottle unit. All units are attractive wine cellars with black body, stainless-steel doors with double-paned glass, stainless-steel trim and handles. The key features of double-paned doors have already been proven in the construction industry: they have better insulation properties, better UV protection, and are easier to clean. This energy efficiency will lead to less electricity usage and savings in energy bills throughout the years. **RO**

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Maytag Brand Dishwashers With New "SteamClean" Option Remove Stubborn Residue From Glassware Dishes

BENTON HARBOR, Mich., Sept. 28 - Maytag brand dishwashers now feature an industry-leading SteamClean option to get glassware clean the first time, every time. Thanks to this high-heat option, the dishwashers remove even the most stubborn residue and spots from glassware, delivering more powerful cleaning performance than ever before.

Whirlpool Corporation, which acquired Maytag brand in 2006, is the first in the industry to launch a steam option in dishwashers. The new SteamClean option further enhances the proven performance and powerful components already found in Maytag brand dishwashers and reduces pre-washing and re-washing.

"Maytag brand dishwashers with the SteamClean option provide high-quality, dependable cleaning for those consumers who find themselves re-washing or polishing spots from glassware," said Audrey-Reed Granger, director of public relations for Maytag brand.

According to a national survey Maytag conducted to learn more about dishwashing habits, most people still scrape or rinse their dishes before putting them in the dishwasher. More than half the respondents said they worry that their current dishwasher won't get dishes clean enough. Of those who end up re-washing dishes, the top five reasons are to remove "film" residue on glassware; spots on glasses, silverware and plates; hard water deposits; un-removed food soil and re-deposited food soil.

The new SteamClean option adds 24 minutes to the end of the wash process. During that time, dishes and glassware are inundated with high-temperature steam. The SteamClean option ends with a 154-degree-Fahrenheit rinse to get the last bits of "grubbiness" off the dishes. By combining the most powerful motor, the finest filtration, the most active spray jets of any other brand dishwasher and the new SteamClean option - Maytag brand dishwashers eliminate the chore of pre-washing dishes and the frustration of food residue. Also, each load can be customized with an upper rack that can be adjusted or completely removed for washing oversized items in the lower rack. The ENERGY STAR qualified dishwashers use less water and save energy, for lower utility bills.

Maytag brand dishwashers with SteamClean option have a suggested retail price of \$849 to \$949. Visit www.maytag.com to learn more about the new SteamClean option and how the high-heat steam effectively removes residue from glassware. **RO**

In Memoriam

Wayne Dyke passed on Aug 31 2007. Wayne was born in Grafton, ND in 1941, where he lived until his family moved to Redondo Beach in 1952. He met his wife Jacque during a high school field trip and they have enjoyed over 45 years of marriage together. Together, Wayne and Jacque have raised 3 children and enjoyed spending time with their 4 grandchildren. Wayne was a highly successful employee at Frigidaire for over 35 years, and had made friendships with both co-workers and clients throughout the nation. For more information or to make a donation, go to www.whereswayne.com. This web site is designed for family and friends. While Jacque appreciates your calls, she would prefer if you contact her through the [send a message](#) page on this site. **RO**



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After 40 Years, Amana is Still Cooking up New Conveniences

Amana Introduces Next Generation Microwave Oven in Celebration of 40th Anniversary of First Countertop Microwave

When the world's first countertop microwave oven, the Amana® Radarange®, debuted in 1967, it was initially viewed with skepticism but was hailed as a technological breakthrough. Now, in celebration of the microwave oven's 40th anniversary Amana introduces the next generation of microwave cooking with a new convection microwave that offers added conveniences and practical features. Since the sixties, consumers have enjoyed saving time and energy in the kitchen. In fact, the microwave has saved Americans an estimated trillion minutes in cooking time since its introduction, allowing consumers to do other things they enjoy. Over time, the microwave gave Americans not only cooking flexibility, but an entirely new category of food items developed solely for microwave use. Today, the microwave oven has become a standard kitchen appliance in homes across the country. A microwave oven can be found in 90 million U.S. households and research shows that 95 percent of Americans own a microwave. Consumers even rated the popular appliance as one of the top five necessities they couldn't live without.

"The Amana microwave revolutionized cooking more than 40 years ago and is just as relevant today than it ever has been," says Laura Hall, cooking category manager. "Our new Amana countertop microwave convection oven continues to provide the convenience, practicality and added time savings consumers so desire."

Amana's new microwave offers the added convenience of convection, which cooks foods evenly and quickly. Cavity size helps consumers decide which pan can easily fit into the microwave. The new Amana microwave features a large interior cooking cavity. The countertop convection oven features a 15-1/4" x 10-7/8" by 15-1/4 inch interior -- large enough to accommodate a wide variety of foods. Amana brand's new microwave oven is designed to fit seamlessly into today's kitchen settings. The sleek and sophisticated new countertop model provides an added level of style to the original and blends flawlessly with other appliances. Colors include Black, Stainless Steel or White. With the new microwave oven, Amana puts plenty of power at consumers' fingertips. The countertop microwave convection offers 1500 watts of power that's enough to cook a five-pound ham or beef roast, or a six-pound chicken or turkey. It will be available to consumers in September of 2007. As part of the anniversary celebration, Amana will also introduce its first online microwave cookbook, "Fast Food Redefined: 40 Years Ago, Amana Invented a New Way to Cook." The new Amana microwave cookbook, featuring 40 fast and easy recipes celebrating 40 years of microwave cooking, is available free to visitors of <http://www.amana.com/cookbook>. More information about Amana microwave ovens and other Amana brand appliances is available at <http://www.amana.com/>. 



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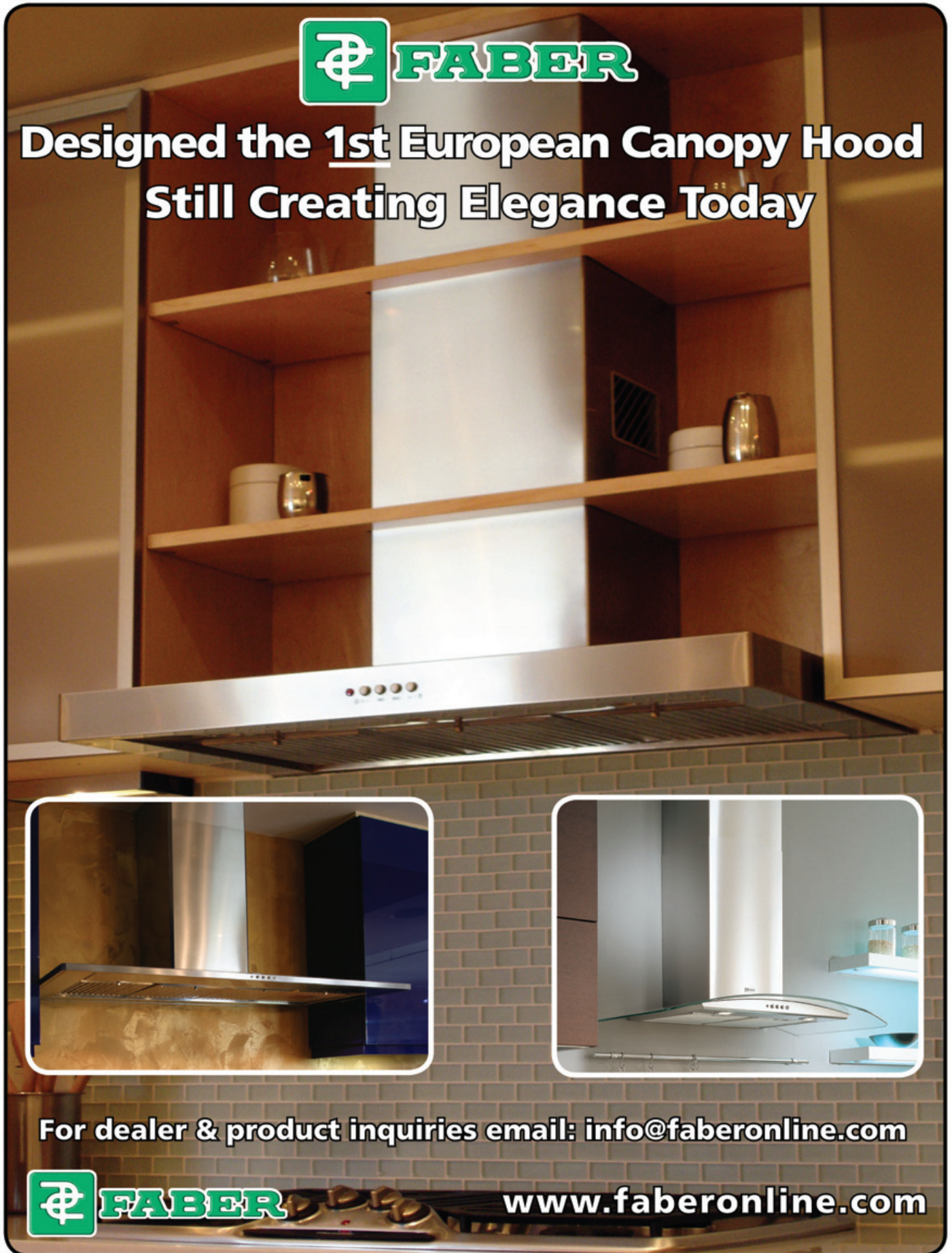
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Perlick Appoints Signature Marketing Group to Cover Midwest Distribution

MILWAUKEE, Sept 5, 2007— Perlick Corporation, the Milwaukee-based manufacturer of luxury under-



counter refrigeration and related products, will transition its Midwest distributorships to Signature Marketing Group, one of Perlick's original Founding Father distributors. Currently serving the Northeast, Signature is expanding into the Midwest to establish an even stronger presence in the specialty appliance market.

"We are excited to expand the broad and demonstrated capabilities of Signature Marketing Group within our family of Perlick distributors and look forward to a stronger presence in this significant market," said Jeff Wimberly, Director of Sales & Marketing for Perlick's Residential Products.

"We are very pleased with Perlick's decision to entrust Signature Marketing Group with their premium product line in the Midwest. With our history of customer-first dedication, and Perlick's strong product line, I see the potential for solid market growth in the future," said Tom Cioletti, President of Signature Marketing Group. **RO**

NEWS FLASH Micro-Trim's New Product Offering

Micro-Trim Now Fills the Gap with a New Product Offering— Microwave Filler Kits

Micro-Trim's new products are called microwave filler kits. They are used to fill the gaps on each side of an over-the-range microwave when the space between the cabinets is too large.

"A lot of people replace a stove hood or a larger microwave which leaves gaps on the sides that need to be filled," according to Rob Catena of Micro-Trim. "A lot of the problems arise when a 42" or 36" hanging microwave is replaced by a 30" or 27" microwave, leaving gaps on either side—that's where our filler kits come in. Before, we only produced trim-kits for countertop microwaves that were built into the cabinet and we were unable to help people with their OTR microwave needs. That was the reason we came up with this new product," Catena stated.

These new filler kits come in 3" & 6" standard sizes but custom sizes are also available. Colors available are stainless steel and powder coated black or white. Micro-Trim strives to solve all your trim kit problems for microwaves, ovens and cooktops. **RO**

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Northern Exposure

BY ELIANA & MOE

On our recent trip to Seattle to interview Jasmine Lee, of Albert Lee Appliances, we stopped in Canada to meet with Mike Kipp and his crew at Pacific Specialty Brands in Burnaby, British Columbia, just 20 miles outside of Vancouver. Their territory is quite expansive when you consider British Columbia itself is larger than the total area of Washington, Oregon and California combined. Pacific Specialty Brands distributes appliances throughout Western Canada and the Pacific Northwest of the U.S., including Washington, Oregon, Idaho, Montana and Alaska. They distribute a vast array of product lines such as, AEG, AGA, Alfresco, Blomberg, Faber, FCI, Independent, Liebherr, Marvel and Waste King.

After a brief meeting with the sales team we were off to dinner with Mike Kipp, owner of Pacific Specialty Brands, along with Marci Dew and Matt Avery of Faber, who were in town conducting product training courses for the company. We were privileged to have Mike himself take us

| *continued on page 40* |



Pacific Specialty Brands sales team: Don Robertson, Jeff Thom, Mike Kipp (or is that Joe Montana?) and Garth Huppee



Vancouver's original skyline



Vancouver's current skyline



Y-Franks West Vancouver



Y's Kitchenaid work station

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Northern Exposure | *continued from page 40* |

on a tour of the greater downtown area of Vancouver, a gloriously clean, upscale urban environment which draws many young people to this high energy city on the water.

We then crossed the Lions Bridge to enter West Vancouver, to visit the showroom of Y. Franks Appliances, voted "Business of the Year" by the West Vancouver Chamber of Commerce. Y. Franks Appliances is a very busy store and for good reason... From the clean, well organized window displays to the beautiful kitchen vignettes, they have created an inspiring environment for the careful selection of household appliances. The high-end European designed products seem to do very well in this Pacific Northwest territory. After a delicious espresso from the Miele kitchen, we were off. Vancouver is one bustling city, with construction up and its economy strong; remodeling is a fast growing sector in both the residential and commercial real estate markets here.

Our next stop was Midland Appliances by Design, in their new location in Richmond, just outside of Vancouver. We were given a quick tour of their showroom, celebrating the recently finished installation of the Subzero/Wolf, "Living Kitchen" display. The design team didn't miss a detail in the building of this vignette, the largest to date "Living Kitchen" display in Western Canada. The complete product line is displayed in all its full glory. The facility was approximately three quarters complete in its construction, looking to be quite an asset for the owners, the distributors and the 40 manufacturers represented in this 11,000 sq.ft. display filled showroom. A lot of thought went into the planning and layout of this spacious environment, creating a shopping atmosphere which will entice both clients and builders for years to come.

Mike, our host, completed the days tour with an enjoyable ride down to Seattle with his lovely wife Jodi (his business partner too) ending our day at Quest Field in downtown Seattle (known to be the loudest Stadium in the NFL) to watch the Seahawks beat the Raiders in a pre-season game. Thank you to Mike, Jodi and staff for a memorable trip to a most beautiful and inspiring location. We can't wait to come back and see your showroom when it's all done. **RO**



Y, a great spot for coffee



Midland Appliance



Midland's Living Kitchen



No details missed by designers at Midland

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U-line Corporation Appoints Mark Russell Vice President of Sales & Marketing

MILWAUKEE (Sept. 10, 2007)—U-Line Corporation, a leading innovator of premium, built-in under counter ice makers, refrigerators and wine preservation appliances, announced today the promotion of Mark Russell to vice president of sales and marketing. U-Line's vice president of marketing since March 2006, Russell now assumes leadership of all sales and marketing initiatives for the company. He will direct overall strategic planning, market research, new product development, brand positioning and implementation, integrated marketing programs and market growth and expansion. He will also manage U-Line's residential, marine, RV, export and inside sales divisions, overall product distribution, and a national network of independent sales representatives.

Russell joined U-Line after 10 years in the high-end appliance industry, with experience in domestic and international marketing, brand management, research, design and sales support. His work in the premium appliance market began in 1997 as



director of marketing for Purcell Murray Company, a high-end appliance distributor located in Brisbane, Calif. During his six years there, Russell developed and implemented regional marketing programs for several European and American products and was instrumental in growing the U-Line brand throughout California. As director of sales and marketing for Jade Products Company, a division of Maytag, Russell developed product, brand and sales teams, and established the Jade brand and nationwide distribution network. Prior to joining U-Line, Russell was vice president of strategic marketing for BSH North America. Russell is a graduate of California Polytechnic State University, San Luis Obispo and received a master's degree in business administration with a concentration in marketing from Notre Dame de Namur University in Belmont, Calif.

Russell is headquartered at U-Line's West Coast office in Laguna Beach, Calif., where he resides with his wife and two children. **RO**

Chaya Chang Joins Perlick's Residential Products Group

MILWAUKEE, Sept 12, 2007 – Perlick Corporation, the Milwaukee-based manufacturer of luxury undercounter refrigeration and related products, today announced that it has added Chaya Chang as Marketing Manager for its Residential Products Group. Chaya joins Perlick to facilitate the company's marketing and public relations strategy for the Residential Products Group. With vast experience in the residential home building industry and trade media, Chaya's responsibility is to guide the marketing efforts and branding strategies for Perlick's rapidly growing Residential Products sales organization. Prior to joining Perlick, Chaya was Managing

Editor of Qualified Remodeler magazine, a national trade magazine focused on the best practices, design ideas and new products for the residential remodeling industry. During her five-year tenure at QR, she helped grow the Master Design Awards program to reach unprecedented participation numbers and took an active role in redesigning the magazine with an updated and fresh look. "Perlick is very fortunate to add Chaya's expertise and enthusiasm to our team. She will be a tremendous asset as we continue to grow the residential side of our business," says Jeff Wimberly, Director of Sales and Marketing for Perlick's Residential Products Group. **RO**



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Atherton Appliance and Kitchens Attends Sub-Zero/Wolf Sales Training Session

BY LEE BOUCHER

Westye Group West, Distributors of Sub-Zero/Wolf major appliances, presented an all-day sales training session to about 12 associates of Atherton Appliance & Kitchens. The event was located in Redwood City, CA, at its showroom on Tuesday, August 21, 2007. The day started with a 5:30 A.M. continental breakfast. The group was welcomed by Territory Manager Shella Hammil and Jeff Dunn the Marketing and Showroom Manager. That was followed by a video describing the background of Sub-Zero/Wolf. The rest of the morning was devoted



Suzanne Hawkes, Sub-Zero/Wolf product specialist, with Jeff Dunn, marketing and showroom manager.



Petros Papageorge, Barb Shenson, Shelly Seward and Diane Ervine, Atherton, Appliance and Kitchens



Janne Mahan, Tina Ferguson-Riffe and Christo Papageorge, Atherton Appliance and Kitchens.



Shella Hammil, Sub-Zero/Wolf territory manager with Tom Papageorge, principal at Atherton Appliance and Kitchens.

to sales training on Wolf products. There were quizzes and tests to make it more interesting. Lunch was held in one of the two demonstration kitchens. The memorable food was cooked and served by Suzanne Hawkes Product Specialist. Everyone got to see the Wolf ranges and the Sub-Zero refrigerators in action. The afternoon consisted of in-depth sales training on both Sub-Zero and Wolf products. Tom Papageorge, President and CEO of Atherton Appliance and Kitchens had this to say: "One of the main reasons our sales staff is so productive is because of the all-day training session provided by Sub-Zero/Wolf". **RO**

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Amsum & Ash Hosts MN NKBA

BY DICK ROHLAND

Amsum and Ash Inc., Fridley, MN, a subsidiary of Tab India, hosted a breakfast for the August meeting of the Minnesota NKBA chapter. The local chapter brought in several software vendors to demonstrate the latest programs in kitchen, bath and interior designing applications during the early morning social hour. Tab India is headquartered in Jaipur, India. According to company documents, the company is a natural stone manufacturer and exporter of granite, marble, slate, quartzite, limestone, sandstone, natural, mosaic and tumbled stones. At its Fridley location, the warehouse sits on 110,000 square feet of property. A 60,000 square foot showroom holds of 4,000 slabs of stone. It will soon open a 2,000 square foot showroom floor to highlight the company's stone products. Company staff hosted the breakfast meeting in its new showroom that is now under construction. NKBA guests also had the opportunity to walk through the huge warehouse to see firsthand the stone products on site. **RO**



Ian Thorburn, an editor with the Twin City Home Improvement Magazine visits with Jeremy Perlick and Bjorn Freudental, both with College City Remodeling, Lakeville, MN and Carline Hensel, an interior designer from Edina, MN.



Rebecca Ryan, an interior designer from Edina, MN; Matt Clifford from 2020 Technologies, Savage, MN and Lori Anderson, Cabinet Concept Interiors, Eden Prairie, MN looked over electronic drawing programs offered by 2020 Technologies.



Marie Hagberg, Sawhill Kitchens, Minneapolis, MN; Dave Schlueter, Chief Architect and Kristen Gabriel, a recent graduate of the kitchen and bath design program at Century College, Minneapolis, MN.



Mary Myers, AKBD, Mike Malloy, carpenter with their boss Suzanne Pottinger, owner of Accent Design Studio in Cottage Grove, MN.



A & A hosts for the August NKBA meeting were Zach Hallberg, Pauline Benson and Scott Archambault.



NKBA members share stories over breakfast in what will be the new Fridley Amsum & Ash showroom.



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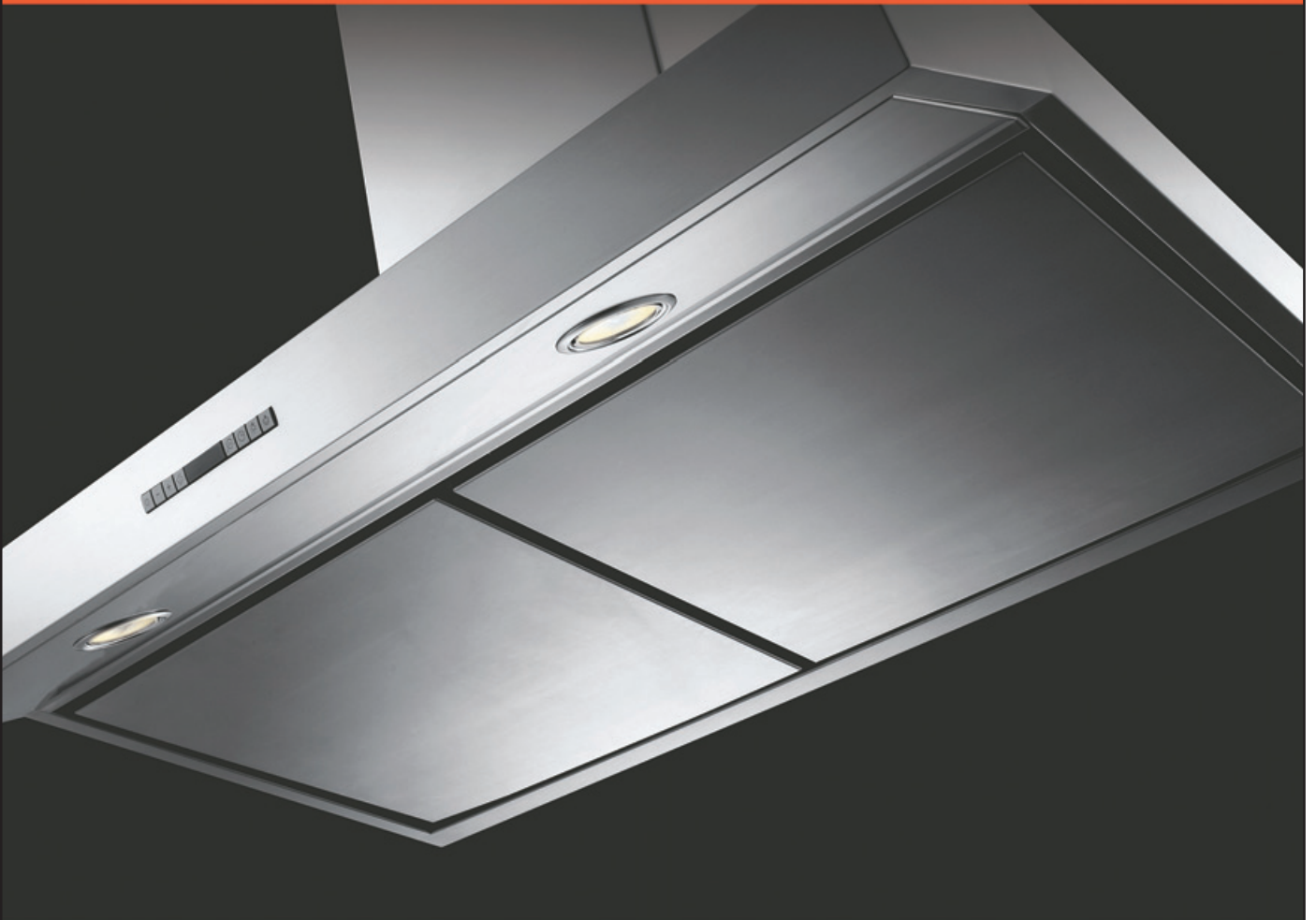
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CALENDAR 2007

OCTOBER

- 8-11 **Fall NARI Board of Directors Meeting-**
Mandalay Bay,
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- 9-12 **The Remodeling Show-**
Mandalay Bay Convention Center,
Las Vegas, NV
- 11 **NKBA Northern California-**
Standards of Excellence,
San Jose, CA
- 17 **NKBA Sierra Nevada Chapter-**
R Supply, Reno, NV
- 25 **NKBA Alaska Chapter-**
Allen & Peterson, Anchorage, AK

NOVEMBER

- 6-7 **Brand Source Michigan Chapter-**
Soaring Eagle Resort & Casino,
Mt. Pleasant, MI
- 13-15 **Brand Source Northwest-**
Embassy Suites Southcenter,
Tukwila, WA

- 14 **NKBA Sierra Nevada Chapter-**
M Home Supply,
Reno, NV
- 15 **Brand Source Pacific Rim-Regional,**
Pleasanton, CA
- 29 **NKBA Alaska Chapter-**
Allen & Peterson,
Anchorage, AK

DECEMBER

- 6 **NKBA Columbia River Chapter-**
Holiday Party-Pental Granite,
Portland, OR
- 12 **NARI San Jose Chapter- META Awards,**
Doubletree,
San Jose, CA

JANUARY

- 7-10 **CEA—International Consumer
Electronics Show (CES),**
Sands Expo,
Las Vegas, NV

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





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Dealer Incentive Trips

BY LEE BOUCHER



Those of us that had major appliance dealerships between the years of 1955 and 1990 refer to them as the “Golden Years”. Those were the years before the acquisitions of one brand by another. There was KitchenAid, Jenn-Air, Whirlpool, General Electric, Hotpoint, Amana, Litton, Gibson, (no, not Maytag), Frigidaire and others that I may not know of, that offered independent appliance retailers annual or bi-annual trips based on set goals.

We traveled the world! We even bonded with some of our competitors as well as our hosts. Hawaii was always a winner. It was a relative inexpensive vacation compared to Europe, Asia and South America. Airline travel was something to look forward to compared to the hassles of airline travel today. We dealers and vendors would meet at the airport, the women in cocktail dresses and the men in suits and ties. We would enjoy a couple of drinks before boarding. Can you imagine? It was a time to forget our budgets, employees, rents, and flooring problems. It was just time to relax and enjoy.

It was interesting to note that each major brand manufacturer would try to outdo the others based on what they had heard. So if Brand A stayed at a 4X rated hotel Brand B would make certain that their next trip included a 5X rated hotel. We were treated like kings and queens. When one of my affluent lawyer or doctor friends would casually mention that he and his wife had just returned from Rio de Janeiro, I could say, “Yes, we’ve been there, that long stretch of white beach is really remarkable.” That took the wind out of their sails!

I’m bringing up this subject because I see no reason why the trip incentive programs can’t be reinstated. As I recall some of the trips I, and my partner, took with our wives were because we came up with the money to make up the difference between what our quota was and by how much we missed it. We always charged it to business expense anyway. We always thought it was a good investment because it REALLY kept our wives happy.

I recently covered the Brand Source Pacific Rim chapter meeting and talked with some of the old guys like me and we reminisced about some of those trips. Stan Burns of Walker Cordova Hardware in Rancho Cordova, CA remembered the time we were in the Athens airport and the gate to our flight was filled with young men with automatic rifles in their hands. They looked grim; they never greeted us or smiled. We were scared. There had just been a coup d’etat in the Greek government the night before. When our plane finally took off everyone shouted with glee we were so glad to get out of there. Memories: Ken Pistore, another one of us ancients, recalled the time when we were in Thailand and this guy with a dressed-up donkey on the side of the road wanted us to pose with his donkey for a few bucks. He was really MAD when some of us tourists took photos with our own cameras. Memories.

I’m sure that you independent appliance dealers that have experienced the “Golden Years” have similar memories. Why not bring those trips back for the younger generations? It was fun. It was exciting. It made us realize what a great deal we have here in the dear ol’ USA. I think it is healthy for all of us to know what this world is like—here and there. Trips helped us know.

My challenge is to and for the major appliance manufacturers to re-instate trip programs. They don’t have to be super fancy. Your dealers will love them, you will benefit by getting to know them personally, and they will push your products accordingly.

Purcell Murray, distributors in California, still has incentive trips for its appliance dealers every few years and Fisher & Paykel currently has a trip program to their factories in Italy and New Zealand for their accounts. United Stores based in Southern California had a trip to Hawaii for their members and Brand Source Northwest is planning an Alaska cruise next year. That’s a good start. Keep the ball rolling. So, I’m asking General Electric, Whirlpool, Electrolux, Sub-Zero/Wolf, Dacor and Viking to come up with some overseas trips for them and their independent dealers. Who could ask for anything more? **RO**

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Diplomacy

BY CHUCK EDMONDS

A manager was trying to pacify an employee who wanted a promotion. The manager, for many reasons, could not give him the promotion that the

employee thought he deserved. “You know,” he told the employee, “I cannot give you this promotion now, but I will do this: You have my permission to go back and tell your friends that I offered you the promotion but you turned it down!” Are you mentally retired?

One of the tragedies of business is the number of employees, at all levels, who have mentally retired. They are resting on their laurels and are just along for the ride. They are not looking for new challenges and are not concerned with the competition, they're not interested in ways of doing things better or more efficiently, nor do they care about customer service.

Perhaps there should be a point in our working life where we feel our contributions have been such that we are entitled to take life easy from that point on.

Maybe there should be, but we doubt if there is. The minute we start to relax on the oars (on our job) we begin to lose our value. Someone else, with more drive, more ambition, could step in and take over and do a better job in our place.

Let's face it—what we accomplished yesterday is now water under the proverbial bridge. More important now is what we can accomplish today and tomorrow. When the things we did yesterday or the day before are more important than our ambitions for tomorrow and next year, it's time to let someone else take over.

This may seem like a hard and unfeeling way to look at things and at ourselves but isn't it the truth? You can't win today's game on last weeks press clippings or the banal praise of your friends.

People who enjoy success have to plan on succeeding. You can't stay still. It may seem unfortunate but you must keep on trying and must always be reaching for more success and more goals.

When you feel you've got it “made” watch out. It's the first step toward setting back into a pleasant, convenient rut! People who tell you they've got it made are only one step away from being has been.

ENTHUSIASM GIVES YOU A DECIDED EDGE OVER THE FELLOW WHO LACKS IT!

Enthusiasm's Mighty Force

A great writer by the name of “Anonymous” contributed the following short essay. It should be required reading for all salesmen.

Life is never dull for the man who starts out each day with the vim and enthusiasm, determined to do his level best to succeed.

Only an imaginary line separates the successful from the failures.

Enthusiasm usually accounts for the difference.

For enthusiasm is success on the rampage.

It's the greatest asset in the world!

The enthusiast sways all because he is sure of himself, his work, and his ideals!

Enthusiasm gives you a decided edge over the fellow who lacks it!

The best results in the field or on the floor can usually be traced to those whose enthusiasm inspires others along the line.

Enthusiasm is like the sparkle of a gem, the magic something which enabled Columbus to manage a mutinous crew and carried Cortez with a handful of men to the inner temple of the Aztecs.

*The man who embraces earnestly and enthusiastically into every task (whether he is being observed or not) is a go-getter, indeed. **RO***

PRESS RELEASE

Appliances Getting Harder for Disabled to Use: Report

POSTED SUNDAY, SEP 23, 2007 12:26PM AEST

A report released by the Human Rights and Equal Opportunity Commission (HREOC) is warning that new technology for home appliances is becoming harder for people with disabilities to access.

The report says small buttons on remote controls, heavy oven doors, and touch-operated devices, are some of the features that render appliances unusable for about

20 per cent of the population.

Disability Discrimination Commissioner Graeme Innes says keeping disabilities in mind when designing products is crucial for an ageing population.

“What we need to do is build some partnerships so that everyone is included in the design of products, and not just someone who either has a problem seeing or manipulating or hearing,” he said. **RO**



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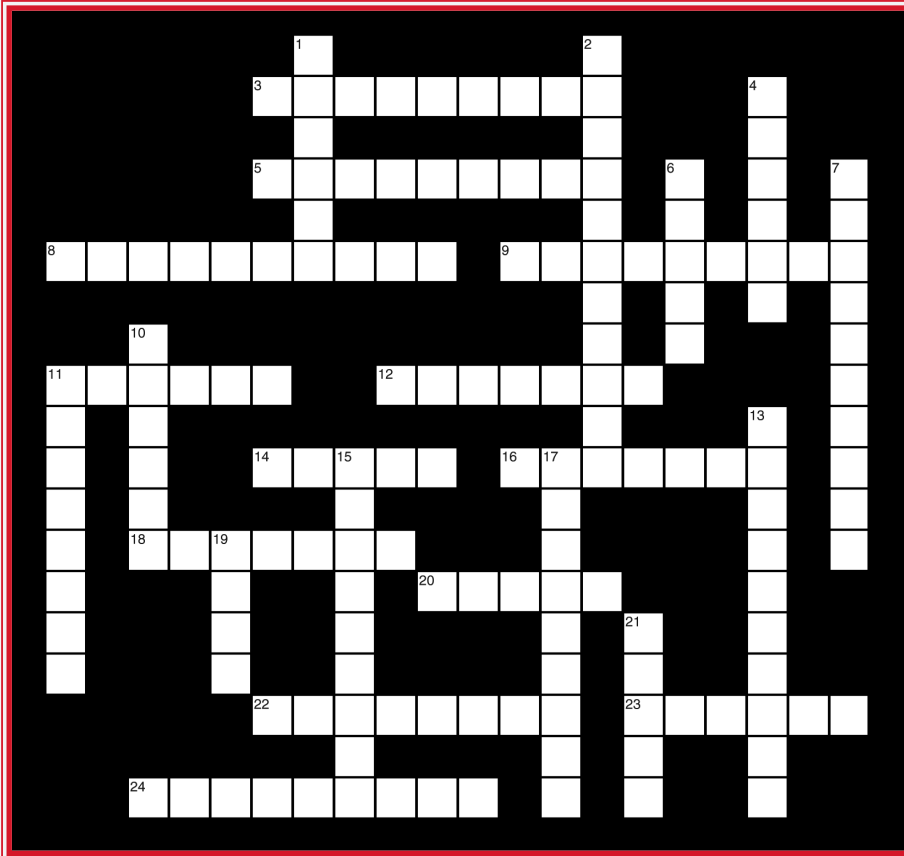
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Re-Observe the Word

—OCTOBER CROSSWORD—

(PUZZLE ANSWERS ARE FOUND IN THE EDITORIAL AND AD PAGES OF EACH ISSUE OF THE RETAIL OBSERVER.)



ACROSS

- 3 "MERCILESS KILLER" OF WINE
- 5 OLD SCHOOL MICROWAVE
- 8 CEO ATHERTON APPLIANCE
- 9 PERLICK IS BASED IN
- 11 TAB INDIA HEADQUARTERS
- 12 METALLOARTS ARTIST
- 14 NORTHLAND _____ MODULE
- 16 THE PARTY'S IN YOUR _____
- 18 NEW U-LINE VP
- 20 CONTACT AT CEA
- 22 PRESIDENT SIGNATURE MARKETING GROUP
- 23 THE SERVICE & _____ CONVENTION
- 24 "COWBOY BOB"

DOWN

- 1 WIL0 BENET'S RESTAURANT
- 2 THE ADVANCED _____ SYSTEM
- 4 Y. _____ APPLIANCE
- 6 SIRIUS COUNTRY
- 7 MAYTAG'S NEW OPTION
- 10 MICROWAVE _____ KITS
- 11 ELIANA'S SON
- 13 GIVES YOU A DECIDED EDGE
- 15 NATIONAL V.P. NKBA
- 17 DEALER _____ TRIPS
- 19 FAB28 MANUFACTURER
- 21 AOL'S "HOTTEST ATHLETE"

(LOOK FOR THIS MONTH'S PUZZLE SOLUTION IN THE UPCOMING NOVEMBER ISSUE)

PRIZE PUZZLE

Test your power of observation

The online functionality of the crossword has been delayed, so starting with the 2008 issues of the *Retail Observer*, you will be able to go on-line to complete the crossword for submission. The first 50 puzzles submitted through the online process will be entered into a drawing for the sponsored product that month. For this month, please enjoy the reading, and we'll see you in 2008 for the prize puzzle online at www.retailobserver.com. A test puzzle is available at <http://www.MyCrosswords.com/549/RetailObserver/October2007.html>

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