

# The Retail Observer

October, 2009

The Monthly News Magazine with Personality

Vol. 20, Issue 10

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Publisher's Statement  
Celebrating Our 20th Year!

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## State of the Union

As *The Retail Observer* (formerly the Northern California Retailer 1970-1990) approaches the start of its 41st year in print, we want to thank you for taking the time out of your busy schedule to read the news and articles every month. Since we acquired *The Retail Observer* in 2007, many of you have noted the many changes that we have made in the appearance and content of the magazine, as well as an expanded web presence, including the social media sites we are adding this month. Thanks to our partnerships with our manufacturers, distributors and various buying groups and associations, we have created a great resource in the marketplace to bring updated and relevant educational material and resources to the independent dealer.

We have increased our appliance manufacturer and distributor bases that sell product not only in the US, but in Canada and abroad as well. We have covered more associations and buying groups than ever before, and these groups and associations have given us a strong and expanded subscriber base of readership. Buying groups included are: BrandSource, Nationwide and Mega Group, as well as the associations we currently affiliated with, which include the NKBA, CEA, NAHB, NARI and ASID. We will be adding more industry associations to our growing family in the near future. Our partners in the service industry (USA, PSA, ASTI, BrandSource Service and APDA) have provided us with a variety of new content writers that contribute to our new column, *The Voice of the Servicer*. We are well over 14,000 subscribers strong with a surveyed pass-along rate of over 7 times per copy.

We have developed a strong association with NKBA (National Kitchen & Bath Association) and are their official trade publication for the Advanced Appliance Course and the International Reception at K/BIS. Last month alone we had 83,000 views from the NKBA website. Our online interactive magazine is getting a lot of industry buzz and is viewed as one of the best page flipping programs in use today. We are one of the few magazines in this industry to have the capability of embedded video right on the pages of our interactive magazine. We will be implementing this capability over the next few months as more manufacturers and distributors are starting to design their programs around this new media format.

We have grown from one of the most respected small regional tabloids in the industry, into a full-fledged *national* magazine, with a large following of partners and readers, growing in popularity and stronger now than ever before.

Again, we thank you for reading *The Retail Observer*—and here's to 40 more years of service to the Industry.



Happy Retailing,

*Moe Lastfogel*

# Social Media World

NO BUSINESSES LEFT BEHIND

We have had a fun month putting together the social media articles, and enjoyed many conversations with manufacturers, distributors, retailers and PR firms along the way. Some even ended up writing for us... With this issue, we are announcing the debut of *The Retail Observer's* journey into the Web 2.0 world. We have a Facebook fan page, a LinkedIn group and a Twitter page you can tweet on. This will enable us to become your central hub to bring you even more news of our industry on a daily basis. Just click on the links below to engage with us and our industry partners globally on the Social Web; as you can see in this issue, many companies are improving their website functionality and are building their online presence socially in order to serve you better.

'Study Finds Retailers are Thinking Socially' is a survey by Don Reisinger, who reports that "Retailers have a love-hate relationship with social media, according to a study set to be released next week." The E-tailing Group, which specializes in retail sector trends, surveyed 117 companies—from small to large—to assess how retailers and brands view the Social Web. The biggest concern among respondents is that consumers will "trash their products in front of a large audience," according to E-tailing Group.

Don says "At the same time, companies very much want to partake in the Social Web, 93% percent of the companies surveyed said they are seeking greater customer engagement through social-media efforts, and 76% are wanting to use social networks to 'mobilize advocates through word of mouth' of which, Facebook drew the most interest from respondents, followed by Twitter, followed by a tie for third place with customer reviews and blogs. Of the 86% of respondents already using Facebook Fan pages to deliver a social experience to their customers, only 1 percent of those companies have no plans to deploy a Facebook Fan page. With 65% of the companies using Twitter as a tool to market their brands, only 9% said they don't plan to open a Twitter account or market their brand through it. A total of 55% said they allow customer reviews and feature blogs on their sites, and according to the study, about 85% of respondents believe customer reviews across the Web are a

great way to increase sales by reasoning that consumers will listen to their peers.

"Brands are especially worried about negative comments hurting a brand, but they also know that they need to go social. That's why they're using Facebook and Twitter with some success," E-tailing Group spokeswoman Lauren Freedman said. Company marketers aren't testing the social waters just for the fun of it, though, "They don't want to do this unless it delivers the return on investment (ROI) that their companies are expecting" Freedman said. "Quick adoption of social networks is a guarantee over the next six months, mainly due to movements to social brands by the competition."

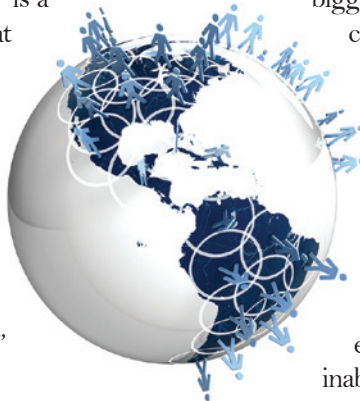
In another survey, it is suggested that "Social media is the biggest factor changing the ways marketers approach customer engagement, according to a newly released survey from integrated marketing company Alterian. In-person polling of about 200 attendees at Alterian's Engaging Times Summit, held in August in Chicago, showed that 48% believed social media is the channel that will have the most impact on the customer experience over the next year. The biggest challenges impeding better customer engagement, according to the poll findings, are an inability to assess or manage internal infrastructure and culture challenges, and the integration of various technologies to power the effort" according to Christopher Hosford in *B to B Magazine*.

As we all maneuver our way through the benefits and challenges of the Social Web, I encourage you to send us your feedback on how you are using social media to enhance your bottom line, better your customer service or expand the lines of communication within your community. Contact us at [letters@retailobserver.com](mailto:letters@retailobserver.com).

Let's get connected...



Eliana Barriga



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# 40 YEAR

## WHAT'S THE



Forty years ago man first stepped foot on the moon. That same year, Associated Volume Buyers, known today as BrandSource, was formed to benefit independent retailers who could not purchase refrigerators, washers, dryers and freezers in truck load quantities to get the best, bottom line dealer cost like the box stores. Forty years later independent retailers continue to face major competitive issues with the big box stores, and BrandSource is there to provide the support and savings these dealers need.

BrandSource not only provides low product costs, the marketing group also focuses on ways to help retailers' lower normal operating costs. In 2009 BrandSource will insert over one billion newspaper advertising circulars for its members, providing high quality, high impact low cost advertising for about half the normal cost of non-members. National television advertising will touch consumers in all markets, driving additional floor traffic into members' stores. A new office supply program will save members twenty percent on business essentials. The BrandSource health care benefits program and business insurance program saves members 20 to 40 per cent over non-members costs.

BrandSource Service is quickly establishing a national network of independent servicers, providing consumers a single phone number to call for appliance service anywhere in the United States. BrandSource Service also focuses on building a more professional and profitable service center for its members. "In the past service was a provision to help make a sale," says JR Zirkelbach of BrandSource Service. "Most retailers with service departments focused on profits in sales but didn't keep an eye on service expenses. We have been able to turn that around for our service members and they are much more profitable today."

Beyond low product prices and business cost reductions, BrandSource has continually focused on the internet for information and sales for its members. The new brandsource.com, launched in

1. Opening ceremonies: Felice singing the Star Spangled Banner 2. The Stampede was a packed house event 3. Nancy Friedman, The Telephone Doctor 4. BrandSource, 40 years later 5. Tim Bashford,

**BRA**  
**SOU**  
**40**  
*Anniv*



# S LATER

## NEXT STEP?

2008, has undergone several changes as the needs of the consumer changes and becomes redefined.

BrandSource is also providing several over and above services for its members. "Last year we instituted a weekly appliance advertising report," said Bob Donaldson, GM Marketing for BrandSource. "The report focuses on pricing, marketing offers and product mix," Donaldson continued. It has made such a major impact that the group recently began reporting weekly on consumer electronics prices and marketing trends. "It keeps our members informed about what their competitors are doing right now, today. And these reports include both print ad specials and internet specials. "We are able to see where box stores are testing different offers on line and in print." Donaldson said that by providing these reports, members are saving one to two hours a week and they have more information at their finger tips than they ever had in the past.

BrandSource has also made tremendous strides in the furniture industry. BrandSource was the first national appliance and TV marketing group to add bedding, with Simmons over fifteen years ago. Today BrandSource members enjoy furniture programs second to none. Furniture Vice President Mike Allen has successfully developed a national chain of mattress stores, called Sleep Source that continues to expand and provide members with profit opportunities. Allen has also developed a Furniture Advantage program for members, providing direct from the orient factory deliveries, saving members a tremendous amount of money.

In 1969, it was all about the lowest product cost. In 2009, it is all about the lowest cost, the best information, maximizing the internet, lowering operating costs, creating better advertising programs, lower inventory levels with just in time inventory, new product opportunities, well trained employees and more customers through the door. BrandSource continues to provide the services its members' need ahead of the curve. What's the next step? BrandSource has the answer and the solution.

| continued on page 6 |



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Region Manager of the Year and Bob Lawrence 6. Etta May & Mike Ditka 7. Expert Warehouse 8. BrandSource leadership team 9. Ribbon cutting: welcome to BrandSource 2009, Las Vegas





## 2009 DEALER Regional Awards

### PACIFIC RIM REGION

- TeeVax Home Appliance and Kitchen Center

### GREAT PLAINS REGION

- Lang's Audio TV and Appliance

### MICHIGAN REGION

- East Huron TV and Appliance

### SOUTHEAST REGION

- Mountain Home BrandSource

### SOUTHWEST REGION

- Lafferty's Home Center

### PACIFIC SOUTHWEST REGION

- Furniture Bowl

### MID ATLANTIC REGION

- Patton Appliance

### NORTH CENTRAL REGION

- Jones Appliance & TV

1. Dennis DeYoung of Styx and wife Suzanne DeYoung, Martha Davis of the Motels, and Ray Parker Jr. of Ghostbusters fame 2. Convention floor overview 3. Almo Distributors feature ranges by Bertazzoni 4. Element grills by Fuego 5. Gotcha Covered fine bedding 6. John Force signing autographs 7. Electrolux French door refrigerator raffle winner Gail Moxley of Appliance Land and Thad Bullock





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# OF THE YEAR ard Winners

**FLORIDA REGION**

- Clark Appliance

**SOUTH ATLANTIC REGION**

- Garner TV & Appliances

**TRI STATES REGION**

- North Canton TV & Appliance

**ROCKY MOUNTAIN REGION**

- Boyle Appliance
- Bindel's Appliance

**GREATER MIDWEST REGION**

- Klein's BrandSource

**NORTHWEST REGION**

- DESCO Audio Video
- Husted Maytag Home Appliance Center—  
*Maytag Source Division*

8. Bosch laundry systems education 9. Ghost Busters: Who ya gonna call? BrandSource! 10. Watch Fire Signs and the Maytag Man 11. Ghost Player DVD recipients: RELIVE THE MAGIC—The Team-The Times-The History 12. Rockin' the house 13. Lynx BBQ systems 14. LG Electronics LCD HDTV displays 15. Welton USA 16. LG Electronics Stampede special

## Broan® and Nutone® Stimulus Package:

EMPLOYING AMERICANS, KEEPING U.S. JOBS, PROVIDING SUPERIOR INDOOR AIR QUALITY



One of the easiest ways Americans can contribute to strengthening the economy is to make sure they always buy American made products. One easy place to start is with products for the home. Broan-NuTone® makes this an easy choice as over 80 percent of its products are designed, engineered and manufactured in the United States of U.S. and foreign parts.

“Broan® and NuTone® ventilation fans are available in many options—recessed fan/lights, decorative fan/lights, ENERGY STAR® qualified fans, Ultra Silent™ fans—the options are endless,” says Patrick Nielsen, Marketing Manager, ventilation fans, Broan-NuTone. “Additionally, we continuously monitor consumer trends so builders, designers, electricians and homeowners never have to look elsewhere to find a ventilation fan to meet their needs.”

As the latest employment statistics confirm, our economy continues to struggle. According to the Bureau of Labor Statistics, in July 2009, the number of unemployed persons in the United States was 14.5 million and the unemployment rate was 9.4 percent. It is now more important than ever for Americans to do their part to help save American jobs.

By purchasing a fan made by Broan-NuTone, Americans can rest assured that fan was designed, engineered and manufactured in the U.S. which also means the carbon footprint required to make products available to homeowners is less than many of its competitors coming from overseas. Homeowners will also be pleased to know that ENERGY STAR qualified fans from Broan and NuTone use less than 10 kilowatt hours per year - or about one dollar per year in electricity.

With three facilities in Ohio, Wisconsin and Texas and 969 associates in the U.S., Broan-NuTone employees take pride in their jobs whether it be on the manufacturing line or behind a desk. “I’m proud to be an American and a Broan-NuTone employee,” says Jerry Vincent, range hood automation line, Broan-NuTone. “For 40 years I have taken great pride in doing the best job I can so we can build America’s best products.”

As so many of Broan-NuTone products satisfy USGBC, NAHB and ENERGY STAR ventilation requirements for green building, builders and homeowners can be confident

that installing a Broan-NuTone fan is a smart step toward creating a healthy home.

As the leader in residential ventilation, Broan-NuTone offers ventilation solutions for any style and budget. In fact, more than 80 percent of American homes have a Broan or NuTone fan installed – which means there are more than 150 million Broan and NuTone fans installed all across America.

## Who Says German Engineering Only Belongs in Your BMW?

### CDS DESIGN

The innovative teppanyaki grills by CDS-Design of Munich, Germany, provide the most interactive cooking experience available today, indoors and out. Portable or built-in, these unique Japanese-style griddles feature state-of-the-art, powerful electrical heating elements, which grill everything from steak to veggies to breakfast “on contact”.



Initially introduced in the United States in 2003 by Cook-N-Dine, the premium stainless steel, teppan cooking surfaces by CDS have been re-examined recently by the scrutinizing eyes of their inventor and patent-holder, Mr. Paul Schacht. To suit the demanding American customer even better, all built-in teppanyaki grill models have received a major technical makeover, resulting in improved heating element size, which led to almost double the actual hot cooking surface. These new models are already rolling out for the 2009 holiday season.

The intriguing teppanyaki cooking style makes for effortless delicious, healthy eats. The secret is the intense heat of the solid 304 stainless steel surface that seals in all the juices “on contact”. Paired with its patented sink-down-in-the-center feature when on, a CDS teppanyaki grill can



replace bulky pans and woks, and perfectly complements any traditional barbecue grill, while freeing up storage space and doubling as additional work top when not in use for cooking.



#### MAIN PRODUCT FEATURES

- Worldwide patented feature: center bows down slightly when on to keep the fine juices in place; reverts back to flat when switched off
- Accurate temperature control from gentle 120 up to 430 degrees F even contact heat (210 C), plenty to sear steaks and roast vegetables, yet keep food warm at the same time. The temperature gradually decreases towards the edges thus allowing the preparation of food which needs less heat at the same time.
- Easy & safe to use. Cook food directly on the stainless steel surface. The whole top IS the cooktop! Electric - no open flame!
- Clean-up is quick and simple with just a little plain water while the unit is warm

#### MADE TO LAST

With 5/32 inch (4 mm) thick premium food-grade German stainless steel, type 304 (V2A), made from up to 60% recycled raw material (additional info: The Recycling of Stainless Steel presentation by the European Stainless Steel Development Association, Euro Inox).

#### ABOUT CDS-DESIGN GMBH

The inventor and manufacturer of Cook-N-Dine teppanyaki grill cook-tops and tables, located in Munich, Germany. CDS is a family business in the third generation, founded in 1887. Under the leadership of Paul Schacht, CDS-Design has been producing premium residential cooking surfaces, including a wide variety of unique, innovative teppanyaki grills for the past 15 years. Early CDS products are part of today's standard equipment of Mercedes Benz and BMW automobiles.

#### ABOUT COOK-N-DINE INTERNATIONAL, INC.

A Florida corporation located in North Miami, FL,

Cook-N-Dine was founded in 2000 for the purpose of marketing the German teppanyaki product line by CDS throughout the Americas and Caribbean.

The worldwide patented CDS teppanyaki grills are available through kitchen/appliance retailers, as well a patio, outdoor kitchen and bbq stores. Visit [www.cookndine.com](http://www.cookndine.com) for product details, or contact the exclusive importer, Cook-N-Dine International, Inc., via email to [info@cookndine.com](mailto:info@cookndine.com), or call their Miami office at (305) 893-1560.

## Filling Another Tall Order: DCS by Fisher & Paykel Announces the DishDrawer® Tall

JOINING DCS DESIGN WITH FISHER & PAYKEL INNOVATION



DCS by Fisher & Paykel has once again scaled new heights of design and innovation with the announcement of its new DishDrawer® Tall, redefining the unique DishDrawer with a more spacious interior and new modern styling for launch in the Fall of 2009.

Think of it as where DCS design meets Fisher & Paykel innovation. The company has reinvented its revolutionary DishDrawer, the world's first dishwasher in a drawer, with the introduction of the DCS DishDrawer Tall, featuring a more spacious design and new sleek modern styling that loses none of brand's compact charm.



Continuing to innovate and improve on its uniquely designed industry leading appliances has never been a tall order for Fisher & Paykel Appliances.

DishDrawer is a signature product line for the company with its distinctive ergonomic design that doesn't take up a lot space and cost-saving and environmental features that minimizes water, energy and detergent usage. Since launching the DishDrawer in 1997 after years of testing and research, Fisher & Paykel has continued to redefine the dishwasher of the future and to date has sold more than a million DishDrawers.

| continued on page 10 |

DishDrawer Tall has been designed specifically for the North American market and will be manufactured in the company's new facility located in Reynosa, Mexico. DCS expects to release its DishDrawer Tall this fall.

"The DishDrawer revolutionized the industry with its economical yet efficient design and performance, but we have always continued to improve upon it," said Laurence Mawhinney, Vice President of Sales and Marketing for Fisher & Paykel Appliances. "Now, with the DCS DishDrawer Tall we continue to offer everything consumers love about this product — energy and space savings — but with a more spacious and flexible interior design."

#### A NEW DISHDRAWER WITH A TALLER, MORE SPACIOUS DESIGN

DishDrawer Tall offers a number of key improvements over the current design including:

- a top drawer that is significantly larger and will even fit 13-inch plates
- a completely redesigned racking system with vertically adjustable and independent cup racks and enhanced plate racks including folding tines
- a more simplified and improved installation process

"The larger top drawer and fully customizable racking system can be adapted to fit any individual's or family's lifestyle," said Mawhinney.

In fitting with the Fisher & Paykel "green" tradition, the DCS DishDrawer Tall is also energy efficient and ENERGY STAR® approved.

Additionally, the DCS DishDrawer Tall also offers the option of an economical, smaller load using as little as 1.98 gallons of water (2.6 gallons on average for a normal eco cycle).

To find out more about DCS by Fisher & Paykel brands, please contact your local DCS dealer. You can also get more information at [www.dcsappliances.com](http://www.dcsappliances.com) or call toll free at 888 936-7872.

## GE Money's New Web-Based Portal Delivers Big Benefits to Partners

BUSINESS CENTER PROVIDES COMPLETE SUITE OF ONLINE TOOLS TO HELP BUSINESSES EFFECTIVELY MANAGE CREDIT PROGRAMS



Now, more than ever, businesses need effective ways to energize sales, comply with lending requirements and monitor their success. GE Money - Sales Finance, a leading provider of consumer financing programs, is bringing these tools to its partners through its new Web-based portal, the Business Center.

The Business Center is a comprehensive suite of online tools that GE Money partners—retailers, dealers, service providers and contractors—can use to easily manage their credit programs and better serve their customers. It provides them with secure, one-stop access to all | continued on page 12 |



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# Freestanding freedom

Liebherr offers design flexibility with its freestanding product line in 24", 30", 36", 48" and 60" widths. With cabinet-depth dimensions and stainless steel sides, the refrigerator can go anywhere in the kitchen. Alone, or as part of a side-by-side configuration, experience the look of a built-in, without the price of building in.

The smart thinking and innovation that has always been Liebherr's anthem translates perfectly into new design features such as fingerprint and scratch resistant SmartSteel finish, LED lighting, and a new smooth-touch MagicEye control panel. And Liebherr's proven dual refrigeration system provides superior and consistent cooling in the most energy efficient manner possible.



the sales, operational, marketing and training tools they need at the click of a button. GE Money's Sales Finance unit launched the new technology July 1.

"This market-leading capability essentially takes our back office and places it on the business' desktop, with real-time sales information, analysis and training tools they can't get anywhere else, to manage their promotional financing programs more productively and profitably," said Mark Hayes, Chief Marketing Officer for GE Money - Sales Finance. "The Business Center has been in development for nearly a year, piloted across 200 programs, and tested and approved by our various Advisory Boards."

Whether businesses want to review the payment estimator with a customer, immediately process applications and sales online, view their daily sales results, drive more traffic through marketing, or strengthen and motivate their sales teams with additional training, they will be able to do it with a single log-in to GE Money's Business Center. The Business Center enables retailers to take full advantage of capabilities that support the four pillars of a successful business:

1. **SALES:** calculate expected monthly payments for the consumer with the Payment Estimator, apply for credit and process sales online, request a credit line increase – immediately, securely and without the need for a separate credit terminal.
2. **MARKETING:** create custom promotional materials and use GE Money's proprietary Business Locator to promote their business to millions of consumers.
3. **OPERATIONS:** control the level of access for all users and track sales by customer and employee. Reduce waste and fully comply with lending regulations by easily accessing current applications and terms, as well as important program information and resources.
4. **TRAINING:** provide sales training for their staff using industry-specific training modules that enable sales personnel to learn at their own pace, with lessons that include foundational sales principles, as well as technical instruction on consumer credit, compliance and ways to deliver a better customer experience.

The Business Center site is password protected and segmented into 15 industries, including automotive, consumer electronics and appliances, home furnishings, home improvement, jewelry, sporting goods, outdoor power equipment, and powersports, among others. The site gives the business owner complete freedom to choose when, where and how to utilize the tools.

According to GE Money, the Business Center represents a major shift in using web-based technology to enhance sales and marketing for brick-and-mortar businesses.

"Businesses have told us that they want a complete, online solution that puts all of our tools in one place, along with the control and flexibility they need. As a leader in consumer financing for more than 70 years, GE Money's investment in technology like the Business Center demonstrates our commitment to speed, simplicity and the success of our partners, now when they need support the most," said Hayes. | *continued on page 16* |



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**Speed Queen®** PRESENTS

# THE IMPERIAL SERIES



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*Laundry — it's all we do.*

# Capital Introduces New Built-In Maestro Series

PRODUCTS AT THEIR NORTH AMERICAN DISTRIBUTOR CONFERENCE

Capital Cooking Equipment Inc. today debuted the final pieces of the Maestro Indoor Collection at their North American Distributors Conference. Capital authorized distributors gathered in Chicago, Illinois to discuss the launch of the eagerly awaited Maestro Series electric single and double wall ovens with Capital's exclusive Moist Bake feature. With the introduction of the built-in Maestro pieces, the Maestro cooking collection is now complete.


Introduced at the conference was the Industry's First "Electric Wall Oven" with Moist Cook feature. These 30" single and double wall oven units are both stylish and packed with features. Capital's exclusive Moist Cook heating modes include Moist Bake, Moist Delicate Bake, Moist Roast and Moist Convection. The "Moist" feature injects moisture into the oven during the cooking process to reduce moisture loss which means foods won't dry out. This exclusive "moist bake" feature will also be offered in Capital's new dual fuel ranges set to launch in early 2010.

The Maestro ovens are all electric ovens which feature hidden bake and broil elements with their exclusive Ceran™ glass bottom, 3100 watts of inner and outer bake elements for extreme even heating, intense 3,500 watt dual-ribbon broil element, 2800 watt hidden convection element Perfect Convection mode, integrated rotisserie, new aerodynamic design for even air flow, automatic meat probe, 6-position Capital roller racks and dual-halogen lights. The stylish outside boasts a glass touch control panel with rotary touch technology for easy time and temp control and a sleek stainless steel and glass door—inside and out—with flat, clean lines and a full-width glass window. With the new Maestro ovens you get gas results in an electric oven - beauty and function that's a home chef's dream!

"We are happy to report that our manufacturing facility, quality control and service departments are fully geared up for the Maestro series launch," stated Surjit Kalsi, Chairman of Capital Equipment Inc. "With the success of the Capital Precision Series Ranges and Barbecues, our distributors are extremely enthusiastic about the quality and exclusive features of the new Capital Products. With this introduction, we fully expect Capital to capture a substantial share of high end appliance market in 2010."

The Maestro built-in wall ovens complement the Maestro Series 36" 5 burner gas cooktop with a 30,000 BTU center wok and the Maestro Series Warming Drawer.

## ABOUT CAPITAL EQUIPMENT INC.

Headquartered in Santa Fe Springs, California, Capital Equipment Inc. designs and manufacturer's state-of-the-art professional home cooking products for both indoor and outdoor use. For more information please visit [www.capital-cooking.com](http://www.capital-cooking.com) or call 562-903-1168. 



FOR MORE INFORMATION CONTACT  
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CAPITAL BELIEVES  
*Perfection is in the Details*

and offers two perfectly designed products with unique features



**FOR THE FIRST TIME:** INTRODUCING  
"MOIST BAKE" IN DOUBLE AND SINGLE  
ELECTRIC WALL OVENS



MWOV302ES

MWOV301ES

**30" ELECTRIC WALL OVEN FEATURES:**

- High quality stainless steel exterior
- Glass oven bottom – for easy cleaning
- Hidden heating elements – for clean oven cavity
- Integrated rotisserie
- Six roller rack positions
- Halogen lights for better viewing
- Glass touch control panel
- Rotary selection knobs
- Child lock-out for added safety
- Integrated meat probe
- Countdown timer
- Timed cooking
- Delayed cooking
- Die cast chrome knobs with comfort grips

**MOST POWERFUL DROP-IN COOKTOP WITH  
A 20,000 BTUs CENTRAL "WOK" BURNER**



MCT365S

**36" COOKTOP FEATURES:**

- Non-rusting Stainless Steel
- 64,000 BTU's total
- Power-Wok central burner = 20,000 BTU's
- Power-Flo = 2 @ 14,000 BTU's
- Power-Flo = 1 @ 10,000 BTU's
- Power-Sim burner = 6,000 BTU's
- All burners feature true simmer feature
- Electronic ignition/re-ignition on all burners
- Individual igniters for each burner
- One piece fully sealed top
- Reversible central wok grate
- Continuous grate constructed of heavy duty cast iron with porcelain coated finish
- Indicating lights for burners
- Die cast chrome knobs with comfort grips
- Available in NG or LP  
*(not field convertible, please order according to gas type)*



CAPITAL COOKING EQUIPMENT INC.  
13211 Florence Ave. • Santa Fe Springs, CA 90670

Phone: 562-903-1168 • Fax: 562-903-1167 • Toll Free: 866-402-4600 • [www.capital-cooking.com](http://www.capital-cooking.com)

## Thermador Appliances Chosen for the New American Home

THE NATIONAL ASSOCIATION OF HOME BUILDERS' ANNUAL SHOWCASE HOUSE FEATURES THE LATEST CONCEPTS IN ARCHITECTURE, CONSTRUCTION TECHNIQUES, NEW PRODUCTS AND LIFESTYLE TRENDS



**Thermador**

When the doors open to The New American Home 2010®, the National Association of Home Builders' (NAHB) annual showcase of the latest concepts in residential architecture, construction, products and lifestyle trends, visitors will discover a dream kitchen featuring luxury, high-performance appliances from Thermador. Debuting at the International Builders' Show (IBS) in Las Vegas, NV in January 2010, the showcase home will feature an expansive open kitchen and other spaces equipped with Thermador products that empower the culinary enthusiast to achieve gourmet results at home.

"With Thermador's long history of introducing new innovations to the American kitchen, we are proud to be chosen for The New American Home and to spotlight the advanced technologies and elegant design aesthetic of today's Thermador appliance collection," said Zach Elkin, Director, BCD Group (Builders, Contractors and Designers), BSH Home Appliances Corporation. "This state-of-the-art home demonstrates the possibilities available to consumers, builders and designers, when designing a luxury home and kitchen."

The beautifully designed 6,800 sq. ft. showcase home exemplifies refined contemporary living at its finest complete with a master suite, guest quarters, three additional bedrooms, a game room and a "man cave." The top-of-the-line kitchen features gourmet amenities from Thermador that meet the needs of even the most demanding home chef, with multiple built-in wall ovens, a powerful 6-burner Professional Series rangetop and several high-performance dishwashers. The kitchen also delivers the flexibility of Freedom® Collection built-in modular refrigeration, a warming drawer and built-in Savor® coffee system.

Thermador appliances are conveniently placed throughout the home alongside appliances from sister brands Bosch and Gaggenau. Unique applications of coffee machines, warming drawers, Freedom wine columns and dishwashers provide all the comforts of luxury living that make this residence a dream home. A large backyard equipped with a pool and spa completes this desert oasis.

The New American Home is one of NAHB's most successful and visible programs. Constructed by Las Vegas builder Domanico Custom Homes and designed by the architect firm KYGY GROUP, Inc of Irvine, CA, the 2010 home is sponsored by the National Council of the Housing Industry (NCHI)-The Leading Suppliers of NAHB

### ABOUT THERMADOR

Thermador is part of BSH Home Appliances Corporation, a fully-owned subsidiary of Bosch and Siemens Home Appliance Group, the third largest appliance manufacturer in the world. For more than 75 years, Thermador has been empowering America's cooking enthusiasts | continued on page 18 |

# KOBE®

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### AG INTERNATIONAL

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[www.aginternational.ca](http://www.aginternational.ca)

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# KOBE®

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

## CH-27 Series

Multi-Style Hood

(Installed as Under Cabinet or Wall Mount with optional duct cover)

CH-27 Series  
Under Cabinet Style



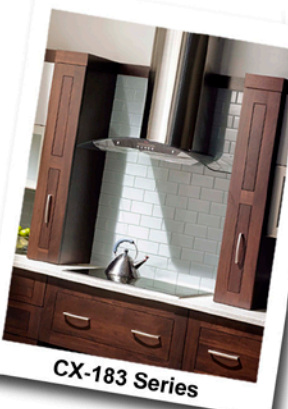
CH-27 Series  
Wall Mount Style



CH-03 Series



CH-191 Series



CX-183 Series



RA-092 Series



IS-123 Series



2005 ADEX Platinum Award

RA-038 Series

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Tel: 1-877-BUY-KOBE • [www.KOBERangeHoods.com](http://www.KOBERangeHoods.com)

with revolutionary products – from the world's first wall ovens to gas cooktops with the patented Star® Burner and a speedcooking oven that reduces cooking time by 50%. Today, Thermador continues to fuse state-of-the-art cooking functionality with classic American style to create the ultimate in powerful luxury kitchen appliances. For more information, please visit [www.thermador.com](http://www.thermador.com) or call 800.656.9226 to request a catalog.

Thermador®, Star® Burner, Freedom®, Savor® and An American Icon™ are trademarks of BSH Home Appliances Corporation; all rights reserved.

## New Dock Lifts Feature Galvanized Construction for Longer Service Life

### **SOUTHWORTH**



Dura-Dock™ Series loading-dock lifts from Southworth Products transfer loads quickly and safely from any truck bed to any dock height, and vice versa, without ramps or inclines. Available in 5,000 lbs. and 6,000 lbs. capacities, Dura-Dock lifts feature corrosion-resistant, galvanized base and legs as standard. For higher capacities (up to 20,000 lbs.) galvanized construction is optional. All Southworth dock lifts work from grade level to a maximum height of 59 inches.

Southworth dock lifts save time and effort at retail outlets, manufacturing plants, warehouses, medical or educational facilities, and other establishments loading goods into or accepting deliveries from more than one type of truck. A lift can be installed to accommodate any dock or loading configuration, whether the truck is parked perpendicular or parallel to the dock. Usually mounted in a concrete pit so the unit's lowered platform is at grade level, the lift is even more useful if the location lacks a dock altogether. A drain in the base of the lift prevents standing water if the unit is installed outdoors.

Platform sizes range from 6 x 8 feet to 8 x 12 feet. Lower-capacity models are designed to support loaded hand pallet trucks, while the higher-capacity models support loaded forklifts. Standard features include a weatherproof pushbutton NEMA-4X control with 20 feet of coiled cord; a diamond-tread, steel platform with beveled toe-guards painted yellow for safety; removable steel handrails with mid-rails and 4-inch-high kickplates; a hinged, diamond-tread throw-over plate at one end of the platform and a snap chain at the other end; hardened steel pins operating in self-lubricated bearings at all pivot points; adjustable yet uniform lowering speed with a pressure-compensated flow-control valve; and excess flow protection for controlled descent in the unlikely event of hydraulic line rupture. All Southworth dock lifts meet or exceed ANSI Standard MH29.1, Safety Requirements for Industrial Scissors Lifts.

For more information, contact Brian E. McNamara, President, Southworth Products Corp, P.O. Box 1380, Portland, ME 04104-1380, TEL: (207) 878-0700, FAX: (207) 797-4734, e-mail: [salesinfo@southworthproducts.com](mailto:salesinfo@southworthproducts.com), [www.SouthworthProducts.com](http://www.SouthworthProducts.com). **RO**



# U-LINE

FOR MORE INFORMATION ON U-LINE PRODUCTS, PLEASE CALL THE FOLLOWING:

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#### AMCO DISTRIBUTING

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#### LAKEVIEW APPLIANCE DISTRIBUTING

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#### PURCELL MURRAY COMPANY INC.

California, Northern Nevada  
800.892.4040  
[www.purcellmurray.com](http://www.purcellmurray.com)

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#### SUNWEST APPLIANCE DISTRIBUTING

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# The Perfect Place for Luxury Undercounter



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*For Every Room There is a U-Line®*

To request a catalog or locate a showroom, please visit our website.  
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**U-LINE**  
CORPORATION

## Dacor® Introduces the Epicure® 36" Gas Range

INCREASES APPEAL TO DESIGNERS, BUILDERS AND CONSUMERS

Homeowners can now upgrade their kitchen with the most innovative professional range in its class.

Dacor®, market leader in luxury kitchen appliance design, manufacturing and distribution, today introduced the Epicure® 36" Gas Range, expanding the brand's collection of premium cooking appliances for consumers and increasing options for designers and builders who want to offer clients the kitchens of their dreams. Debuted at the 2009 Kitchen & Bath Industry Show (K/BIS), the Epicure 36" Gas Range provides homeowners, who desire an all gas cooking experience, with the style, performance and innovation they have come to expect from Dacor.

"Everyone should have the opportunity to experience the unbelievable precision and power available in Dacor cooking appliances," said Steve Joseph, Vice President of Marketing at Dacor. "With the Epicure 36" Gas Range, home chefs can effortlessly achieve gourmet results with an innovative appliance that radiates a feeling of luxury and gives complete control over every aspect of the cooking experience.."

Offering so much more than the intense cooking power culinary enthusiasts demand to create gourmet results, the new Epicure 36" Gas Range boasts an interior capacity of 5.4 cubic feet, with enough room to fit a full sized commercial cake sheet. And the sleek commercial-inspired stainless steel style gives all the durability and control preferred in professional cooking appliances, including exclusive details that appeal to distinguished cooks and design savvy consumers alike with features that make cooking safer and clean-up easier at an entry level price point.

Additionally, the brilliant design of the Epicure 36" Gas Range gives specifiers and other trade professionals another opportunity to help their clients get the kitchen they have always imagined, filled with a full suite of stylish appliances that will enhance the culinary experience and appeals to builders who desire a reliable, lower cost appliance with minimal installation requirements.

### SIGNATURE DETAILS

Featuring the remarkable details that make Dacor ranges works of art, the Epicure 36" Gas Range has a brilliant appearance that looks cool, even at its highest temperatures. Designed for greater safety, Dacor's exclusive Illumina™ Control Knobs operate each of the burners as well as the oven. It also functions as stylish accents that glow in the brand's signature "flame-blue," visually indicating the range is in the "on" position, even when the burner flame is barely visible at its lowest point.

Designed to accommodate every cook's needs, whether the recipe requires an ultra-low heat or a fast rolling boil, each of the high-performance SimmerSear™ Burners deliver professional-level accuracy over a wide range of cooking temperatures from 800 BTU to 18,000 BTU, for the perfect simmer, sear or sauté.

With four cooking modes—Convection Bake, Convection Broil, Bake and Broil—chefs can explore a wide range of culinary options, and simple controls including an easily accessible switch, which allows users to toggle between conventional and convection cooking modes. The exclusive Three-Part Convection System™ uses the fan, air baffle, and convection filter to ensure precise oven temperature control,

superior cooking performance and zero flavor transfer. The hidden stainless steel bake element, rated at 30,000 BTU and the increased power of the infrared ceramic broil element, rated at 18,000 BTU provide superior baking and broiling power and make easy clean-up possible.

An expanded viewing window, larger than those offered by competing ranges, enhances both aesthetics and visibility, making it easier than ever to monitor dishes inside the oven and one 10-inch and two 12-inch Continuous Platform Grates make maneuvering pots and pans around the burners a simple task, providing an especially spacious cooking surface to fit oversized cookware easily.

Star K certified as Sabbath and holiday compliant, the Epicure 36" Gas Range began rolling out to authorized Dacor dealers in August 2009. **RO**







Dacor is in the details.  
See them in our products.  
Feel them in your bottom line.



GET IT WHILE  
IT'S HOT!

**FREE** WARMING DRAWER or MICROWAVE when you purchase an eligible Dual-Fuel Range or Wall Oven/Cooktop combination. For a limited time. Offer ends December 31, 2009.

Dacor is more than just craftsmanship and performance. We offer a partnership that will strengthen your business and competitive appliance packages that give your customers even more reasons to choose Dacor.

Visit [dacor.com/trade](http://dacor.com/trade) or call 800.793.0093 for more details.

**dacor**<sup>®</sup>  
The Life of the Kitchen.<sup>®</sup>



Don't let your customers  
get hung out to dry on  
their next washer/dryer!



**Miele**

Anything else is a compromise





Savings tips for buying green include dryers with intelligent moisture sensors to save clothes from scorching.

It's a fact – the newest, efficient washers use 43% less energy and water. According to Energy Star®, replacing a 10-year old washer with a qualified new one could save over \$135 each year on utility bills. That's like getting High Efficiency (HE) detergent free, year-round. But which energy efficient brand really saves more?

**Will it save their clothes?**

“At a minimum, your customers should expect their new washer to save water and energy,” states Debbie Schaeffer, Owner & President of Mrs. G TV & Appliances in Lawrenceville, NJ. “Help them look for a high

Modified Energy Factor (MEF) and a low Water Factor (WF). And if they really want to be green, they should consider a Miele with its patented Honeycomb Drum™. Independent studies prove Miele’s unique drum design extends the life of their clothes by a factor of 4. It takes almost 1/3 of a pound of chemicals to grow enough cotton for just ONE T-shirt. When they buy less clothes, they are significantly reducing their footprint on the planet,” continues Schaeffer. “And, it doesn’t take a math genius to figure out that if their clothes last longer – they’re saving a lot more money too.”

**Are they buying one washer or two?**

“Doing more for the environment and a customer’s budget includes buying quality products that last. Many homeowners don’t realize that by spending less on a washer/dryer that only last (on average) 12 years, they are making a decision that will cost them more later on,” states Schaeffer. “Miele products are German engineered to a self-imposed 20-year life design and made from quality materials. In fact, over 90% of the washer is recyclable. And, independent research confirms that Miele washers and dryers outlast others by nearly 50%. Coupled with a 90-day money back satisfaction guarantee, they have nothing to lose, but lots to save by owning a Miele washer and dryer.”

**Quick Links:**



[miele.com](http://miele.com)



[energystar.gov](http://energystar.gov)



Miele’s patented Honeycomb Drum™ is proven to help clothes last 4x longer, saving more.

**Savvy tips for buying green.**

Paul McCormack, Miele’s Communications Manager offers these green buying tips you can share with customers:

1. Adjust water level to load size. “Look for washers that adjust the water level to the size of the load being washed. Miele Honeycomb™ fabric care systems automatically detect the load size so they don’t use more water than needed.”
2. Dryers with intelligent moisture sensors. “Purchase a dryer with a good moisture sensor that will shut off when the clothes are done. This not only saves energy, it helps preserve clothing by not over-drying.”
3. Buy only the size machine you needed. “When they buy the ‘right’ size machine, they not only save energy – they save money. Bigger is not always better. Miele offers many different configurations that may help save space in the laundry area including under-the-counter, stacked and side-by-side options.”
4. Look for rebates. “Check energystar.gov for rebates. Many states are now offering rebates for washers with an MEF of 2.2 or higher. All Miele washers exceed this standard. As a matter-of-fact, the Miele Super Large Capacity models (W4800/4840) are 90% better than the Federal Standard.”

## Bluestar Launches “Build Your Bluestar” Tool on [www.bluestarcooking.com](http://www.bluestarcooking.com)

BlueStar™, manufacturer of high-performance cooking equipment for the home, has launched a new web site tool, “Build Your BlueStar”, that allows consumers to customize their new BlueStar range before they buy.

“Over the years BlueStar has built a strong reputation for high-performance kitchen appliances, but we’ve found that consumers are often surprised to learn just how customizable our products are. BlueStar ranges are available in five different sizes, four types of backguards in most models, and a cooking surface with an almost endless amount of configurations”, said Keith Wolf, BlueStar’s Vice President of Marketing. “Whether it’s a 36” Ruby Red range with an 8” backguard, a 12” griddle, and 4 burners—or a 60” Jet Black range with a 21” high-shelf backguard, 24” charbroiler, and 6 burners, we can build it for you.”

According to Wolf, the new tool reflects how people use the Web for product information and ideas. “The Internet is often the first place consumers research products before they purchase. ‘Build Your BlueStar’ allows consumers to confidently narrow their selection and create a range to fit their specific cooking needs, tastes, and kitchen decor.”

With just a few simple clicks, it is easy to change the appliance’s specifications to reflect personal cooking styles and preferences. The tool, which features BlueStar’s top-selling Residential Nova Burner (RNB) range, offers a selection of ten of the company’s most popular 190 colors. Users also can select from different range sizes – 24-inches to 60-inches – and can configure burners to complement their cooking preference. Burners can be mixed-and-matched with a griddle, French Top or charbroiler.

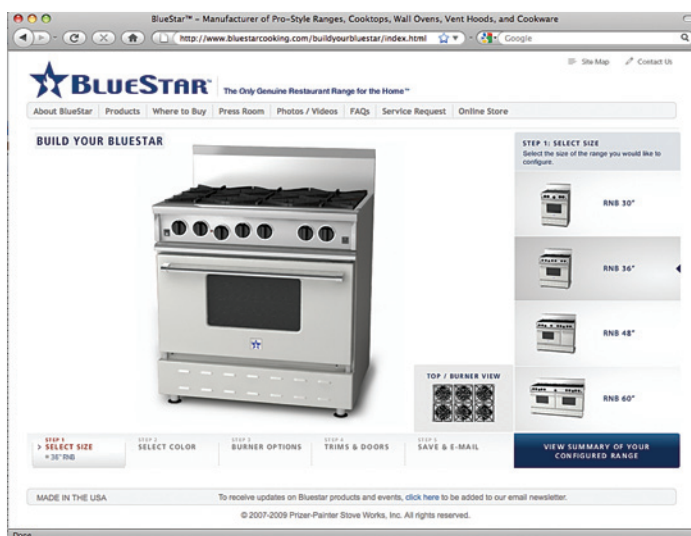
After building their own BlueStar online, consumers

can email their customized range to any BlueStar dealer or print it out and take it with them to the store. Customized orders can typically ship within 6-8 weeks from date of order.

BlueStar, known as the Only Genuine Restaurant Range for the Home, manufactures high-performance gas ranges and cooktops for the residential market. The company’s unique open burner system produces 22,000 BTU of cooking power, resulting in shorter cooking times and an even simmer. Each BlueStar range is hand-crafted in Reading, Pennsylvania.

“Everything we do online revolves around providing the resources a homeowner needs to make a purchase they’ll be happy with,” said Wolf. In addition to the “Build Your BlueStar” feature, BlueStar’s website also provides recipes, installation guides, pictures of BlueStar products installed in homes, and demonstration videos. “Our hope is that the site provides a great resource guide for our customers.”

To build your own BlueStar, visit [www.bluestarcooking.com](http://www.bluestarcooking.com), or go directly to “Build Your BlueStar” at <http://www.bluestarcooking.com/buildyourbluestar/index.html>.



### ABOUT BLUESTAR

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



# Introducing BlueStar's New Wall Ovens

**All Gas. High Performance. French Doors.  
Convection. 190 Colors. WOW.**



Shown above: BlueStar's 30" Single Gas Wall Oven in Ruby Red, Cobalt Blue, Traffic Yellow and Moss Green.  
Visit [bluestarcooking.com](http://bluestarcooking.com) to view all 190 available colors.

## **Incomparable Performance Meets Beautiful Design**

With features such as 25,000 BTU burners, 15,000 BTU ceramic broilers, and dependent French doors, BlueStar's new wall ovens are built for people who love to cook. And with 190 available colors, they can match any kitchen décor. Available in 24", 30", and 36" width sizes and as single units or double stacked. Visit us at [www.bluestarcooking.com](http://www.bluestarcooking.com).



## A Full Bosch Stainless Steel Kitchen for Less Than \$4,000

WHAT A "STEAL"



Consumers can make their home improvement dollars go farther with a full Bosch stainless steel kitchen now available for less than \$4,000. Bosch home appliances, known for quality and efficiency, allow homeowners to save on their energy and water bills while adding value to their home. During the months of August and September, homeowners are eligible for additional savings with up to \$350<sup>1</sup> in rebates at select retailers.

"With more homeowners remodeling existing homes rather than moving to new ones, this is an excellent opportunity to increase a home's value by upgrading to appliances that offer energy efficiency, German engineering and a great style—all at a very reasonable price," said Michael Traub, President and CEO of Bosch home appliances.

The \$4,000 Bosch stainless steel kitchen features the following 300 Series appliances:

- Linea Refrigerator (\$1,999) counter-depth, side-by-side refrigerator with hidden hinges, metal handles and high-end glass shelves provide a seamless built-in appearance while delivering ENERGY STAR®-qualified performance.
- Ascenta Dishwasher (\$599) the quietest and most efficient dishwasher in its class, the ENERGY STAR-qualified Ascenta delivers quality and superior performance with features that save both time and energy.
- Free Standing Range (\$999) embodies the sleek European style that defines Bosch through features like ClearTouch® oven control and a deeply recessed stainless steel maintop.
- Over the Range Microwave (\$399) seamlessly matches Bosch's stainless steel kitchen line.

Bosch 300 Series appliances are available at a variety of locations including Sears, Lowe's and independent retailers nationwide.

Rebate promotions include:

- My first Bosch kitchen suite promotion, August 1 through October 31, 2009
- \$100 rebate with the purchase of any Bosch Free Standing or Slide-in Range plus any Bosch Over the Range Microwave or Bosch dishwasher
- \$150 rebate with the purchase of any Bosch Free Standing or Slide-in Range plus any Bosch Over the Range Microwave and any Bosch dishwasher
- Linea refrigerator promotion, July 1 through September 30, 2009
- \$100 rebate on all 300 and 500 series
- \$200 rebate on all 800 series

### ABOUT BOSCH

Bosch home appliances is part of BSH Bosch and Siemens Home Appliance Group, the third largest appliance manufacturer in the world. A recipient of the 2009 ENERGY STAR Partner of the Year Award for appliances, Bosch is the only U.S. manufacturer with entire product lines of ENERGY STAR qualified dishwashers, washers and refrigeration. Visit us at [www.bosch-home.com/us](http://www.bosch-home.com/us), follow us on Twitter @BoschAppliances or call 800.921.9622 to request a catalog. ClearTouch® is a trademark of BSH Home Appliances Corporation.

<sup>1</sup>Up to \$350 in rebates paid via a Bosch Visa Prepaid Card. **RO**



# Clean clothes. Clean conscience.

The **NEW** Bosch Vision™. The most energy- and water-efficient brand of full-size front-load washers in the U.S.\*



- Stain Removal provides peace of mind with the right temperature range to clean multiple stain types in a single cycle.
- DynamicAir™ dries clothes gently, quickly and thoroughly at a lower, more efficient temperature.
- 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](http://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](http://www.energystar.gov)), April 2009. \*\*Industry average based on non-ENERGY STAR® qualified clothes washer per-cycle water consumption.

## How To Do Business During Turbulent Times



On Wednesday, August 5, 2009, Riggs Distributing, Inc. hosted over 110 dealer principals for a business seminar to discuss managing their dealerships during these difficult economic times. The event featured guest speaker Jack Kobernus, who was with General Electric Company for over 36 years. He ran the markets in Illinois, California, Puerto Rico, Mexico and Hawaii.

Jack's presentation offered insight into "how dealers operate their businesses during this turbulent economy." The dealer turnout was exceptional, and the attendees were extremely pleased as the topics presented applied specifically to their dealerships.

### ABOUT RIGGS DISTRIBUTING

Riggs Distributing, Inc. is an independent distributor of Sub-Zero refrigeration and Wolf cooking products

Since 1983, we have been providing luxury appliances to builders, developers, independent retail appliance dealers and kitchen dealers throughout California,

Western Nevada and Hawaii.

Headquartered in Burlingame, California, we feature a state-of-the-art showroom, office and warehouse facility occupying over 100,000 square feet of space to service our customers in Northern California.

In Hawaii, the over 6,000 square foot showroom and office building is on the island of Oahu, conveniently situated in the heart of urban Honolulu. In 2008, the new warehouse facility will be completed in Waipahu, dedicating over 30,000 square feet of space for the growing market. Riggs Distributing, Inc. is an active member of the following industry associations: Home Builders Association (HBA), National Kitchen and Bath Association (NKBA), Building Industry Association (BIA), American Institute of Architects (AIA), National Association of Remodeling Industry (NARI) and the American Society of Interior Designers (ASID).

For more information about Riggs Distributing visit [www.riggsdistributing.com](http://www.riggsdistributing.com) **RO**







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Make that three.



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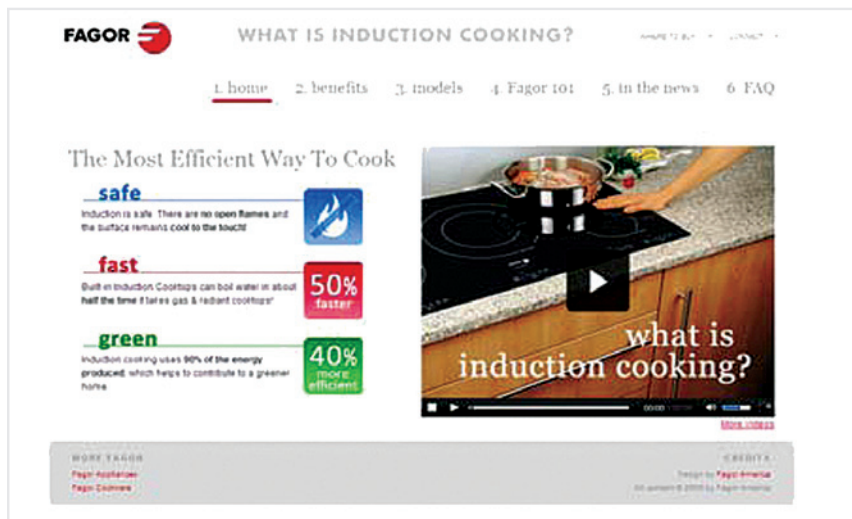
[riggsdistributing.com](http://riggsdistributing.com)

## Fagor Launches Website Devoted to Induction Cooking & Social Media Campaign

Fagor America announces the launch of [whatisinductioncooking.com](http://whatisinductioncooking.com), a web site devoted to information about this revolutionary cooking technology.

Visitors to [whatisinductioncooking.com](http://whatisinductioncooking.com) can discover and learn all about the benefits associated with induction cooking, view related video content, articles and recent editorial coverage.

“There is a tremendous amount of buzz circulating about induction cooking right now, says Sara De La Hera, Vice President of Sales & Marketing for Fagor America. “However, we found that there were not too many dynamic resources available that illustrate how this technology works.” explains De La Hera. “That’s why we created [whatisinductioncooking.com](http://whatisinductioncooking.com). As a worldwide leader and pioneer of induction, Fagor is committed to provide relevant content that drives home all of the benefits of this totally unique technology in a very easy to understand format.”



In addition to the new induction site, Fagor has also recently ramped up its efforts in the social media arena by launching Facebook and twitter pages online. The idea behind the Fagor Facebook fan page is to have a landing page to connect and share with the consumer audience in an informal and personal way. The Fagor Facebook page is a place to upload and share content, news release.

Fans can access instructional videos, cooking demos, recipes, images and event notifications. Separately, the Fagor twitter page focuses primarily on delivering updates about company news alerts, related articles, promotions & events that interest our followers.

“We realize that social media is rapidly becoming woven into the fabric of almost everyone’s lives right now. The time was right to create social media content for the Fagor brand in order to have this direct dialogue with our customer base. We feel that a key element in approaching our customer with relevance is to be able to directly share, connect and understand what they are looking for” said De La Hera. **RO**



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# Social Media

## USING SOCIAL MEDIA TO EFFECTIVELY

### "FRIEND ME"... "RE-TWEET"... "POST THIS"

While new slang continually hits the lexicon, these days, you're just as likely to hear these phrases tossed around in the boardroom as you are in a coffee shop. At first, many companies ignored social media, thinking sites like YouTube and MySpace were a threat to employee productivity more than an asset to their brands. These days, portals like Facebook, Twitter and Flickr can make or break a company with a simple click of a button.

To fully understand the power of social media, you need to first realize the old way of marketing a product is non-existent. During the past century, manufacturers built products, retailers sold products and both used advertising and public relations to push messages to the consumer, primarily through media gatekeepers. Consumer feedback was often discouraged or very carefully controlled through PO Box customer service addresses and automated menu-heavy phone systems. The Internet not only closed the book on that era, it replaced the book with a blog.

If you think social media is just another way of pushing marketing messages to the consumer, you're both right and wrong. Consumers, who are in the market for the type of product you are selling, or are passionate ambassadors of your brand, will seek out your information and often request to stay in touch. By providing them with information that is interesting and useful, they will continue to welcome communication. Spam them with an endless barrage of ads and they will tune you out.

Never before has there been such an amazing opportunity to connect with your customers. Up until now, your relationship with them primarily existed on the showroom floor. A customer comes in seeking a solution to their problem, and you connect them with the products that do just that. They fear over-paying, or buying a lemon, and you're their hero because you know these products inside and out.

Social media allows you to stay in touch after the cash register has rung. Why? If they're happy with their purchase, you can channel that positive energy into repeat business and referrals. Today's refrigerator purchaser will someday be in the market for many of the other products and services you

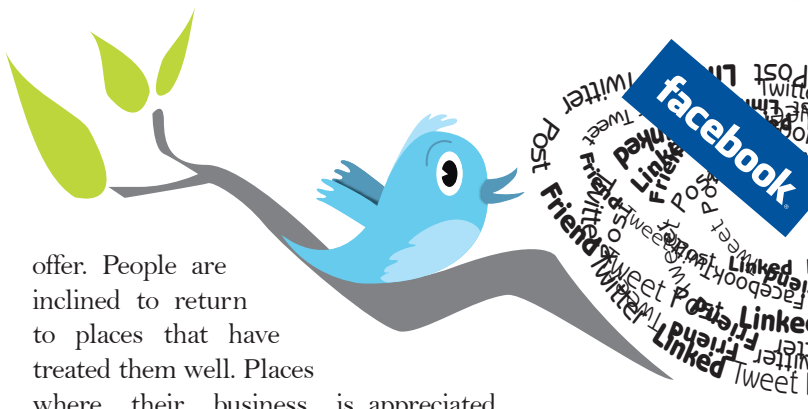
offer. People are inclined to return to places that have treated them well. Places where their business is appreciated.

To that end, if they experience any unexpected headaches or problems with their purchase, you can use your expertise to right the wrong and turn a disgruntled customer into a happy one (more business, more referrals).

There's an additional reason to turn a frown upside down. In the old days (life as we know it before the mid 90's), an unhappy customer could easily trash talk you to family, friends and colleagues – costing you dozens of opportunities for business. These days, with a simple post on Twitter (called a "tweet"), the entire world can soon learn of their bad experience – costing you thousands of transactions. Horror stories make for good gossip, and it is a natural instinct for people to prevent their family and friends from having a similar fate – hence the popularity of "re-tweets" where people pass along someone else's story to everyone they know, who in turn passes it along to all of their friends, and so on.

So, with so many social media networks to choose from, where is the best place to start – and how do you get going? The first step to entering the social media groundswell is LISTENING. Research shows that 75% of U.S. online adults now participate in social technologies. These are your customers! Listen to what they are talking about, how they talk and who they are talking to.

The first place anyone is going to look for information about you is your Web site. Not only should this be the world's best one-stop-shop for information about your company,





# The Retailer

## CONNECT WITH YOUR CUSTOMERS



your people, your expertise and your services – but it can also serve as your social media hub: a central place where people can connect with your Facebook, Flickr and Twitter accounts in a single click.

**FACEBOOK**—this is a community of friends and fans. In the early days of social media, the only people who saw the photos, videos and updates you posted, were the people who revisited your page. The more friends and fans one person has, the less likely they will be to frequently revisit all of those pages. Facebook surged in popularity by broadcasting your updates to all of your friends – think of it like a highly targeted newsfeed.

**TWITTER**—limits posts to 140 characters. Since consumers are using the internet to search for promotions and deals, why not use Twitter to announce your newest promotion? With one tweet, news about your promotion will be read by all of your followers and hopefully retweeted to their followers and so on.

**FLICKR**—can be your online photo album. Encourage consumers to send you photos of their new kitchens, featuring your products. It's a great way to build loyalty and inspire new sales. These photos can also be linked to your Facebook page and then Tweeted about.

### IS IT REALLY FREE?

That depends—there are no sponsorship costs, and signing up for a Twitter or Facebook account is absolutely free. **HOWEVER**, to truly be successful in reaching the groundswell you must put in the time to create useful content, monitoring feedback and being responsive. Jumping in without testing the waters is the wrong approach.

### HOW DO YOU MEASURE ROI?

- The key measurements for Twitter are:
  - 1) How many people are following you? A follower is someone who asks to receive your messages.
  - 2) How many people are you following? Remember, this isn't broadcasting – this is a 2-way dialogue. Following your key customers and influencers shows you're interested in them; and they often return the favor and follow you. Plus, by listening to them, you just may learn a few things. Think of it as free, real-time market research.
  - 3) Number for retweets – you can tell that people find what you say useful when they share it with their friends.
- Measurement for Facebook is basically the number of fans you have. Whole Foods Market, considered a leader in social media, has more than 125,000 fans on Facebook (and 1.2 million followers on Twitter).
- Measurement for Flickr is how many people view your photos or add their own.

### BOTTOM LINE – IS IT WORTH IT?

Ask yourself these questions, and your answer will be pretty clear.

- Does my company have something interesting to say?
- Is my company prepared to respond to both positive and negative customer feedback?
- Do I have the time to commit to communicating with the public?
- Am I willing to wait for a concrete return?
- Am I comfortable learning as I go, and evolving my communications?

If you answered yes to the above, you may be ready to begin your journey into social media. | *continued on page 34* |

### DOES THIS STUFF REALLY WORK?

A recent survey of 880 marketing professionals by San Diego-based WhitePaper Source™ Publishing revealed:

- 81 percent said social media had increased exposure for their businesses
- More than half said social media had improved their search engine rankings
- Half said social media had generated qualified leads





### WHO'S TWEETING?

BSH partners with its PR agency, The Rogers Group, to engage in conversation with various target groups—consumers, designers, builders, media, environmentalists, etc.— through Twitter and other social media.

@boschappliances @thermadorhome

Retailers, industry reps, and appliance industry leaders are also taking advantage of Twitter. Be sure to check them out:

- |                   |                  |
|-------------------|------------------|
| @purcellmurray    | @appliancefetish |
| @debbieschaeffer  | @applianceguyLV  |
| @Clarkappliances  | @guruofappliance |
| @abesofmaine      | @applianceadvise |
| @abtelectronics   | @thekitchenguy   |
| @searsbluecrew    | @pcbc_theshow    |
| @ferguson_FEI     | @Energy_Star     |
| @tollbrothersinc  | @usgbc           |
| @pacificsales_BH  | @NARI-National   |
| @rainbowappliance | @ASID            |
| @weaverappliance  | @worldmarketctr  |

### TWEET SHORTCUTS (THE NEW LANGUAGE):

**LMK:** Let me know

**OMG:** Oh my God

**RT:** Retweet

**OH:** Overheard

**BTW:** By the way

**<3:** I express my affection

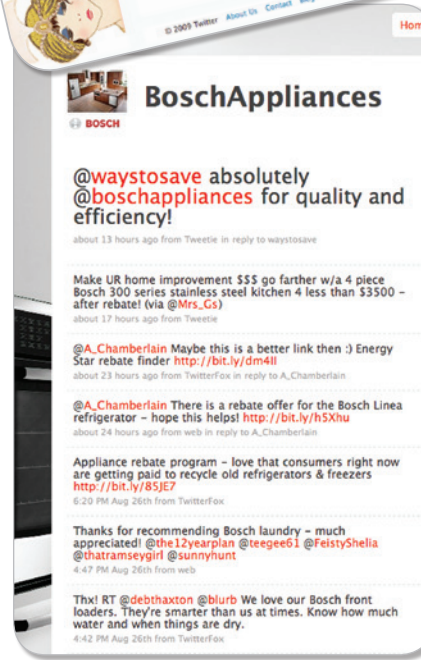
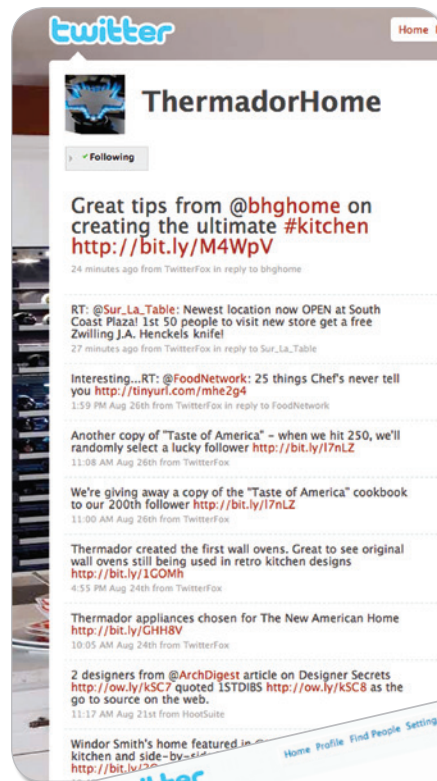
### BASICS:

**@ username + message =**  
public reply to a user

**D + username + message =**  
private direct message to a user

**F + username =**  
follow a user

**#yourtaghere =**  
categorize your tweet with a tag




### WHAT MAKES A GOOD TWEET?

- Tweets should be relevant, crisp and personable and you should contribute to the conversation
- Recommend a great article or post useful news about your newest promotion
- Consider offering something of value specifically to your online fans (a coupon code, or secret sale)
- Ask questions: Start a conversation!
- Make the most of 140 characters: it's possible to say a lot in a little space. Cut adjectives, adverbs and clichés. Abbreviate often.
- Link to a blog posting or website. Use a URL shortener to condense links.
- Have a personality—your real personality, not your company's PR personality

- Your posts should be from people—at all levels of your company. Each person can share their unique perspective
- Your profile should read like an introduction at a cocktail party

### SUGGESTED READING:

*Groundswell: Winning in a World Transformed by Social Technologies* (Hardcover) by Charlene Li and Josh Bernoff. 

Marni Hale, Corporate Communications Manager, BSH Home Appliances Corporation



12  
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Services

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Services

# Samsung Appliances Now Available to the Independent Dealer Channel.

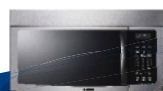
Breath new life into your appliance sales with cutting-edge designed appliances from Samsung. From innovative washers with SilverCare™ that help sanitize clothes from bacteria, to dryers with Steam Perfect technology to refresh clothes and remove odors, Samsung has the appliances customers want most – and you have an Independent Dealer Channel Program that now makes selling Samsung Appliances easy and profitable.



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# Want to Get Closer to Your Customers and Find New Ones?

TAPPING INTO SOCIAL MEDIA CAN ENHANCE YOUR BUSINESS AND BRAND

Do you blog? Tweet? Write on “walls”? Are you “linked in,” so to speak? Web 2.0 (or the wild, wild Web as I like to call it) is not only here, it’s here to stay. And what about social media? Well, it isn’t so “social” anymore. It’s business. Big business. If you’re in business, you need to join the “conversation,” now. And how does one join the conversation? You’ll be glad to know, it’s much easier than you think.

First, however, let me define Web 2.0: Web 2.0 is the second generation of the World Wide Web. It’s a movement away from static Web pages to dynamic and shareable content (user-generated content). It is not an update of the Web’s technical specifications, but rather to the changes in the way software developers and end-users (people like you and me) use the Web as a platform. In a nutshell, it’s democratization of information.

Still with me? I promise it gets easier. What is the conversation, you ask? It’s social media. Social media is an umbrella term that defines the social interaction and online technologies that people use to share opinions, expertise, experiences and perspectives with each other. Essentially, it’s a conversation that takes place online. Some of the technologies that facilitate the conversation include blogs, microblogs, social networks, message boards, podcasts, Wikis and vlogs.

So, why should you, a bricks-and-mortar business, join the conversation? Because it’s where your current customers are going and where your future customers will be.

**START A BLOG**—Why blog? Why not? If you’re good at what you do and you have a great story, tell it.

Consumers don’t just buy products, they buy brands, experiences and stories. What better way to tell your story than from your own platform. A platform, by the way, that will increase your Web presence, promote your brand and introduce you to an audience you probably didn’t even know you had. And if that’s not enough, it’s free.

**CONNECT 24/7**—Why get connected? Because connections equal sales. There are numerous “social” networking sites for businesspeople. The one I use is LinkedIn. I look at it this way: it’s like being at a networking event 24/7, without any geographic barriers, rubbery chicken, cheap wine or sweaty palms to shake. What could be better than that?

**TWEET**—Why “tweet”? Sounds ridiculous, doesn’t it? However, Twitter, a free social messaging utility and microblogging site for staying connected in real time, has become quite the phenomenon.

In fact, Comcast “tweets” successfully ([twitter.com/comcastcares](http://twitter.com/comcastcares)). They were able to take a barrage of negative comments and stories in the blogosphere and turn them into one of the most successful customer service case studies on the Web.


**GIVEN ‘EM WHAT THEY LIKE**—Why create a video? Web 2.0 has leveled the playing field. Individuals and companies are no longer beholden to publishing houses to publish a book, or to television stations to air a commercial. With nothing more than a video camera, you can turn the Web into your own personal TV station. In fact, you can create your own “channel” on YouTube.

How successful can this be? Just ask George Wright, Marketing Director at Blendtec. Described as “the best viral marketing campaign ever,” Mr. Wright’s “Will it Blend?” viral marketing campaign has been seen by more than 100 million people on the Internet and reported on by traditional media outlets such as “*The Today Show*,” “*The Tonight Show*,” the History Channel and more. “Will it Blend?” continues to deliver unprecedented corporate awareness through social media channels. This new form of marketing has delivered a 700 percent increase in sales for Blendtec, a small, Utah-based blender manufacturer. With an initial investment of

\$50, those returns aren’t too bad!

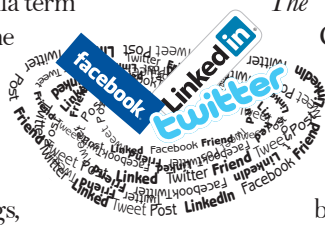
**GET SOCIAL**—Now that you are LinkedIn, have a Facebook account, your own personal and business blog, and have groupies following your every “tweet” on Twitter, you will need a business card that reflects the way we do business: online. There are numerous social media platforms available for this. The one I happen to use is Retaggr. And no, that’s not a typo: <http://www.retaggr.com>

So, what the heck, be a cowboy (or girl), throw caution to the wind and create a blog (or at least comment on one). And when you’re done, open up a Facebook, MySpace or LinkedIn account and you’re halfway there.

Happy blogging/commenting/contributing/Tweeting ... 

*Debi Hammond is President and Chief Executive Officer of Sacramento-based Merlot Marketing Inc. A full-service agency specializing in the kitchen and bath industry. For those wanting to learn more about social media, the agency offers a 4-hour training session for marketers and C-level executives called Social Media Springboard. Reach her at [debi@merlotmarketing.com](mailto:debi@merlotmarketing.com).*

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## BLANCO MicroEdge™ wins with Professional Builder's "100 Best New Products" Award

**BLANCO** BLANCO, German innovator of quality engineered stainless steel since 1925, is the proud recipient of *Professional Builder's* 100 Best New Products Award. Blanco is awarded this top honor for its brilliantly sleek MicroEdge sink technology. MicroEdge's unique, ultra fine rim gives this top-mounted sink a flush look that's easy to install and to keep clean.

Professional Builder's 100 Best New Products Award recognizes the most noteworthy new products introduced each year. The editors' choices are based on technological advancement, significant product improvement, new product line introduction and increasing the competition of a product line. All of the winning products are featured in the September issue of *Professional Builder*.



"We are honored to receive the *Professional Builder's* award," says Tim Maicher, Director of Marketing for BLANCO, Inc. "Being recognized in such a way is truly humbling and further strengthens our on-going commitment towards excellence. Our MicroEdge sink is the first breakthrough in stainless steel sink design since the introduction of the undermount sinks more than 10 years ago - and to be awarded by *Professional Builder* for all our hard work is an achievement we are grateful for."

### ABOUT MICROEDGE TECHNOLOGY

MicroEdge's unique ultrafine (1.25mm) rim gives this sink its near seamless edge - an exacting finish so demanding, only BLANCO could make it a reality.

Expressed with brilliant precision, MicroEdge elevates the sink to a stunning centerpiece, the perfect way to accentuate the richness of dramatic stone, warm wood or other dynamic surfaces. MicroEdge top-mounted sinks can be positioned easily and secured with mounting clips or alternatively, can be installed as a traditional flushmounted sink by an experienced solid surface specialist. Available in a wide range of 17 sink styles in four design families, MicroEdge retails starting at \$850. For more information, visit [www.blancoamerica.com](http://www.blancoamerica.com).

## The New Eterné™ Bathtub Series Turns a Tired Master Bath Into an Irresistible In-Home Spa



The new Eterné™ bathtub—exclusively offered by Pearl Baths—is specifically designed to rejuvenate tired master bathrooms. With its rectangular shape and ergonomic armrests, Eterné boasts a contemporary design that delivers both ease of movement and comfortable support. The Eterné's stunningly elegant design captivates originality at its finest...the lavish Eterné bath allows bathers to kick back in true carefree comfort.

"The Eterné is the perfect answer for homeowners who want to upgrade their master bath with today's latest design and therapy ideas," stated Terry Rake, Corporate Vice President of Market Development. "The new Eterné Series gives consumers a tremendous option to create an unforgettable spa experience right in their own home." The Eterné Pearl bath series is available for drop-in installation in two different sizes including 72x36 or 72x42 and features a variety of Pearl's exclusive soothing therapies and standard and optional features to give homeowners a range of possibilities to create the ultimate in-home spa.

### GO AHEAD...LINGER IN THE BATH.

Eterné is irresistibly inviting. With comfort first on its list of priorities, Eterné allows bathers to experience true wellness. And Pearl offers the opportunity to personalize your at-home spa experience by combining the beneficial effects of six therapies:

1. HYDROTHERAPY—The True Whirlpool® Rest quiet massage system relaxes tight muscles and aching joints with swirls of gentle waves circling the body. The timeless "True Whirlpool" massage system is also available.
2. AIR THERAPY—With advanced air therapy, Aerofeel® will





transform the body, surrendering it to a blanket of bubbles.

3. COMBINATION OF HYDROTHERAPY AND AIR THERAPY—Get the best of both worlds by combining the swirling massage of the True Whirlpool Rest with the soft percussion air massage of Aerofeel.
4. CHROMATHERAPY—Stimulate a sense of well-being through mood enhancing colored lighting designed to create a sense of peace.
5. HEAT THERAPY—Circulate continuous heat to the neck, back and shoulders to relieve the aches and pains of a busy life with the ThermaZone™ heated backrest.
6. AROMATHERAPY—AromaScents® utilizes pure, essential oils to rejuvenate the senses and provide a calming spa environment.

#### ETERNÉ STANDARD FEATURES


- FRESH, NEW MODERN DESIGN—Clean lines with smooth curves in all the right places.
- END-TO-END COMFORT—Offers two seating areas and a central drain to provide comfort on either end of the bath. With one side hosting two curvaceous armrests and the other a relaxing backrest, the body will always be cradled with the greatest support.
- EASY-TO-INSTALL—Utilizing the only foam base in the market, Pearl baths arrive pre-leveled, along with clips to secure it to the floor to avoid any movement or tilting of the bathtub.

#### ETERNÉ OPTIONAL FEATURES

- SLEEK INTEGRATED HANDLES—Optional grab bars provide security and confidence when entering or exiting the bath so bathers can start and end their bath session in peace.
- OZONATOR FOR WHIRLPOOL SYSTEM—This technology neutralizes unhealthy microorganisms like bacteria and mold making a person's bathing experience safe and fresh.
- BACK MASSAGE—Four micro and two powerful rotating water jets massage the back and help a bather's cares float away.

## The Cleveland Faucet Group® Offers Durable Faucets With Exceptional Service

CFG OFFERS PRODUCTS TAILORED TO THE MULTI-FAMILY AND MANUFACTURED HOUSING SEGMENTS

 Cleveland Faucet Group® (CFG), a Moen Incorporated brand, offers the unparalleled combination of faucet design, quality manufacturing and service. In fact, in 2008 the brand was recognized as a “Product Choice Award” winner by readers of Multi-Housing News for its level of quality, value, innovation, customer service and design for the multi-family housing market.

“No other faucet manufacturer can claim the breadth and depth of competencies and the level of commitment that Moen has brought to the multi-family market through CFG,” said Shawn Hardy, CFG Brand Manager. “Our objective is to increase customers’ return on investment by upgrading the quality of its multi-family customers’ faucet specifications.”

#### MULTIPLE CHOICES—BUILT TO LAST

CFG offers three collections—Capstone<sup>2</sup>, Cornerstone® and Flagstone®, to meet the many different needs of customers. These collections feature brass waterways and a ceramic cartridge design, which combats service issues associated with hard water and line debris. Plus, the sleek, ridgeless faucets are easy to install and easy to clean. In addition, CFG has a complete line of water-saving solutions that include lavatory, shower and kitchen products. All CFG lavatory faucets are certified to meet WaterSense® criteria, indicating they meet the Environmental Protection Agency’s guidelines for water-efficient products.

For more information about the Capstone, Cornerstone and Flagstone lines from CFG, visit [cfgonline.com](http://cfgonline.com) or call 1-888-450-5522. 



# “Fan Pages” A Facebook Networking Tool

BRING YOUR BUSINESS TO ITS FULLEST POTENTIAL

It's no secret that the Internet has been an increasing form of technology used by companies for recruiting, advertising and instant information delivery regarding products and services. The trend of “Social Networking” is taking the way companies and consumers use the Internet in an entirely new direction.

Up until recently, social networking had been used primarily by teens and young adults who share common friends and interests. They were able to upload photos, videos and blogs which were visible primarily to immediate friends only. This inherently changed the way short and long distance communication took place. Eventually, bands, celebrities and politicians began creating profiles on sites like Myspace.com which enabled instant information regarding their current appearances, projects and travels.


Currently, websites like Facebook and Twitter have become mainstream in the sense that people of all ages have begun to participate. The most recent statistic cited on Facebook.com states a current enrollment of over 250 million users. The widespread expansion of social networking has facilitated the interest and growth among professional and advertising networks. Not to mention, it is an extremely effective cost-saving measure as these sites are generally free of charge.

“Fan bases” have become the most important tool for businesses and organizations due to the fact that social networking sites such as Facebook, which only allows organizations to make “fan pages” instead of actual personal pages. These fan pages are much like peoples personal pages, with the click of the mouse, a company's entire “fan” base is updated with its most current news, enabling them to stay in touch and maintain a personal touch with their customers, friends, and people who love them. Many organizations are utilizing these networking sites to their fullest potential. Not only do these fan pages bring together your customers, they facilitate conversation with future customers as well.

The most interesting phenomenon regarding corporate social networking is that “friendship” has become an increasingly valued factor in the current business model. Consumers are able to see a more intimate side of their colleagues which creates the personal touch that business relationships have lacked in the past. Traits like humor, insight into family life and private interests have been utilized

in making a business more tangible and down-to-earth. Communication has become customary during all hours of the day, including evening hours, which continues to increase visibility and strengthen relationships among a subscribing and potential client base.

However, increased relationships with colleagues can be problematic. As the divide between business and personal begins to narrow, people have the tendency to divulge too much information and expose sides of themselves that should remain private. Whether it is complaining of a bad day or posting pictures of a recent party, it is easy to endanger professional credibility and damage reputations. It is evident that a balance will be increasingly difficult to achieve. However, with common sense and discretion, these dangers can be easily managed.

As a rule, social networking boasts an array of benefits that can increase brand visibility and strengthen professional relationships, if used appropriately. Gaining control and taking advantage of this technology is pertinent for businesses to stay ahead of the curve and foster company awareness. Using these helpful tools can provide companies with the ability to build stronger relationships with their clientele; gaining a more personal, enjoyable experience. The convenience of having instant updates for viewers to see, as well as the accessibility of a page on the internet, gives customers the capability to stay in touch with their local businesses which creates more of a communal feel. No matter the industry, the internet has forced everyone to expand the reach and the “touch” of their respective companies and organizations. In order to succeed in today's business world however, we have to embrace the endless amount of possibilities that the internet has to offer and use them to our advantage. 




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*By Ryan Steves—Decorative Plumbing Supply is a plumbing showroom family-owned by Jeffrey and Diane Steves. The company has been in operation since 1993 and is locally well known for providing personal and attentive service. The showroom contains an excellent array of products and dozens of beautiful displays and features an interactive shower unit for client demonstration. For more information, call our office at 650-592-3337. <http://www.decorativeplumbingsupply.com>*



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## Connection Is The Key

Why did Amazon.com buy Zappos.com? And why did they pay \$900,000,000 for it? Amazon was already selling shoes and accessories. They already had good systems, web design, warehousing and distribution centers. Amazon was well known to the online customer and didn't really need to beef up its image by acquiring Zappos. What added value did Zappos give Amazon besides just additional sales revenues?

One answer may be that Tony Hsieh, CEO of Zappos, has begun to see the value of social marketing better than most retailers. On Twitter, for instance, Tony has 1,014,121 "followers." At any given time, nearly half are actively watching for his next posting which might be a quote from Buddha, George Bernard Shaw, and John F. Kennedy or even from Pooh. Or, like today, the posting may read "Big day! Email I just sent to Zappos employees today about the Amazon acquisition—<http://blogs.zappos.com/ceo/>."

Surely, Amazon must be active on Twitter. Click on [www.twitter.com/amazon](http://www.twitter.com/amazon) and you'll find their Twitter site with 5,171 "followers" only 12 of who are active. Then add in the other Amazon sites on Twitter—like Amazon Deals, Amazon Seattle, Amazon Kindle News and Amazon Book Club—and you'll be hard-pressed to find a total 35,000 "followers." Even news giant CNN only has 164,193 followers. Zappos has clearly used social networking sites to create buzz. That buzz reinforces their values and culture.

The newest marketing mantra is "connect." Before we can sell our customers, we have to connect with them. In particular, those in Gen X and Gen Y are very fussy about who they'll do business with. They won't frequent a dealer just because their folks bought there any more than they'll buy the same kind of car Dad always drove. Social marketing is about connecting. Maybe what Tony Hsieh really has is over a million connections.

YouTube provides a great opportunity to connect with prospects. Portland-based Kush Carpets recently posted two videos on YouTube and on their site. The videos were informational about the differences between various types of carpets from tribal to transitional. They were shot with a home video camera in the store and co-owner Brian Robins was the on-air talent. They had nearly instant responses to the video postings. Co-owner Rebecca Lurie said, "We don't necessarily make instant sales from the contacts on our YouTube, Twitter, Facebook, or LinkedIn pages, but we do plant the seeds that eventually will lead to purchases."

Lurie added, "Since the beginning of the recession, we've really had to scale back on our traditional marketing. We follow our on-line activity very closely. I use Google Analytics to track

keywords that bring people to our site so that we can optimize it. We use keywords for YouTube as well. I don't know how retailers ever survived a downturn without the Internet."

Best Buy recently launched a new service called Twelpforce that is aimed at using store and GeekSquad staff to answer product and technology questions via Twitter. Send a question in and one of the company's 150,000 associates should quickly respond to your query.

Social marketing is the art and science of creating a conversation with your audience. Where traditional advertising is directed from the seller to the buyer—"I offer you this product with these benefits at this price"—social marketing engages both in a relationship. It's about offering information and expertise to influence prospect. The return on that influence becomes sales.

On Zappos' Facebook page Katelyn from Fort Lauderdale wrote: "I ordered a pair of shoes on a Saturday afternoon and UPS delivered them to my office on Monday morning!! All this was free shipping... I LOVE ZAPPOS!"

Unfortunately, you risk the good, the bad and the ugly like this Facebook posting to a large national retailer: "Does anyone know if you will ever get the Rock Speakers you advertised over and over and over again during Father's Day in stock again? We visited the store a few days before Dad's day - they were out of stock in every store for like 50 miles. We got a rain check, no reply yet. I call the store about once a week, but the Associates have no clue, they just keep saying they don't know. What is the deal? If you were going to advertise the product as much as you did, shouldn't you have made sure the product was in stock? You should at least have a better answer now for your customers than what I am getting. This was for a Father's day gift. Does anyone have a clue about this? Do you care?" The good news, though, an employee immediately posted an answer telling the frustrated customer how to get the product.

It's difficult at this early stage to sometimes quantify the effectiveness of social networking as a marketing tool. However, those who jump in early and who experiment and test different ways of using it, will be light years ahead in connecting with the next generation of buyers. **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](mailto:elly@ellyvalas.com) or visit her website [www.ellyvalas.com](http://www.ellyvalas.com).*





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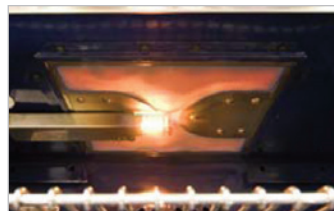
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## Social Networking - Will It Create More Sales?

Today we have new methods of communicating. Social Networking - is a new vehicle that needs to be used just like print and TV advertising, web sites, emails, text messaging and all other forms of marketing. I only recently became a believer just a few short months ago, after one of my staff showed me how Obama used Social Networking to get elected. Read the Edelman report at [www.edelman.com](http://www.edelman.com). (<http://www.edelman.com/image/insights/content/Social%20Pulpit%20-%20Barack%20Obamas%20Social%20Media%20Toolkit%201.09.pdf>)

I was turned off by many of the Social Network uses. I am a businessman, and as such, I am not interested in hearing about someone taking a walk on the beach or going fishing for the day. Most of what I saw out in the networking world was a major turnoff. You may not be an Obama fan, but if you've mastered Social Networking as well as Obama has, I expect your sales should be soaring!

Given our current sluggish economy, it is a time of huge business opportunities. Social Networking will allow you to get closer to your younger customers and communicate the way they like to be communicated with because they are not watching TV or reading the newspaper. Think beyond just customer service and begin a marketing strategy to reach younger customers who use blogs, text messaging, Twitter, Facebook, and YouTube as we did when the Internet was new back in 1995; when Amazon started and went from \$550,000 in sales to over \$19 billion in 2008 using the Internet to grow its business, as they were the first firm to really leverage the Internet. Imagine what an inexpensive way this is to communicate your company's sales, specials and new products. If the objective is to create more sales and grow faster than anyone in your market, then blogs, text messaging, social networking, YouTube and e-mail are critical. Otherwise, business will be at a significant tactical and strategic disadvantage when their critics and competitors create a groundswell of their own."

Personally I hate text messaging, but young people these days prefer it to sending an email. In many other countries because of the high cost of telephone calls they prefer to text. Obama had 3 million people signed up for his text messaging program, with each person receiving 5-20 messages per month, 13 million people on his email list and 3 million online donors who contributed 6.5 million times. Obama never personally responded to any of these messages, his team did it. As the Edelman

report said, "Smart business will embrace this public engagement model as well, particularly in how they ladder engagement among natural allies such as customers, employees, retirees and suppliers. Obama had 5 million "friends" on more than 15 Social Networking sites. He had three million friends on Facebook alone! How many does your firm have? In April I had about 5, but today I have over 400. On LinkedIn I had about 10 in April and now have over 500.

Some older people like myself are a little reluctant to take advantage of these new marketing opportunities. What products and messages do you have on YouTube? Which of your products are there? Are your commercials there? Even I have a variety of Service Quality Institute or John Tschohl videos on [www.YouTube](http://www.YouTube). Creating an awesome customer experience is critical to keeping and getting customers and increasing sales. How many channels do you have for your customers to communicate with you? Can a customer communicate problems 24/7 through all these channels? This is your chance to be on the leading edge, and now is the time to be innovative. Your competition probably already is or very soon will be using all of these mediums. Do you want to be first, or do you want to let your competition build a brand with your future customers?

Maybe it's time you stopped fighting them and joined them, with your company, in the Social Networking revolution. Happy tweeting! **RO**

---

*John Tschohl, an international service strategist and speaker, is founder and president of the Service Quality Institute in Minneapolis, Minnesota. Described by Time and Entrepreneur magazines as a customer service guru, he has written several books on customer service, including Ca\$hing In: Make More Money, Get a Promotion, Love Your Job; Loyal for Life; e-Service; Achieving Excellence Through Customer Service; and The Customer is Boss. The Service Quality Institute ([www.customer-service.com](http://www.customer-service.com)) has developed more than 26 customer service training programs that have been distributed and presented throughout the world. John's bi-monthly strategic newsletter is available online at no charge. He can also be reached on Facebook, LinkedIn and Twitter.*





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# BUILD

## Social Media: Why or Why Not?

By now, you're probably tired of all the talk about Social Media and Social Networking sites. You've probably been told countless times, "You should be on Facebook," or, "You should get a Twitter account."

If you've ever responded to these assertions by asking why, you likely have been met with a blank stare. The truth is, there are many reasons to be involved in Social Media in some way. There are also some reasons that you shouldn't be. I'll try to articulate some of them here.

Before we start, I suppose we should define what I mean by "Social Media." Of course, it means participating in sites like Facebook and Twitter. It also means posting videos on YouTube, bookmarking Web pages on Digg or Delicious, writing a blog and commenting on other people's blogs. Not that you would do all of those things, necessarily, but those are some of the choices.

So, here are some reasons why you should dive into the world of Social Media:

- It's cheap/free. Setting up Social Media accounts and blogs is usually free. It just costs your time.
- You want to stay ahead of the curve. The world of marketing and media is constantly changing. No one knows what the next wave will be, but if you want to catch it, you have to get in the water.
- It's an outstanding way to connect with people. Old friends, new friends, new business partners, new clients. You would be amazed at who you can meet with just a little effort.
- It's cool. This summer, I subscribed to behind-the-scenes "Tweets" from Lance Armstrong during the Tour de France. How cool is that?
- You can build word-of-mouth. If you do or say something interesting, people will share it, and word will spread, drawing attention to your brand.
- You're curious. I didn't know what Twitter was or how it could help me until I started using it.
- It keeps you informed. People share all kinds of interesting information about life, culture, politics, business, entertainment and more. Things you would have never found on your own.
- It's a great idea-generator. You never know when your next great idea will hit you, but spending a few minutes a day on Twitter could spark something.

- Get some perspective. You have the chance to see the world through many other people's eyes – including your customers'. Having that perspective can be invaluable.

There are many more reasons to participate in Social Media. But what about the reasons you shouldn't? Here they are:

- You want someone to do it for you. Forming connections with people and representing your personal and professional brand is something you have to do yourself. If you can't commit the time, don't bother.
- You expect instant/measurable results. Sometimes Social Media can demonstrably generate revenue, but more often than not it's for fuzzy things like relationships and goodwill.
- You want to use it to "advertise". Social Media is not conventional media, so using it to do conventional marketing just won't work.
- You expect to know how to use it right away. Social Media works differently for every brand. The only way you'll learn what works for you is to spend some time with it.
- You hired a Social Media "expert". Social Media is a new frontier where the rules are still being defined. Chances are your "expert" won't help much, unless she's an expert on the subject of you.
- You want to do it just to do it. It's fine if you want jump in and test the waters, but don't spend significant dollars on your Social Media presence until you have goals and a strategy for meeting them.

Despite my reasons for why not, I hope you found this a helpful guide for becoming involved in Social Media. I don't know how it can help you market your brand, but I guarantee it can. It's up to you to find out how. **RO**

*Christopher Thiede owns BUILD Communications, a branding and PR firm. Read Christopher's blog at [www.ideas2cheer.com](http://www.ideas2cheer.com).*





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## Is Your Store a Clunker?



The cash for clunker program seemed to go over well with many Americans. As for saving energy, I think that is probably not the prime reason why people jumped on the band wagon. When I was watching the news and they showed a dealers lot full of these clunkers it was apparent that most of these cars were not taken care of or maintained by their owners. So many people were getting a chance at a fresh start.

The cable TV show “Overhaulin” featuring custom car builder Chip Foose, who takes cars and trucks similar to those on the clunker lot and transforms them into custom creations to die for. I always enjoy watching this show because it demonstrates what can be accomplished with a little creativity and lots of hard work. Watching his team set out to take these clunkers and turn them into dream machines is not only entertaining to watch, but very educational as well. Chip was not taking cash for the clunker. He was putting cash into the clunker. He was proving that no matter what shape the car was in it had the potential to be something special.

Back in 2007 I purchased a Chrysler Aspen. For those of you unfamiliar, it’s kind of a jazzed up version of the Durango. The Aspen did have styling that set it apart from other SUV’s, but I wanted to set it apart from the rest even more by putting on a custom grill and some other chrome accents, and it became a one of a kind vehicle. I can’t tell you how many people have come up to me telling me how nice my ride is.

In many respects a retail store is very similar to a car. Unfortunately there are many stores that fall under the clunker classification. In all the stores I have been in over the years, when the owner failed to maintain the store like it deserved to be, his customers don’t give much value to the goods or the management and they aren’t feeling real good

about the place. I think most of us would agree that driving around a clunker is no fun. On the other hand, driving around a new shiny sports car is great fun. When you get behind the wheel of a new car you cannot help feeling good. The same holds true for your store environment. When a retailer takes the time and makes the investment in the store, you not only feel good but so does the customer.

I truly believe that most stores could use some “Overhaulin”. Like Chip Foose, retailers need to find a professional that can help transform their tired and dated space into a new vibrant and fun place to work. When you make the investment in your store like the cars, the rewards will be many. A pleasant work environment will not only make the owner feel good about himself but the employees will feel good as well. When people like to come to work it makes them more productive. Having a nice place to work will also help employees take some ownership in the store.

Take some time to evaluate your store. Ask your employees to give you their thoughts and ideas. It’s time to put cash in your clunker. **RO**

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*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](mailto:Mark@retail-strata-g.com) or visit his web site at [www.retail-strata-g.com](http://www.retail-strata-g.com)*



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## Just Sell Baby, and the Rest Will Take Care of Itself...Really?



*“Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion.”*  
*Jack Welch – Former Chairman and CEO of General Electric*

Entrepreneurs are visionaries that are typically cut from the sales and marketing cloth. They devise new showroom concepts that appeal to consumers in a unique way, create new business models to better serve customer demand, or develop strategies to take advantage of an emerging market where no one else sees opportunity. All equate to a vision that results in sales growth and business viability. There are few examples of businesses in our industry that were conceived based on an operational vision. Sell something, and things happen...life is good. We spend hours in conference rooms devising sales strategies, marketing plans, and tweaking floor displays to drive sales growth, with little consideration for what the heck we do once our customer says, “yes, I’ll take it”. Most believe just sell it, and we’ll find a way to deliver it. Developing a structure and investing in technology, to create the foundation of an operational infrastructure, can have a more profound impact on our ability to sell, and meet customer expectations than even the most compelling sales strategy or marketing plan. The sales team will typically refer to operational policies, procedures, and the technology that supports these functions as the “sales prevention department”. Truth is, without these vital mechanisms in place, there would be little chance of consistently delivering what was sold much less meeting ever increasing customer expectations. Don’t get me wrong, you gotta sell baby, but you gotta deliver too.

*“The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency.”*  
*Bill Gates – Co-founder of Microsoft*

In order to drive operational efficiency, many businesses attempt to simply implement technology with little consideration for their current business processes. As illustrated by the above quote, technology must be implemented (or current systems optimized) with efficient operational processes clearly defined and in place. In other words, operational efficiency is not simply a function of automation through technology, but a strategy that employs technology to make good operations great.

Most business leaders understand the value of operational efficiency. After all, in today’s economic environment, businesses are looking for every opportunity to squeeze more from less. More sales from fewer sales people, more deliveries from fewer trucks and delivery crews, and ultimately more profit from less revenue. Achieving operational efficiency is more than a function of cutting costs, however. Developing a strategy that focuses on key business processes will not only cut operating costs, but significantly improve your ability to consistently serve your customer. These may be obvious considerations, but what about technology?

So, does spending money on systems in this economy appear to be a luxury that few can afford? The truth is, many businesses in our industry are operating with antiquated systems that have been cobbled together with other applications in an effort to extract, or in some instances, create data to manage more demanding needs. As we look to streamline our operations, investment in technology coupled with clearly defined and implemented business processes will not only drive operational efficiencies that you never thought possible, but will allow you to position your business for future growth without significantly increasing your costs or infrastructure needs. Simply stated - doing a lot more with less.

*“We’re adding a little something to this month’s sales contest. As you all know, first prize is a Cadillac Eldorado. Anybody want to see second prize? Second prize is a set of steak knives. Third prize is you’re fired.”*

*Blake- from the movie Glengarry Glen Ross (1992)*

Whether you employ Blake’s strategy of intimidation, increase advertising, or analyze floor traffic and close ratios, just sell more is the popular rallying cry for most businesses today. No doubt we must stay focused on driving sales, however, the businesses that understand the need to invest in process analysis and technology to optimize their operational efficiency, will not only just sell baby, they can relax...because the rest is handled...really. **RO**

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*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](http://www.r2-online.com)*



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# COMING EVENTS

## CALENDAR 2009-2010

### 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
- 16-18 .....The Eighth Annual DPHA Conference and Product Showcase – Broadmoor Hotel and Resort, Colorado Springs, CO
- 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

### JANUARY 2010

- 7-10 .....2010 International CES –Las Vegas Convention Center, The Hilton & The Venetian, Las Vegas, NV
- 19-22 .....2010 International Builders' Show –Las Vegas Convention Center, Las Vegas, NV
- Jan.31-3 .....MSA Convention 2010 –Caesars Palace, Las Vegas, NV

### FEBRUARY 2010

- 17-20 .....ASTI 2010 - PSA/USA National Joint Convention –Disney Coronado Springs Hotel, Orlando, FL

### MARCH 2010

- 11-13 .....HPB Expo –Orange County Convention Center, Orlando, FL
- 14-16 .....International Home & Housewares Show 2010 –McCormick Place, Chicago, IL
- 24-27 .....EHX Electronic House Expo –Orange County Convention Center, Orlando, FL



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NKBA.org/Certification 800-THE-NKBA

# NKBA and GE to Award \$20,000 to Top Design Students

THE NATIONAL KITCHEN & BATH ASSOCIATION AND GE ANNOUNCE THE 2010 NKBA/GE CHARETTE COMPETITION



The National Kitchen & Bath Association (NKBA) and GE are proud to announce that the NKBA/GE Student Charette Competition will be held for the fifth consecutive year. This competition offers more than \$20,000 in scholarships to students enrolled in NKBA-accredited kitchen and bath design programs at colleges and universities across the United States and Canada.

“GE is committed to the emerging design community and proud to recognize the design integrity of kitchens designed by students at NKBA-accredited colleges,” said GE Market Development Manager Brandon Hochhalter. “Students have taken up the challenge to use GE products in beautiful ways to create amazing kitchens and earn scholarships to further their educations. We look forward to seeing this year’s entries and recognizing the great talent of these designers.”

Last year, more than 450 students from 28 schools participated in this challenge to design a kitchen using GE appliances. With only three hours to design within the space provided, students are tested to recall proper NKBA Planning Guidelines and apply them to a creative solution that meets the needs of the fictional homeowner.

The NKBA/GE Charette Competition not only awards the best design students with generous scholarship awards, but it also enables each NKBA-accredited schools to award \$50 prizes to three students. For the past two years, a student from Lakeland College in Vermillion, Alberta, Canada has been the recipient of the \$5,000 first place scholarship award.

“This unique timed challenge is a great introduction to the design skills necessary to be successful on the NKBA certification exams,” said NKBA Academic Relations Manager Sherylin Doyle. “The NKBA is grateful to GE for once again sponsoring such an important annual event.”

For more information and to view past winners, visit the scholarship section at [NKBA.org/Students](http://NKBA.org/Students).

## ABOUT THE NATIONAL KITCHEN & BATH ASSOCIATION

The National Kitchen & Bath Association (NKBA) is a non-profit trade association that owns the Kitchen/Bath Industry Show & Conference (K/BIS®). With nearly 40,000 members, the NKBA has educated and led the kitchen and bath industry for more than 45 years. The mission of the NKBA is to enhance member success and excellence, promote professionalism and ethical business practices, and provide leadership and direction for the kitchen and bath industry worldwide. For more information, visit the NKBA Press Room at [NKBA.org/Press](http://NKBA.org/Press) or call 800-THE-NKBA (843-6522).

## ABOUT GE

GE Consumer & Industrial spans the globe as an industry leader in major appliances, lighting, and integrated industrial equipment, systems and services. Providing solutions for commercial, industrial and residential use in more than 100 countries, GE Consumer & Industrial uses innovative technologies and ecomagination<sup>SM</sup>, a GE initiative to aggressively bring to market new technologies that help customers and consumers meet pressing environmental challenges, to deliver comfort, convenience and electrical protection and control. General Electric (NYSE: GE), imagination at work, sells products under the Monogram<sup>®</sup>, Profile<sup>™</sup>, GE<sup>®</sup>, Hotpoint<sup>®</sup>, SmartWater<sup>™</sup>, Reveal<sup>®</sup> and Energy Smart<sup>®</sup> consumer brands, and Entellisys<sup>®</sup>, Tetra<sup>®</sup>, Vio<sup>™</sup> and Immersion<sup>®</sup> commercial brands. For more information, consumers may visit [www.ge.com](http://www.ge.com). **RO**



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*Raymond Wiese, CKD, CBD, CR*

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# 40 Years Later - BrandSource Asks: What's Next?

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August 15, 1969

Dear Dealer,

You are cordially invited to a "Special no host Dinner Meeting" of selected dealers at:

PEPE'S RESTAURANT IN BURBANK

Among the items to be taken up on the agenda will be;

1. Election of officers
2. The advantages of a co-op buying group
3. How to operate a large volume of business today with a minimum of inventory.
4. Pooling dollars to buy big ads.
5. Report from delegate to Detroit on the National Buyers Co-Op.

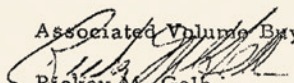
If you are unable to attend the no host dinner at 6:30 P. M. then join us for the meeting at 8:00 P. M.

Place: Pepe's Restaurant  
3113 W. Olive, Burbank  
Time: 6:30 for dinner or 8:00 for meeting  
Date: Tuesday, August 19, 1969

Assuring you that you will derive great benefits through joining this volume Buyers Group, I am

Respectfully

Associated Volume Buyers

  
Rickey M. Gelb  
Secretary, pro term

RMG/jw

PEPE'S RESTAURANT is easy to find. Take the Buena Vista off ramp of the Ventura Freeway go north to Olive and make a left. Pepe's is across the street from N B C Studios. Near Olive and Alameda.



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United Servicers Association

## Zoom on Management—Quick Checklist

Times are tough all over these days. Our customer is scrutinizing the service experience more than ever, the purchase they made, and life in general. This is a great time to refocus your management of service operations. A review now may keep the customer base intact for the future.

### ✓ DAILY OPERATIONS & STAFF OBJECTIVES

Does everyone in your company, no matter the size, know what communications and handling is needed? Remind them to “create the glad I called there” experience. Do they wrap up everyday, making sure all customers are handled properly before you leave policy? Does your staff or customer know when you will update them and if delays occur and why? Try asking your staff these questions and see what kind of answers you get. You may be surprised at their responses.

### ✓ SERVICE PRIORITY LEVEL OF CUSTOMERS

I have found many owners or managers who do not clarify for their staff what gets handled 1st or 2nd, when things get stacked up. Often only the screamers get handled first and the silent complainer that tells 10 people didn't get addressed because they failed to make loud noises. Techs and support staff need to be aware that even when they seem fine, they sometimes may not be. Or are you the one that tries to make everyone happy and ends up letting many down and gets frustrated because you worked so hard to please everyone? You can't be everything to everybody. Write down on paper what is important, check it over, and make some decisions and stick with it. It can be the fear of losing anything that ends up costing you more. Have an actual priority list posted.

### ✓ DEALER OR KEY ACCOUNT RELATIONS

Often escalations occur and the first place the customer goes back to is the dealer, even if the product is out of warranty. Your customer may say...“I'm going to the dealer, this isn't right and I am not happy!...” Make a

short call to the dealer when you get in the truck to say, “Heads up, Mr. Bee may contact you because . . . , just letting you know”. Or the tenant of the rental calls the landlord and reports going without the use of the appliance, becomes an issue or is just unacceptable, or they come up with some amazing comment. The point is, call the other domino before it falls to the next one. Your dealer is a customer too, and if caught in the middle, the only communication they may get is from a screaming customer. Dealers and sales staff can send more customers your way or drive them elsewhere if they are caught off guard and not kept up to date.

### ✓ LABOR/PARTS PRICING

Review your pricing. Are you getting in the door to diagnose? How many calls a month get cancelled because they found someone else? Markets can vary one town to the next, it could be time to relocate to area with greater need? What is your competitor charging, did you check? Is there a revenue opportunity you missed? We have more do it yourself repairs in times like these. Can you offer a Tech assist fee and give advice after you sell them the part? Have you done new customer recruitment?

These are many of the questions we're asked today, now you need to focus on the answers. Markets do vary, some of you are busier than ever and some are looking for work. Put a spot on your calendar to do this, just like you would a service call. Break this up into two target dates and make this happen. Participating with a trade association can provide you the tools for solutions on these challenges; also many they provide mentors to use as a sounding board. I would also recommend that you review this on a quarterly basis or as often as you feel the necessity.

Signing off—Join service, the real adventure! **RO**

*Linda Knudsen, MCAP, CSM*





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## Nationwide Marketing Group Builds Up Independent Dealers' Exposure Online

Nationwide Marketing Group (NMG) has worked hard to prepare its member dealers for the growing number of consumers who conduct product research online before they shop. The leading buying and marketing organization's solution is their new BrandsDirect.com website that was re-launched in July.

"The new BrandsDirect.com website will give our dealers the ability to showcase their businesses through very high quality and inviting web pages and a comprehensive yet user-friendly product catalog," said Frank Sandtner, Director of Member Services Operations for NMG.

According to Sandtner, the website was initially built for dealers on a tight budget who are new to the web or looking to boost their website exposure and upgrade their online presence. However, don't think affordable means basic, BrandsDirect.com is highly customizable to highlight a dealer's specific product categories, brands, store offers and locations.

One of the best features of the BrandsDirect.com site is its product catalog which provides a high end shopping experience and one that is not easily found in even 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 criteria. For instance, a consumer can elect to look at all or just two brands of Whirlpool and GE dishwashers. Then, the customer can pick up to four models and see a side-by-side comparison of features.

Market research has shown that over the past five

years, the percentage of the U.S. population using the web has increased across every age group. It peaks at 93% for 12-17 year olds but is now 62% for those aged between 60-64. Further, with advances in broadband technologies and improved content, the amount of usage has also increased to 14 hours per week. Those 14 hours are being displaced from other activities like reading the newspaper and magazines.

"The internet is a highly competitive retail space and consumers have little tolerance for sites that are slow

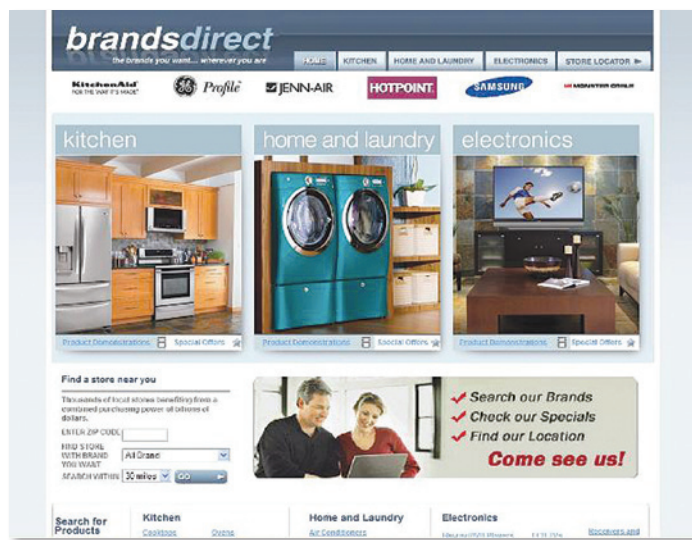
to load or do not seem to meet the consumers' needs. Everyone wants to drive consumers to their site and keep them engaged while they are there. This is what the serious shopper is looking for when doing research and this is what we provide on BrandsDirect.com."

In preparation of the relaunch, Nationwide Marketing Group began hosting a series of ten webinars on how dealers can further leverage free local search web

opportunities to enhance their sites even more.

"To be fully optimized, you want your store to "show-up" in as many search engines and directories as possible. It is also helpful to set-up service with internet marketing companies in your local areas."

For more information on BrandsDirect.com contact Frank Sandtner at [frank.sandtner@nationwidemarketinggroup.org](mailto:frank.sandtner@nationwidemarketinggroup.org). To learn more about the many benefits of Nationwide Marketing Group membership including affordable websites and services tailored to the independent dealer go to [www.nationwidemarketinggroup.org](http://www.nationwidemarketinggroup.org) or call (336) 722-4681. **RO**



Nationwide Marketing Group's new BrandsDirect.com website is prime retail space for independent dealers with eye-catching imagery and a comprehensive yet user-friendly product catalog.





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Southeast: Steve Campbell at 727.939.8191  
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South Central: Marc Ingram at 972.770.3313  
Northwest: John Boyd at 425.226.7194  
Southwest: Craig Cracchiolo at 480.367.2911  
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electric range



# SEBC/Green Building Show

THE ROAD TO RECOVERY—PREPARE TO SURVIVE AND THRIVE



More than 6,500 building and housing professionals found fuel for the “Road to Recovery” during the 31st annual Southeast Building Conference (SEBC)/Green Building Show held recently at the Orange County Convention Center in Orlando.

Sponsored by the Florida Home Builders Association (FHBA), the event presented seminars, an exposition of industry products and services, and rich networking opportunities.

Highlight speakers included green building specialist Carter Oosterhouse, star of HGTV’s popular show *Red, Hot & Green*, and adventurer Alison Levine, who led the first all-woman team to climb Mount Everest.

National Association of Home Builders (NAHB) First Vice Chairman Bob Jones of Bloomfield Hills, MI delivered housing outlook news to industry leaders. “The recent gains in the stock market and consumer confidence, as well as solid increases in housing starts, are all reasons for optimism,” he explained. Jones was joined by NAHB Third Vice Chairman Barry Rutenberg of Gainesville, and NAHB Immediate Past President Sandy Dunn of Point Pleasant, WV.

FHBA held its annual Summer Builders Conference concurrently with the SEBC/Green Building Show, where its Board of Directors elected Tampa home builder John C. “Chuck” Fowke to the position of President-elect. Fowke will succeed current President Jay Carlson of Punta Gorda as the association’s top leader on October 31, 2009.

Three individuals were elected to the Florida Housing Hall of Fame for career contributions to the industry. The inductees included interior merchandiser Kay Green of Kay Green Design in Orlando; former FHBA Past Second Vice President George Kavanagh (deceased) of Port St. Lucie; and former Pasco Builders Association and Tampa Bay Builders Association Executive Officer Joseph Narkiewicz of Tampa.

Throughout the SEBC/Green Building Show and FHBA’s Summer Building Conference, industry leaders

were honored for their dynamic work products and contributions to their profession.

The prestigious Aurora Awards for Designs of Distinction were presented during an industry gala. Taking the top award, the 2009 Golden Aurora Award, was Wayne Windham Architect for their Nature’s Image custom home in Bluffton, South Carolina. Best in State Aurora Awards were also presented with the Florida award going to Johanson Homes, Inc. for a custom remodel on Jupiter Island.

Tallahassee remodeler Ed Dion received the first annual Robert and Amy Harper Award for his tireless work on behalf of the Future Builders of America (FBA). The award, sponsored by Bonded Builders Warranty Group, is named for FHBA Past President Robert Harper and his wife Amy of Lakeland for their generous donation to purchase land for the FBA Training Camp. Dion, a past president of the Tallahassee Builders Association, guided the FBA Leadership Camp in its first two years and is currently building a pavilion at Camp Harper.

Arlene Stewart, a Gainesville energy consultant, and Heather Henning, a Naples commercial builder, were named “Women of Distinction” during the conference. Stewart has guided FHBA’s Green Building initiatives as leader of the Green Building Council and Henning runs one of the state’s most successful woman-led construction companies.

The Excel Awards, which salute the efforts of top sales and marketing professionals, celebrated its 25th anniversary at the conference.

FHBA’s next major event is its Annual Fall Leadership Conference set for October 28-31 at the Renaissance Vinoy Hotel in St. Petersburg. Next year’s SEBC/Green Building Show will be held July 22-24, 2010 at the Orange County Convention Center in Orlando. **RO**

*Eddie Ousley is the Communications Director for the Florida Home Builders Association.*





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# FLASHBACK

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# Whirlpool Corporation Teams up with American Homeownership Initiative to Help Sweeten Homebuying

Homeownership is still a distant dream for many Americans, especially in today's dynamic economic climate. That's why Whirlpool Corporation is teaming up with the Philadelphia-based organization American Homeownership Initiative (AHI) in its quest to provide a financing alternative to traditional mortgages. Whirlpool Corporation has committed to help add value to homes purchased through the AHI program by offering affordable appliances, making home ownership that much sweeter.

"The AHI program makes it possible for more renters to become homebuyers without living beyond their means," said Mitchell Isert, Northeast Division Director at Whirlpool Corporation. "It's a wonderful way for residential owners, realtors and buyers to benefit. We're proud to support such a cause, particularly at a time when it's most needed."

The AHI process consists of an Installment Sales Agreement (ISA), referred to as a contract for deed or a land sales contract, which is used to buy and sell real estate. This contract is not a new idea. In fact, from 1850 to 1950, the land sale contract was a major method of land conveyance in the United States. The process helps close homes more quickly and for a fraction of the cost of a conventional mortgage.

According to William Stratton, Executive Director of AHI, the process allows all parties to benefit. Renters and potential buyers enjoy low out-of-pocket cash requirements and an easier evaluation process. Sellers gain a much larger group of buyers that wouldn't otherwise qualify to buy their properties. And, real estate professionals enjoy a much faster closing process.

"Whirlpool Corporation's support of our program and its role in helping during the current housing crisis is a wonderful added incentive for homebuyers," said Stratton. "Major appliances are an essential part of a home. By helping to lower costs associated with homeownership, homebuyers can enjoy their new homes that much more."

AHI reaches out to real estate professionals, renters,

potential buyers, sellers, developers and investors to reach three goals: turn renters into homeowners; encourage tenants/renters, potential buyers and sellers to register at [www.OurAHI.com](http://www.OurAHI.com) so AHI can assist; and promote and support real estate professionals who enroll with AHI by bringing buyers and sellers together to move residential housing inventory successfully.

The principals of AHI first applied the approach in the early 1990s in response to the Savings & Loan crisis. The program successfully converted 400 rental units to condos. The organization is now working with a number of condo developers who are having difficulty selling their units.


For more information about the AHI program, call 201-892-1510, email [ContactAHI@ourAHI.com](mailto:ContactAHI@ourAHI.com) or visit [www.OurAHI.com](http://www.OurAHI.com).

## ABOUT WHIRLPOOL CORPORATION

Whirlpool Corporation works to exceed client expectations with appliances that help design professionals create homes of distinction. The company's The Inside Advantage™ Program offers Powerful Brands, Innovative Products, Targeted Services and Consumer Insight to support building and design professionals.

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of more than \$19 billion, more than 70,000 employees and 68 manufacturing and technology research centers around the world. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Bauknecht and other major brand names to consumers in nearly every country around the world. For more information on Whirlpool Corporation and its offerings for building and design professionals, visit [insideadvantage.com](http://insideadvantage.com) or call 800-253-3977.

Follow Whirlpool Corporation's dedicated program for the building and design community:

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\*Based on fresh food volume in French door refrigerators.



[whirlpool.com](http://whirlpool.com)

FOR MORE INFORMATION CONTACT YOUR DIVISION DIRECTOR OR ACCOUNT MANAGER

Pacific Northwest Upper  
Mark Collier  
Main: 800-446-2574  
Extension: 269-923-1775

Southern Pacific  
Mike Motes  
Main: 800-446-2574  
Extension: 269-923-1758

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