

The RetailObserver

October, 2010

YOUR RESOURCE GUIDE TO THE INDUSTRY

Vol. 21, Issue 10



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Smart Phones and Marketing

I don't know about you, but it's hard to believe summer is gone and Halloween is at the end of the month! The holidays are just around the corner. Sales should be starting to ramp up for the hectic grand finale of Q4. It seems that our lives and the world are moving at a much faster rate these days, and I don't think it's just because I am getting older... but technology is driving the pace and we need to learn to adapt to an ever changing marketplace.

This month two of our writers randomly chose the same subject, QR Matrix Barcodes, to talk about in their articles, "Are you Mobile Ready?" and "QR Codes: A New Way to Engage Customers and Provide Information". They enlighten us and invite us to take a huge leap in the way we use and share information that will potentially affect the retail industry and help the smaller venues stay competitive and ahead of the curve when it comes to connecting your clients to you.

I especially love the ability of the QR code to dial your phone number directly from scanning the barcode on your business card. Amazing! Now with mobile technology taking off and the androids expanding the smart phone market, the application of 'apps' and the ability to scan from your mobile phone and download your website or coupons onsite is simply incredible. We have only seen the tip of the iceberg.

It really does get you thinking about your marketing options with a little more creativity than you may have in the past. I gotta admit, this is some pretty fun stuff to play with! "Connecting with our Inner Machine" article brings it home and helps us realize we're all needing to adapt rather quickly to the evolution of our mechanical 'smart' devices. We need to stay smart ourselves just to keep up. How many ways can you think of to integrate this into your marketing plan? Begin thinking outside the box and start clicking on it!



To 'smart' marketing ideas,

Eliana Barriga
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The RetailObserver

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CELEBRATING OUR 21ST YEAR

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So What's the Gimmick?

With UMRP, MISP, MSRP and the fact that you just can't keep your business open without making a decent profit; maybe it's time to come up with a gimmick. I know you already have cooking demo's, vendor days, TV and magazine ads and of course my favorite - the 30 foot tall "Sale Gorilla". Let's look outside of the box and see what we can come up with.

On a recent business trip, the hotel I was staying at gave me a small gift bag and a packet in which they had put my room number and cards. Upon getting into my room and of course checking out the facilities as we all do, then the view (nice wall) I went to open my gifts. The packet was filled with maps and local "special deals" for me to enjoy while I was in town. The bag though was sheer genius. Inside I found a granola bar, a small tube of teeth whitening toothpaste, a packet of moisturizer and a brand new razor. Now I know this seems nice and trivial, but in fact it was great marketing. Each item had a special coupon inside the bag to receive a discount on that brand as well as the sample. Brilliant!!! Let's see who wins here. Of course I did, the manufacturers did and the big winner "the hotel". They will always be on my list of places to stay and they got all those little gifts at no cost to them. Again "Brilliant"!!!

So what does this have to do with retail? First let us look at what you sell. Here are some categories: Appliances, Consumer Electronics, Furniture, Plumbing and Lighting. So how did my little trip make me think about Independent Retailers, let me tell you. Let's say you just sold a Dishwasher, simple "Soap". How about a TV, yep DVD's or a Netflix coupon. Are you seeing where this is going? There are partners out there that you may have never thought about that can help you win that competitive edge without spending a dime. Local grocers, Dryer vent cleaning companies, installers, contractors, private chefs, caterers, video stores, manufacturers of cleaning products, the list is endless. So before you go buy a Blow-up Dancing Tube Person, look around your shop and see what goes hand in hand with what you sell and make a few calls. All you have to spend is a little time.



Happy Retailing

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The
RetailObserver

OCTOBER 2010

VOLUME 21, NUMBER 10

CELEBRATING OUR 21ST YEAR

We proudly support the following trade associations and buying groups throughout North America whose news and information greatly contribute to the quality of The Retail Observer and the education of our readers.



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Claims are based on DOE test procedure and comparison to a 50-gallon standard electric tank water heater using 4879 kWh per year vs. the GE GeoSpring hybrid water heater using 1856 kWh per year.



In Review

A GIANT STEP FORWARD INTO A NEW AGE

IFA 2010

50th Edition



1. Panasonic Marketing Europe GmbH 2. Philips Consumer Lifestyle B.V. 3. LG Electronics

The early signs that the 50th IFA would be a success were good: double-digit growth saw rented display space grow to 134,400 square meters (+11%), which alongside 1,423 exhibitors set a new record. The number of visitors who attended the 50th IFA was equally high; September 3-8 experienced 235,000 people (+5%) who attended the event, which among them - 125,000 were trade visitors (+8%). Once again IFA lived up to its reputation as the world's biggest and most important trade show for consumer electronics and home appliances. At 3.5 billion euros (+9%), the volume of orders placed by the retail trade exceeded last year's figures.

Federal Chancellor Dr. Angela Merkel officially opened the show at the IFA gala event on the eve of the show. "The 50th edition is an occasion to be proud of. This year's IFA is the biggest in the history of the event and is proof that the right decisions were made. We have had fifty editions of IFA spanning 86 years, and still the show remains as youthful as ever."

After touring the 50th IFA, German President Christian Wulff gave an equally positive assessment: "IFA is central

to Germany's efforts as an exporting nation. I noticed a particularly upbeat atmosphere here." He noted that the show was a very good indicator of how innovative the consumer electronics and home appliances industries were. "IFA represented a giant step forward into a new age that would make the future easier for us", said Christian Wulff.

"We are delighted the 50th edition of IFA continued the event's success story and that once again it was a most attractive platform for the trade, industry and the consumer. The highly satisfactory growth in all areas exceeded our expectations", said Dr. Reinhard Hecker, chairman of the Supervisory Board of Gesellschaft für Unterhaltungs- und Kommunikationselektronik (gfu) mbH.

Dr. Christian Göke, chief operating officer of Messe Berlin: "With its high level of growth, the 50th edition of IFA once again set the tone. The trade, the industry and trade visitors were fascinated by the size of the event and the wide range of products offered".

"We are very satisfied with the event, which fulfilled our expectations in every way. We welcomed even more visitors on our stand than last year, and were able to provide an even greater focus on key topics such as saving water and energy, and product ease of use. There was also a keen response to other themes, such as the smart networked home and smart grids. We are particularly pleased with the increase in the number of trade visitors from abroad. IFA lived up to its reputation as the leading event for the home appliances industry", said Dr. Reinhard Zinkann, chairman of the Home Appliances Trade Association, part of ZVEI, and member of the Board of ZVEI.

"The 50th edition of IFA exceeded all expectations. It is on a successful course and the decisions that were taken were right. 1,877 members of the international media (+9%) and 29,000 international trade visitors (+21%) attended the event, which puts IFA out in front worldwide" said Jens Heithecker, director of IFA.

IFA GIVES THE MARKET A STRONG BOOST

Due to the positive market developments ahead of the event there was a favorable mood at the 50th edition of IFA, and accordingly it gave the market a strong boost. "3.5 billion euros of orders were placed, setting a new record", said Hans-Joachim Kamp, vice president of | *continued on page 10* |



1

ZVEI. “The companies exhibiting at IFA reported that their high expectations were exceeded in every way. For the trade and the industry this is an extremely positive signal for the months ahead” Kamp added.

IFA SETS THE TONE WHERE INNOVATIONS ARE CONCERNED

IFA had a wide range of innovative products on show. Attention focused particularly on 3D TV. Other main themes at the 50th IFA included TV/internet convergence, HD TV, the networked home, and all areas of mobile media use. Energy-efficiency and conserving resources remain key issues for both the consumer electronics and home appliances industries, with new products and numerous special shows and conferences reflecting this trend. In addition to ease of

1. Miele und Cie. KG 2. Robert Bosch Hausgeräte GmbH 3. Liebherr-Hausgeräte GmbH 4. Kenwood Deutschland c/o De’Longhi Deutschland GmbH 5. Tron Legacy Monster Cable Products Inc.



2



4



3



5

use and product design, the focus in the home appliances section was on cooking, health and wellness.

IFA 2010 INTERNATIONAL KEYNOTES SET NEW STANDARDS

The IFA International Keynotes were the outstanding highlight of the IFA program, with speeches from Google, Bosch Siemens, IBM, ESPN and Constantin Medien. Senior international executives provided interesting insights as well as a look at 3D content, smart electronics, ecological issues and the technology of tomorrow.

SUCCESSFUL DEBUT OF THE IFA IZONE AND IFA ELIBRARY

The new display sections IFA iZone | *continued on page 64* |

6. Opening Round Tour - Bosch 7. IFA 2010 - PLUS X Award Unold AG, Flying Raclette
8. IFA Gala 2010 9. Opening Round Tour - Samsung 10. IFA International Keynotes 2010 —
3D Cinema Speaker: Michael D. Rhodin, Senior Vice President, IBM Software Solutions



CALL TO ACTION



SEND US YOUR SHOTS

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

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Book Review

The Experience Effect

ENGAGE YOUR CUSTOMERS WITH A CONSISTENT AND MEMORABLE BRAND EXPERIENCE

In a world chockfull of options in every product and service category, how can we explain people who stay at only Marriott hotels, use only Tide to do the wash, buy Tylenol when a generic pain reliever is about half the price, or go out of their way to find a Diet Pepsi when there's a Diet Coke right there? The answer isn't that the chosen one is far superior to all its competitors, objectively speaking. Such customer loyalty is based on the dependably satisfying experience people have come to associate—almost instinctively—with their favorite brands.

The Experience Effect takes marketers through every step of constructing an experience that expresses a clear, meaningful brand impression and then reinforces it with each consumer interaction. Along the way, readers will watch brands in action—consistent winners like Disney, J. Crew, Banana Republic, Nike, Gillette, M&M, and Martha Stewart, along with erratic standouts like Starbucks and McDonald's—and learn how to:

Consciously define their brand by exploring critical questions, such as "What claims can the brand make?," "What does the brand stand for?," "What is the brand's personality, style, or character?," and "What does the brand promise and deliver to consumers?"

- Not only identify their target customers but also develop a genuine understanding of them, exploring psychographic behaviors—media consumption, work ethic and study habits, social activities, tendency to spend or save money, and more—as well as demographic facts.
- Connect with target customers by establishing a range of engaging "touchpoints," from traditional print and television advertising to websites, blogs, social networking sites, and cell phones to innovative interactive and point-of-purchase experiences.
- Continually map, coordinate, and tailor different touchpoints, online and off, to consistently reach target customers on multiple levels, both rational and emotional.
- Create a unique, ownable brand identity by tapping into the power of color and logos, claiming their brand's claims, and more.
- Research the effectiveness of their brand's experience, measure it against core competitors, do a gap assessment to see what aspects need further development and help prioritize resources, and keep their marketing team on track.

Based on real marketplace examples and results, *The Experience Effect* leads the way to securing customer loyalty, touchpoint by touchpoint, interaction by interaction, person by person. **RO**



Author: Jim Joseph, President & Partner of Lippe Taylor Brand Communications, New York City

An award-winning consumer marketing professional, Joseph has built blockbuster brands for an impressive roster of clients.

Publisher: Amacom

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Manufacturer {NOTES}

Wine Cabinet With a Wow Factor

LIEBHERR ADDS SLICK NEW EYE-LEVEL UNIT
TO WINE STORAGE PRODUCT LINE

Wine meets design with Liebherr's new HWS 1800, the fully integrated wine storage cabinet that takes fine wine from under the counter and places bottles at eye-level in full view. Holding 18 bottles of wine in optimal storage conditions, the new wine storage concept is sleek, original and makes designers fall in love. The compact size and recessed handle means the unit sits flush with cabinetry giving designers flexibility and the homeowner the perfect, accessible conditions for fine wine.

The conditions in which vintage wines are stored are extremely important. Liebherr wine storage cabinets provide the ideal conditions for both short and long-term wine storage. Liebherr's impressive selection of wine cabinets with precise temperature control also guard against other factors, like light, odor and vibration, allowing you to enjoy the wine as much as the unique design.

Liebherr uses an insulated glass door with UV protection and an activated charcoal filter to protect the wine from busy kitchen influences, such as light and odor. An innovative MagicEye touch control system makes temperature continuously adjustable from 41° F to 68° F (5° C to 20° C) depending on owner preferences and the contents of the unit. And, the energy efficient LED ceiling light not only emits virtually no heat, but it is dimmable to cast a cool glow across the room.

OTHER PRODUCT FEATURES INCLUDE:

- Two attractive solid beech wood shelves on telescopic rails for easy wine access
- Alarm system to alert the homeowner if the door has been left open or the temperature has been compromised
- Modular sizing (24" wide by 18" high) and a sleek, stainless steel frame with the option of a right or left hand recessed handle depending on the installation.

Liebherr has been the industry leader in wine storage since the early 1990s, initially creating products for high-end restaurants, wineries and hotels worldwide. Eventually individual wine collectors expressed a demand for proper wine storage at home, and Liebherr responded with a line of wine storage cabinets that address the precise needs of fine wines to ensure maximum enjoyment.

With Liebherr's optimal storage conditions, your wine will be ideal whether enjoying this season or years from now.

To view the full line of Liebherr wine storage cabinets, including the new HWS 1800, Best of Show winner at K/BIS 2010 and the Plus X Award in Europe in both the "High Quality" and "Ease of Use/Functionality" categories, visit www.liebherr-appliances.com. **RO**



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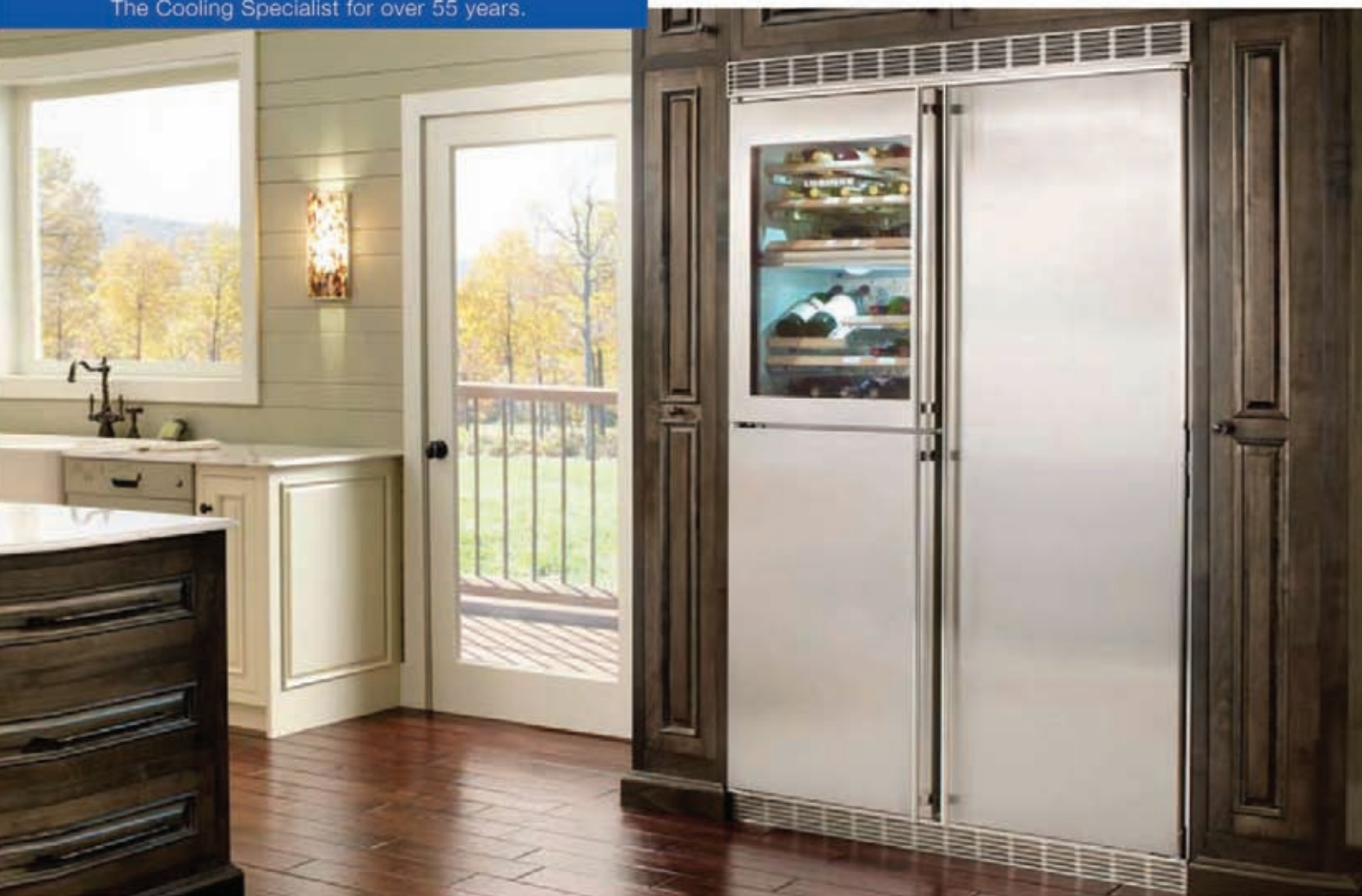
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Five Ways to Fresh

Liebherr's new side-by-side SBS 246 refrigerator has five different climate zones to best preserve what you eat AND drink. The gorgeous stainless steel and glass exterior with cabinet-depth dimensions houses perfect storage options for groceries and Gewürztraminer. Open the doors and discover patented BioFresh technology, creating ideal conditions for fruit, vegetables, meat and fish to last up to three times longer. Vitamins are preserved and you don't need to shop as often.

Convenient compartments in the freezer, energy efficient LED lighting, unique soft-close door system and advanced airflow patterns highlight Liebherr's design ingenuity. And because you don't store your fine wine the same as your lettuce, enjoy two separate temperature zones in the wine cabinet for your reds and whites.

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LIEBHERR
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Industry [News]



Summer Classics Furniture booth



Luxor Grills booth



Danver booth

LEISURELIVING HOLDS DEALER MARKET AND CONFERENCE IN DALLAS, TEXAS

LeisureLiving Buying Group held their annual Dealer Market and Conference in Dallas, Texas, August 29-30, 2010 at the Hilton Anatole. Despite the current economic atmosphere, the outdoor living market continues to exhibit a double digit growth. LeisureLiving Buying Group, dedicated to dealers in residential outdoor product sales and design and build, provides services to reduce the overall cost of doing business while increasing profitability and advancing professional skills.

The LeisureLiving Vendors represent all the main facets of the outdoor market including

spas, grills, cabinets and furniture as well as lighting and accessories.



Sunday the Members and Vendors enjoyed an evening out at Gilley's in downtown Dallas sponsored by Buying Group Services, Danver and Daltile. After enjoying Texas Barbeque, everyone participated in a fun Casino Night and at the end of the evening their winnings were used to bid on an assortment of donated auction items.

For more information, contact Glynne Morgan, Director of Membership, at 713-723-3545 or glynne@thebgs.com or visit the website at www.leisurelivinggroup.com.



Daltile booth



Bullfrog Spas booth



Seagull Lighting booth

ALMO PROFESSIONAL A/V ADDS TOSHIBA DISPLAY PRODUCTS FOR COMMERCIAL APPLICATIONS



Almo Professional A/V, the nation's fastest growing audiovisual distributor, has brought on Toshiba America Consumer Products, L.L.C. to give partners access to an array of high-end display and other video products for commercial applications. Almo Professional A/V will carry Toshiba's entire line of LED and LCD TVs, Blu-ray Disc players, DVD players, digital video recorders, portable products and relevant accessories.

"The Toshiba line is a fantastic addition to our offering as the products are loaded with special features, like Blu-ray Disc players with streaming services for Netflix, BLOCKBUSTER, VUDU, Pandora Radio and RS-232 control," said Sam Taylor, executive vice president and COO for Almo Professional A/V. "The displays are beautiful and functional making them just right for waiting rooms, reception areas, hotel rooms and other commercial environments."

The Toshiba offerings available through Almo Professional A/V include the new UX600 40- to 55-inch LED TVs; 15- to 55-inch LCD TVs; and 15 to 32-inch LCD/DVD combo players. Almo will also carry Toshiba's Blu-ray Disc players, which connect to a wireless network for access to online streaming content. Toshiba's high-performance Cinema Series of displays will be available for select partners through a dealer authorization process.

Toshiba will participate as an exhibitor during Almo Professional A/V's E4 AV Tour, which will resume in Washington, D.C. in November.

ABOUT ALMO PROFESSIONAL A/V

Founded in 2009, Almo Professional A/V is the nation's fastest growing distributor serving the needs of professional audiovisual integrators, dealers and consultants. With a highly skilled sales team, reseller education programs, 10 distribution centers across the U.S. and product lines specifically for the Pro A/V channel, Almo Professional A/V provides customers with the full distribution experience on a local and a personal level.

The Almo Professional A/V sales team is InfoComm-trained and the majority is CTS-certified. Almo Professional A/V has aligned with InfoComm International to offer courses worth CTS renewal units that enable partners to stay ahead. At the same time, the division works with industry vendors to bring live and online product training opportunities directly to channel partners.

Almo Professional A/V distributes all the leading displays and peripherals, with new manufacturers and products being added each day. Markets served include bar and restaurant, corporate, digital signage, education, government, healthcare, home theater, hospitality, house of worship, and rental & staging.

Almo Professional A/V is a division of Almo Corp., the nation's leading independent distributor of consumer electronics and major appliances. For more information about Almo Professional A/V, please call 410-560-2890 or go to www.almoproav.com. Almo Professional A/V can also be followed on Twitter at <http://twitter.com/almoproav>.

TCF COMMERCIAL FINANCE CANADA, INC. ASSUMES ARCTIC CAT FLOORPLAN FINANCING PROGRAM



TCF Inventory Finance, Inc. ("TCFIF"), a subsidiary of TCF National Bank, announced that its affiliate, TCF Commercial Finance Canada, Inc. ("TCFCFC"), reached an agreement with Textron Financial Canada Limited ("Textron Financial Canada"), a subsidiary of Textron Financial Corporation, to assume the rights of their existing Arctic Cat Sales Inc. ("Arctic Cat") program and become the exclusive inventory finance source for Arctic Cat's Canadian dealers.

Textron Financial Canada and TCFCFC have agreed that TCFCFC will acquire substantially all the existing Arctic Cat floorplan receivables owing to Textron Financial Canada in a subsequent transaction which should close on or prior to October 1, 2010. The assumption of this program by TCFCFC represents the opportunity to finance future Arctic Cat purchases for Arctic Cat's dealers in Canada starting this month.

"Assumption of the Arctic Cat floorplan finance program is a clear statement of TCFIF's and TCFCFC's commitment to support dealers and suppliers in the power sports industry in the United States and Canada," said Mr. Ross Perrelli, President and CEO of TCFIF. "We are truly excited and completely dedicated to providing exemplary service to our new customer base. We believe this relationship is an excellent fit for Arctic Cat, their Canadian dealers and TCFCFC."

TCFIF and TCFCFC (www.tcfif.com) offer a full range of inventory financing solutions to retailers throughout the United States and Canada, respectively, in the consumer electronics and household appliances industry, the lawn and garden industry and the power sports industry. | *continued on page 18* |

TCFIF and TCFCFC are indirect subsidiaries of TCF Financial Corporation (NYSE: TCB) (www.tcfbank.com), a Wayzata, Minnesota-based bank holding company with \$18 billion in total assets. TCF has 441 banking offices in Minnesota, Illinois, Michigan, Colorado, Wisconsin, Indiana, Arizona and South Dakota, providing retail and commercial banking services. TCF also conducts commercial leasing and equipment finance business in all 50 states.

Arctic Cat Inc. (www.arcticcat.com) is a manufacturer of snowmobiles and all terrain vehicles (ATVs).

EVERPURE LAUNCHES A NEW GENERATION OF WATER FILTRATION—DESIGNED FOR EVERY AMERICAN

NEW COUNTERTOP FILTRATION SYSTEM IS COMPATIBLE WITH ALL KITCHENS FROM CONDOS TO DORM ROOMS

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Everpure, a brand of Pentair, Inc., is known for providing the highest-level of commercial grade water filtration for the home, installed under-counter. The filtration leader is now launching the Countertop Drinking Water System, a product that can be incorporated into any home's kitchen including condominiums, city apartments and even dorm rooms. No plumbing installation is required for the affordable Everpure system. It is simply fastened to the kitchen faucet—providing commercial-grade quality filtered water without the fuss.

Everpure designed the Countertop Drinking Water System utilizing its exclusive precoat filtration technology used in many of the company's other products. The Everpure proprietary MicroPure® technology is designed to reduce a whole host of contaminants from

chlorine to lead. The convenient new Countertop Drinking Water System by Everpure will be available for purchase October 2010. The new filtration system is priced at \$189.99.

“At Everpure, we have led the water filtration industry for more than 75 years with a dedication to providing a product line designed to deliver the safest, best-tasting drinking water possible,” says Joseph Hutko, marketing manager for Everpure Residential. “Millions of homeowners, top-chefs and baristas have come to depend on the Everpure product quality and service and now, we are launching a new system that is compatible with the home's existing faucet so, families don't have to worry about installation. The countertop system simply attaches to the existing kitchen faucet, serving Everpure-quality water immediately.”

| *continued on page 22* |



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Surjit Kalsi is at it Again:

LAUNCHES NEW CULINARIAN SERIES OF OPEN BURNER RANGES

Capital Cooking Equipment is pleased to introduce its new Culinarian Series of open burner ranges. Combining elegance, high performance and ease of maintenance, the new line allows the company to bring its high-end, luxury products full circle by serving its customers loyal to open burner technology.

After pioneering an industry-leading sealed burner system, Capital Cooking Equipment Inc. is excited to launch its new Culinarian Series of open burner ranges.

The concept began with open burner technology favored by the commercial cooking industry for ages—feature rich with its visible flames heating up fast and with its heavy duty performance and functionality. You could say though that the open flame earned its reputation as having a fast heat-up, but a slow cleanup.

So, the idea evolved when sealed burner technology was introduced making it easy for the residential consumer to enjoy heavy-duty looks, yet easy-to-clean and slide pots and pans on and off hot spots. Setting the standard for all other sealed burner products, Capital's "Precision" Series Ranges gave the residential consumer a perfect range seamlessly engineered with multiple burner top configurations for easy cleaning as well as high style and high performance.

The sealed burner concept became very popular with the large majority of household consumers and continues today with those consumers who prefer the advantages of a high-end range with sealed burner capabilities. As manufacturers migrated with consumers to this choice, it unfortunately left some customers unattended who prefer the direct heat to the pan from an open flame, its reliable heating pattern, and didn't mind the extra effort to clean.

With the introduction of its Culinarian Series, they have succeeded to bring the concept full circle in order to satisfy all of their customers across the full spectrum of tastes and methods of heat delivery. Now, consumers who desire a high-end, high-performance range for their home have choices. "They can now have the best of all worlds, all the things people love about the open burners such as even heat distribution across the bottom of the pan; on the other hand, they can also gain the ease of maintenance

and cleanability enjoyed by our Precision Series' customers who prefer a sealed burner configuration," said Surjit Kalsi, Capital Cooking Equipment's president.

To create the Culinarian Series, Capital Cooking skillfully blended the functionality of a commercial oven, the overall look of the Precision Series, open top burners and heavy-duty top grates. In addition, the burner cap on the Culinarian Series—like with the burner cap on the company's Precision Series—can be lifted out to clean. This makes the commercial open top burner as easy to clean as the sealed burner of the Precision Series. In terms of specifications, the Culinarian Series offers 30", 36", 48" and 60" manual and self cleaning options. It comes in rangetop sizes of 30", 36" and 48" and 60".

"The Culinarian Series has become the talk of the town among the segment of the market who still wanted the open burner technology and all the refinements of Capital's Precision Series Ranges and Rangetops," Kalsi explained.



ABOUT CAPITAL COOKING AND SURJIT KALSI

The Capital Cooking brand is synonymous with elegance, performance and innovation. The company specializes in manufacturing upscale, professional-style ranges, cooktops, ventilation and outdoor grills for the home. Capital Cooking Equipment Company has a longstanding history that harkens back to 1986, when Capital Cooking's president, Surjit Kalsi, founded the concept of the high-end, commercial-quality range for the home while working at U.S. Range Company. The resulting product, the Viking Range, became an industry success. Shortly after, Kalsi founded Dynamic Cooking Systems (DCS). The company became a leading manufacturer of professional quality gas ranges for residential use and the first company to design an all-stainless-steel barbecue. DCS was later sold and, Kalsi became a partner in Capital Cooking in 2005. Today, Kalsi continues to further his role as an industry leader, creating a wide range of high-quality indoor and outdoor appliances to meet consumers' needs. For more information about the Culinarian Series, please contact Surjit Kalsi at (562) 903-1168 or visit www.capital-cooking.com. **RO**

Capital Ushers in a New Era of Choice with Our New Open Burner Technology

The perfect complement to our Precision Sealed Burner Ranges, Capital is proud to introduce its Culinarian Series serving consumers who prefer "Open Burner" Technology.



Culinarian Series



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Precision Series



48" Self Cleaning Gas Range with Sealed Tru-Flo™ Burners



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FISHER & PAYKEL APPLIANCES REVEALS REFRIGERATION COMPRESSOR TECHNOLOGY SET TO REVOLUTIONIZE ENERGY CONSUMPTION

Fisher & Paykel Fisher & Paykel Appliances unveiled a revolutionary refrigeration technology, developed under a joint development agreement with Embraco (owned by Whirlpool Corporation).

The new technology is not only significantly more energy efficient than conventional compressors by up to 30%, it has the additional benefits of increasing storage capacity and refrigerator design options, while enhancing the temperature control to improve food quality and safety.

In the most significant step to date in bringing the patented engineering and technology innovation to market, Fisher & Paykel Appliances has exclusively licensed the technology to U.S. owned Brazilian compressor manufacturer Embraco (owned by Whirlpool Corporation).

Fisher & Paykel Appliances developed the compressor design concept and technology, and has worked closely with Embraco over the past few years to fine tune the compressor. In partnership with Embraco, the next stage will take it into field trials, and then mass production.

Fisher & Paykel Appliances Managing Director and Chief Executive Officer, Stuart Broadhurst says the development of a compressor that will significantly reduce energy consumption is a tribute to the vision and ingenuity of the engineering team. "In most households, the refrigerator is one of the larger appliance power users and reducing energy consumption is a consistent goal of our product development team.

This new compressor delivers a leap forward in energy efficiency that has previously been unachievable in conventional compressors used in the majority of today's refrigerators."

Current compressors must remain upright as they contain oil. The new environmentally friendly compressor doesn't contain oil and therefore allows more flexibility in the installation and positioning of the compressor.

"In addition to energy savings, the shape of the compressor will allow around 15 liters more space inside the fridge, the equivalent of five 3 liter containers of milk, or an extra fruit and vegetable compartment," said Broadhurst.

"Right from the outset the key driver for this project was to create energy savings. Developing a compressor that can also impact refrigerator capacity and enhance the quality of food stored through more sophisticated temperature control makes

this a significant leap forward for refrigeration technology and design." Fisher & Paykel Appliances says the next phase of the compressor's journey starts now, with further testing and field trials beginning in the next few months.

GE TEAMS WITH MAJOR UTILITIES, BUILDERS AND COMMUNITIES TO INCREASE AMERICAN HOME EFFICIENCY BY 70%, SAVE HOMEOWNERS HUNDREDS OF DOLLARS ON ENERGY BILLS

\$5 MILLION PROJECT WITH THE U.S. DEPARTMENT OF ENERGY (DOE) TO EMPLOY A MIX OF ENERGY EFFICIENCY AND CLEAN POWER MEASURES TO REDUCE ENERGY USAGE FOR NEW AND EXISTING HOMES



A team of technologists from GE's Industrial Solutions, Appliances, Lighting and Research divisions is partnering with major utilities, builders and local communities in the western U.S. to evaluate and develop new strategies that reduce energy usage in new and existing homes by up to 70% or more. With the average U.S. household paying \$1,240 per year in electricity costs, this program could save homeowners more than \$850 per year on their electricity costs.

GE and its project partners will assemble a comprehensive package of home energy solutions, which will be demonstrated in several test houses located in various cities throughout the western U.S., including Phoenix, Arizona; Sacramento, California, and San Diego, California. The GE team will integrate a package of roof top solar panels and smart grid-enabled energy-efficient appliance and lighting products with its recently introduced Nucleus(TM) Home Energy Manager. Nucleus(TM), part of GE's Brillion(TM) suite of smart home energy management solutions, delivers real-time energy usage consumption data to PCs and smart phone applications, empowering homeowners to track and make decisions about how and when they use energy. In addition to tracking energy improvements within individual test houses, an assessment of these solutions also will be done on a neighborhood scale.

Charles Korman, Manager of Solar Energy programs and a project leader on the Energy-Efficient Housing Partnership Initiative, said, "With deep customer connections in the utility and building industries and a broad portfolio of energy-efficient products in the home today, GE is uniquely positioned to | *continued on page 24* |

14 flavors of stains. Gone in one gulp.

Bosch stain removal technology automatically hits the optimal temperature to clean multiple stain types in a single cycle.



up to 61% less energy per cycle*
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*Savings based on annual kilowatt-hour consumption of Bosch Vision washers compared to the average non-ENERGY STAR® qualified washer. Source: U.S. Department of Energy.
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provide new solutions and products that set new standards in American home efficiency. In doing so, we can dramatically reduce our nation's carbon footprint and save homeowners hundreds of dollars more on their local utility bill every year."

GE is part of DOE's Building America team, Building Industry Research Alliance (BIRA). The team, led by ConSol, energy consultants headquartered in Stockton, California, also includes: Washington State University, Arizona State University, University of California at Davis, Ennovationz, Sacramento Municipalities Utilities District, San Diego Gas & Electric, Arizona Public Service, Pulte Homes, Salt River Project and Bank of America. BIRA was one of 15 teams selected to receive funding from the DOE through its Building Technologies Program.

Principal of ConSol, Dr. Robert W. Hammon, stated, "BIRA has provided DOE a diverse research plan that will build and expand upon the successes of the BIRA team over the last seven-and-one-half-years. We have proposed new energy-efficiency research in both existing and new homes that will advance both market segments toward DOE's Building America Program (BAP) goals."

The project is aligned with GE's ecomagination initiative, which represents the company's commitment to deliver new clean products and technologies to market that help solve our toughest environmental challenges. GE has more than 80 ecomagination certified products, including cutting-edge energy efficient lighting and appliance products, which have met the Initiative's goal of improving both operational and environmental performance. Recently, the company pledged to double its investment in clean R&D over the next five years from \$5 billion to \$10 billion.

As part of the program, GE and its project partners will test new energy efficiency and clean power measures both in newly constructed and existing homes. The DOE has cited that today residential buildings account for about 21.5% of the nation's primary energy consumption and carbon emissions, and about 38% of electricity. Of the residential buildings in existence today, about 85% were constructed prior to the year 2000. In general, the older the building, the less stringent the applicable energy code at the time of construction. As a result, many older residences may be poorly insulated, suffer from excessive air leakage, have old, poorly operating, inefficient mechanical equipment, have less efficient appliances, and have a high percentage of incandescent lights. Energy retrofits and high performance new homes are

considered to be among the most cost-effective ways for the nation to reduce its energy use and carbon emissions.

KOHLER CO. RENEWS COMMITMENT TO HABITAT FOR HUMANITY INTERNATIONAL

EXTENDS PLEDGE TO \$2 MILLION IN WATER-SAVING PRODUCTS

KOHLER Habitat for Humanity International announced that Kohler Co. has renewed its commitment, pledging an additional \$1 million in water-saving products and \$25,000 in funding to support Habitat's affordable housing work throughout the United States. The company's current pledge is part of an online campaign dedicated to water conservation and will bring Kohler's total commitment to a total of \$2 million worth of product to Habitat for Humanity.

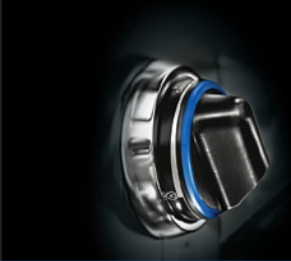
The campaign, SaveWaterAmerica.com, is aimed at providing education about the importance of water conservation and water-saving products. For every visitor who takes the simple three-question quiz, Kohler donates \$1 in water-saving products to Habitat for Humanity's sustainable building efforts. Since Jan. 2009, nearly 1,000 homes have been built with Kohler water-saving products in 47 states.

"Kohler recognizes the looming freshwater shortage facing the United States, and that saving water inside the home represents the best opportunity for a family to make a significant impact on their water consumption," said John Engberg, manager of integrated communications and research at Kohler. "SaveWaterAmerica continues to educate homeowners, and benefit Habitat for Humanity with donations of KOHLER plumbing products."

Information about water-saving products is easily accessible on SaveWaterAmerica.com, which includes a database of available toilet rebate programs throughout the country. These rebates, ranging from \$25 to \$150, help offset the cost of replacing older model fixtures.

"Habitat for Humanity is committed to building energy-efficient homes and conserving natural resources, not only as a matter of conserving resources but also to better serve families," said Larry Gluth, senior vice president for the U.S. and Canada at Habitat for Humanity International. "Money saved on utility costs help to make Habitat homes even more affordable."

| *continued on page 26* |



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ABOUT HABITAT FOR HUMANITY INTERNATIONAL

Habitat for Humanity International is an ecumenical Christian ministry that welcomes to its work all people dedicated to the cause of eliminating poverty housing. Since its founding in 1976, Habitat has built more than 350,000 houses worldwide, providing simple, decent and affordable shelter for more than 1.75 million people. For more information, visit www.habitat.org.

ABOUT KOHLER CO.

Founded in 1873 and headquartered in Kohler, Wis., Kohler Co. is one of America's oldest and largest privately held companies. Kohler is a global leader in the manufacture of kitchen and bath products, engines and power generation systems, cabinetry, tile and home interiors, and an international host to award-winning hospitality and world-class golf destinations.

PETRA ANNOUNCES THE WINNERS FOR ITS \$25,000 SWEEPSTAKES GIVEAWAY SECOND QUARTER PRIZE DRAWING



Petra Industries, a leading wholesale distributor of consumer electronics, custom installation products, mobile audio/video accessories and appliance connection supplies, announced today the winners for its second quarter prize giveaway tied to their 25th Anniversary sweepstakes promotion.

In January of this year, Petra unveiled its \$25,000 sweepstakes along with the announcement of a series of other quarterly promotions to celebrate the company's 25th Anniversary. The second quarter prize winners include Gary Scotti from Scotti's Record Shop in Summit, NJ who won a 46" Samsung TV; Ron Masaro from RMS Communications, Inc. in Garrison, NY who won an Apple® iPad™; Kevin Lowe from Lowe's Electronics, Inc. in Chagrin Falls, OH who won a Coby® 12.1" Netbook and Jeff Broome from Madison, MS who won a Flip Video™ camcorder. Petra's second quarter prize winners along with the first quarter winners are showcased at www.petra.com/prizewinners.

Petra's second quarter prize drawing is the second to last drawing leading up to the grand prize giveaway of \$25,000 and a free trip to CES 2011 in Las Vegas, which occurs in December. An entry into Petra's sweepstakes automatically registers participants for the grand prize and the sweepstakes contest is open to all dealers nationwide so registrants do not need to be a current Petra customer to win. A third quarter

prize drawing will also be held in October.

"Our second quarter giveaway response was even better than our first and our winners were more than pleased to accept their prizes," says Bill Stewart, President/CEO of Petra Industries. "Word is spreading in the industry about our sweepstakes because it's open to all dealers nationwide. We are really excited to see how it ramps up as we get closer to the big December drawing."

ABOUT PETRA

Petra is the nation's leading wholesale distributor of consumer electronics, custom installation products, mobile audio/video accessories and appliance connection supplies. Headquartered in the Oklahoma City metropolitan area for 25 years, Petra carries more than 20,000 products from more than 500 manufacturers. Petra's mission is to provide the highest level of service, integrity and product value to ensure customer satisfaction. Petra's full-color catalog is mailed twice annually to independent retailers, e-tailers, and custom installers and integrators nationwide. Petra offers same-day shipping for orders placed before 6:00 p.m. CDT, a lowest-price guarantee to beat any competitive distributor's price on an identical item, expert sales support, 24-hour online ordering and never requires a minimum order. Petra is a member of CEA, CEDIA and PARA. For more information on Petra, visit www.petra.com or call 1-800-443-6975.

WHIRLPOOL CORPORATION ROCKS THE APPLIANCE WORLD WITH A 70-CITY TRAINING TOUR

SALES TEAMS RECEIVE ARSENAL OF PRODUCT INFORMATION TO BETTER SERVE CUSTOMER NEEDS



Although not as famous as the latest summer tours of Bon Jovi or Lady Gaga, Whirlpool Corporation will soon be packing up and hitting the road as well. The seven-week initiative, "Whirlpool Corporation on Tour" will train sales associates in 70 cities across the United States on the latest new product innovations and key selling points of Whirlpool Corporation's appliances.

"Whirlpool Corporation on Tour makes learning about the company's products easy and entertaining," said Liz Okon, Sales Training Manager at Whirlpool Corporation. "By bringing the training tools and field experts | *continued on page 28* |



SAMSUNG

Samsung Appliances Now Available to the Independent Dealer Channel.

Breathe new life into your appliance sales with cutting-edge designed appliances from Samsung. From top selling front load washers and dryers that are huge on style and capacity, to sleek kitchen appliances that make cooking a joy and clean-up effortless, it's no wonder Samsung is the elegant appliance customers want most.



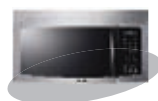
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10 Nationwide Locations Rapid Ship Services Legendary Customer Service Drop-ship Services

to sales associates across the nation, we are providing an unmatched, hands-on learning experience. A well-educated sales team offers customers better in-store experiences, and gives companies more opportunities to grow their business.”

Beginning in mid-September, the multi-day training will offer the latest product launch information on refrigerators, cooking appliances, dishwashers and laundry pairs from Whirlpool, Maytag and KitchenAid brands. Whirlpool on Tour’s “Backstage Pass” includes the newest laundry pairs from Maytag(R) and Whirlpool(R) brands.

Course content, led by field-brand experts, is geared towards sales teams of independent retailers, larger retail accounts, associate contract distributors, showroom consultants and designers, as well as home improvement stores. Sessions will be broken out into various segments in order to deliver customized training to meet the needs of each specific audience.

“Today’s sales associates assist homeowners in creating functional and efficient kitchen and laundry spaces. The branded vignettes on tour provide sales teams with examples of well-designed and practical recommendations for nearly all lifestyles,” added Okon.

For more information about Whirlpool Corporation on Tour, or to find out when a training event is coming to a city near you, contact your local account representative.

ABOUT WHIRLPOOL CORPORATION

Whirlpool Corporation strives to exceed expectations with appliances that help building professionals create homes of distinction. The Inside Advantage(TM) is designed to meet the needs of Whirlpool Corporation’s building community customers. More than a program, The Inside Advantage(TM) provides trade customers with the strength of Powerful Brands, Innovative Products, Market Insight and Targeted Services, all from one company.

Whirlpool Corporation is the world’s leading manufacturer and marketer of major home appliances, with annual sales of approximately \$17 billion in 2009, 67,000 employees, and 67 manufacturing and technology research centers around the world. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Consul, 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 professionals, please visit www.insideadvantage.com or call 1-800-952-2537.

THERMADOR SELECTED AS THE EXCLUSIVE APPLIANCE BRAND FOR NAHB’S THE NEW AMERICAN HOME® 2011

ULTIMATE COOKING APPLIANCE BRAND JOINS ELITE GROUP TO BE CHOSEN FOR NAHB’S SHOWCASE HOUSE FOR TWO CONSECUTIVE YEARS

Thermador® One of the most anticipated new homes in the homebuilding industry will once again feature professional-grade appliances from the original cooking brand Thermador in 2011.

For the second year in a row, Thermador has been chosen as the featured luxury kitchen appliance provider for The New American Home® (TNAH), the annual showcase house presented by the National Association of Home Builders (NAHB) at the International Builders’ Show (IBS). The announcement marks one of the few times in the 28-year history of TNAH that the same appliance manufacturer has been designated for the honor for two consecutive years.

Consistent with its identity as the ultimate cooking brand for the serious culinary enthusiast, Thermador will be working closely with NAHB to create a professional-grade, cooking- and entertaining-oriented kitchen equipped with the latest Thermador cooking, cleaning, refrigeration and ventilation appliances. The New American Home 2011 will debut during the 2011 International Builders’ Show, January 12-15, 2011, in Orlando, Fla.

Since its inception in 1984, TNAH has showcased the products provided by the National Council of the Housing Industry (NCHI), the leading suppliers of NAHB. The finished product doubles as both a show home and for-sale product, balancing architectural freedom with the bottom line. It also serves as a collection of ideas that builders, remodelers, architects, designers and other trade professionals can take away — in large pieces, or bit by bit — and apply to millions of homes across the country.

“The NAHB’s selection of Thermador for both the 2010 and 2011 showcase homes reiterates our strong brand appeal among builders and other professionals demanding the ultimate in cooking innovation, design and performance,” said Zach Elkin, director, Luxury Division, Thermador. “Once again, a Thermador kitchen design will highlight the industry’s most prolific new home — and we couldn’t be more proud.”

The 11,200-square-foot showcase home features 9,689 square feet of heated and air conditioned space. It integrates state-of-the-art technology in an American Empire design with Greek Revival elements, and combines an inviting layout with elegant style, eccentric interiors and easy classicism. | *continued on page 30* |

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As the world's largest manufacturer of food waste disposers, we have disposers available. They're made right here in the USA, using a well-established supply chain, so they're ready whenever you and your customers are. We also offer a range of products – from our Badger® Series, which delivers proven performance and value, to our Evolution Series®, capable of grinding the toughest foods with barely a sound. Discover all the advantages of InSinkErator, the world's leading food waste disposer brand and the choice of 9 out of 10 plumbing professionals. To speak with a product specialist, please call 1-800-558-5712, Ext. 4633.



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*The mounting collar configuration is a trademark of Emerson Electric Co.



The innovation-focused kitchen, designed specifically for the culinary enthusiast passionate about cooking and entertaining, will boast built-in Thermador Professional® Series Ovens, Microwaves and the recently introduced Steam & Convection Oven. The primary cooking appliance will be the Thermador Professional Series Rangetop featuring the exclusive Star® Burner, and will be accompanied by a matching Professional Series Custom Hood Insert. The main kitchen also delivers the flexibility of Freedom® Collection built-in modular refrigeration and wine preservation columns, a warming drawer and a built-in Savor® coffee system. Completing the kitchen is the high-performance Thermador Sapphire® Dishwasher, capable of accommodating up to 18 wine glasses.

Unique applications of the steam oven, coffee machine, warming drawers, wine columns and dishwashers provide all the comforts of luxury living and entertaining that make this residence a true dream home.

For more information, visit www.thermador.com or follow us on Facebook and Twitter at www.facebook.com/thermador and @ThermadorHome, respectively. For Thermador customer service, call 1-800-735-4328.

ABOUT THERMADOR

Thermador has been providing real innovations for real cooks for more than 75 years. The iconic line of cooking, cleaning, refrigeration and ventilation products remains committed to empowering culinary enthusiasts to be their best through continuous innovation breakthroughs – from the world's first wall ovens and gas cooktops with the patented Star® Burner to a speedcooking oven that reduces cooking time by 50 percent.

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.

SANUS® SHIPS SUPER SLIM MOUNT WITH EXCLUSIVE FINGERTIP TILT TECHNOLOGY

SANUS SYSTEMS Sanus®, a leading global brand of audio/video mounts, furnishings and consumer electronics accessories, announces it is now shipping the VisionMount® HDpro™ Super Slim VMT15 Tilting TV Wall Mount for 26" – 46" flat-panel TVs weighing up to 100 lbs.



The VMT15 places ultra-thin TVs just .77" from the wall for an incredibly low-profile appearance and includes exclusive Adjustable Virtual Axis™ technology. Adjustable Virtual Axis™ technology was engineered by Sanus to accommodate virtually all TV brands on the market with varying depths and offer up to 10° of smooth, effortless tilting with the touch of a fingertip.



"The VMT15 surpasses all other ultra-thin tilting mounts on the market," said VisionMount Product Manager Jeff Lasch. "Sanus Super Slim tilting mounts are the only ultra-thin mounts in the industry that place TVs less than an inch from the wall and offer exclusive tilting technology, post-installation adjustments and cable management features."

The VMT15 is easy to install and use. Featured technologies include:

- ProSet™ technology for easy height and leveling adjustments after installation
- A ClickStand™ mechanism for easy cable access by holding the TV out from the wall
- Quick-release tabs for fast TV removal
- Lateral shift for perfect wall placement even with off-center studs
- Adjustable Virtual Axis™ technology for effortless fingertip tilting

ABOUT SANUS

Sanus, a division of Milestone AV Technologies, designs and builds fine AV mounts, furniture, stands and accessories. Every Sanus product is engineered to enhance AV systems and the surrounding décor. Today Sanus offers more than 300 home theater units, TV and audio stands, mounts, speaker supports, AV equipment racks and accessories. Sanus products are available at thousands of retail locations worldwide and can be seen at the company's website: www.sanus.com. **RO**

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36" Double Oven Gas Range

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- 36" & 30" Self Cleaning Dual Fuel Single Oven Range
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Ranges, Wall Ovens & Cook Tops

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- 30" Gas Wall Oven
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Representing over 50 years of tradition, The Majestic Collection is a unique line hand-crafted in Italy by Ilve. Renowned for innovation and superior design by experienced artisans, these dual fuel ranges are available in colors to match your décor. You can choose from a variety of configurations that will enhance your cooking enjoyment & complement your lifestyle.

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GE, Kenmore and Bissell Join CES' Connected Home Appliances Techzone

TOP APPLIANCE MANUFACTURERS FEATURED IN CONNECTED HOME APPLIANCES TECHZONE AT 2011 INTERNATIONAL CES

The Consumer Electronics Association (CEA)[®] announced that GE, Kenmore and Bissell will be among the exhibiting companies in the Connected Home Appliances TechZone at the 2011 International CES[®]. The Connected Home Appliances TechZone, co-sponsored by CEA, the Association of Home Appliance Manufacturers (AHAM) and The Retail Observer magazine, will highlight manufacturers of next-generation appliances. The world's largest consumer technology tradeshow, the International CES, is set to run January 6-9, 2011 in Las Vegas, Nevada.

These major name manufacturers are flocking to the Connected Home Appliances TechZone, because they know it's the best area at CES for showcasing products designed to integrate, connect and network the lives of consumers throughout the home," said Gary Shapiro, president/CEO, CEA. "Consumers want to connect devices within their homes, and this area provides an opportunity for CES exhibitors to demonstrate how connected home appliances will make home life easier and more energy efficient."

The Connected Home Appliances TechZone will showcase manufacturers, suppliers, utilities and others in the connected appliances arena. This exhibit area will feature major and portable household appliances and innovative technologies that integrate with other electronics products to improve consumers' health and productivity while reducing their environmental impact.

"Kenmore is excited to participate in the 2011 International CES Connected Home Appliances TechZone. This year, we have undertaken a massive re-launch, introducing break through innovations across all our categories," said Betsy Owens, vice president,

Kenmore brand. "We are proud to be among the innovation leaders at CES and look forward to showcasing our latest advancement, Kenmore Connect[™], that shares real-time diagnostics directly from the appliance to highly-trained Kenmore Connect[™] service experts. This is yet another milestone in the brand's history of offering its customers best-in-class innovation and service."

Companies interested in exhibiting at the 2011 Connected Home Appliances TechZone at CES should contact Ryan Strowger, Director of Business Development for CES, at rstrowger@CE.org.

ABOUT CEA:

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$165 billion U.S. consumer electronics industry. More than 2,000 companies enjoy the benefits of CEA membership, including legislative

advocacy, market research, technical training and education, industry promotion, standards development and the fostering of business and strategic relationships. CEA also produces the International CES – The Global Stage for Innovation. All profits from CES are reinvested into CEA's industry services. Find CEA online at www.CE.org

ABOUT AHAM:

The Association of Home Appliance Manufacturers (AHAM) is a not-for-profit trade association representing manufacturers of major and portable home appliances, floor care appliances and suppliers to the industry and is headquartered in Washington, DC. You can visit the AHAM web site at www.aham.org. **RO**



KITCHEN & BATH October MONTH



Designed by NKBA Member Tricia Bayer
Photo: 360 VIP

NKBA[®]

National Kitchen & Bath Association

Celebrate Kitchen & Bath Month with the NKBA

- NKBA Gives Back: Members can donate products through a partnership with The Storehouse of World Vision
- See inspiring kitchen and bath designs
- New Member Marketing Tool: NKBA Kitchen and Bath Planners
- Find out how to celebrate kitchens and baths during October with a sales promotion, event, or increased marketing
- Share your marketing success stories with the industry



Designed by NKBA Member Kenneth Kelly, CKD, CBD, CR
Photo: Ric Marder Imagery, LLC



Designed by NKBA Member James Howard, CKD, CBD
Photo: Aise O'Brien Photography

► [Learn More at NKBA.org/KBmonth](https://www.nkba.org/KBmonth)

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THE NATIONAL Celebrat Month

NKBA ANNOUNCES NEW PLANNERS

During October, the National Kitchen & Bath Association (NKBA) will celebrate Kitchen & Bath Month by helping consumers enhance the value of their homes with the free downloadable NKBA Kitchen Planner and NKBA Bath Planner. In addition to introducing the new planners at NKBA.org/Planners, the NKBA and its members are donating products to the Storehouse of World Vision, official partner of Kitchen & Bath Month.

For consumers looking to update their homes, the NKBA is offering new kitchen and bath planners beginning in October to support remodeling projects. The planners enlist the expertise of NKBA professionals to guide homeowners through every step of kitchen and bath remodels by clarifying the process, explaining required decisions and offering in-depth industry knowledge. Key features of the NKBA Kitchen and Bath Planners include:

- A step-by-step guide of the remodel from start to finish
- Guidelines of details and components to consider while planning
- Comprehensive design options to choose your personal style
- Tips for setting a budget range, including advice on ways to save
- Assistance on finding the right professional for your remodel
- A checklist of considerations and tips to finalize your choices



KITCHEN & BATH ASSOCIATION es Kitchen & Bath by Giving Back

PLANNERS AND PARTNERSHIP WITH THE STOREHOUSE OF WORLD VISION

“During Kitchen & Bath Month, the NKBA and its members will continue to aid consumers by offering our free NKBA Kitchen and Bath Planners for those interested in increasing the value of their homes with kitchen and bath remodels,” stated Don Sciolaro, chief executive officer of the NKBA. “In addition, we are honored to continue our longstanding relationship with World Vision by challenging our members to provide products such as appliances, fixtures, lighting and surfacing materials for future installation in facilities assisting those less fortunate.”

This October, the NKBA and the Storehouse, a World Vision program that provides building products to benefit more than 3,500 non-profit organizations across the United States, will join together to collect as many as 1,000 kitchen and bath product donations from NKBA members to assist with building projects and renovations. As the United States faces one of the worst economic times in history, these contributions will allow World Vision to construct or enhance community centers, shelters and other facilities that support people in need. The NKBA is promoting its partnership with World Vision by engaging its nearly 40,000 kitchen and bath industry members to donate essential products that will contribute to the renovations of these facilities and help World Vision fight poverty.

NKBA NATIONAL KITCHEN AND BATH MONTH

“In these challenging economic times, the need to build and remodel support facilities is essential, and a significant

part of improving the facilities involves the need for kitchen and bath product donations,” said Efrain Perez, corporate relations director of the Storehouse of World Vision. “With the help of the NKBA and the donated products from members, we will be able to update many of those facilities and further support those in need. We are grateful for our partnership with the NKBA, which allows us to continue our mission of fighting poverty and injustice.”

Established by the NKBA in 1982 and celebrated annually, Kitchen & Bath Month is a time to raise awareness of the importance of kitchen and bath professionals and to honor their achievements. During October, NKBA members throughout the country are committed to providing homeowners with guidance and assistance in adding value and livability to their homes. In addition to providing the free Kitchen and Bath Planners, consumers visiting NKBA.org/Planners will be able to easily access a list of NKBA professionals within their area. There is additional information about Kitchen & Bath Month at NKBA.org/KBMonth.

The Storehouse of World Vision product donation program offers companies a fast, efficient and responsible business solution to donate excess inventory or produced-to-give products to assist those in need. Since 2001, the NKBA and World Vision have worked together to provide to those less fortunate. In the past 10 years, the NKBA and its members have donated nearly \$100 million in kitchen and bath products to the World Vision Storehouse. **RO**

Global Giving Changes the Lives of Children and Spreads Year-round Joy

EXTEND HOLIDAY DOLLARS THROUGH THE WORLD VISION GIFT CATALOG
GIVE PRESENTS OF HOPE AND HEALING

As the economy continues to struggle, shoppers will look for ways to extend their holiday dollar. What better way than giving two gifts for the price of one—honor a person by name and give a gift that has real-life implications for a family in need? This year meaningful, useful gifts can be purchased through the World Vision Gift Catalog, as 89 percent of donations received go to programs helping children and families overcome poverty in nearly 100 countries.

Each of the 35 pages in the catalog overflows with gifts, inspiring stories and photos. The catalog offers more than 100 poverty-fighting gifts ranging in price from \$16 to \$39,000 that can be purchased in the name of a family member, teacher, co-worker or child, including many affordable items under \$30.

“The global economic crisis and food shortages are pushing millions deeper into poverty,” says World Vision Gift Catalog National Director Devin Hermanson. “I know that people are feeling strapped, but for as little as \$25 someone can donate a pair of chickens to a family. Those chickens, as they lay eggs, grow and multiply can change generations of lives in a community. There are plenty of other choices in the World Vision Gift Catalog that are both inexpensive and tremendously powerful in impact.”

The benefit of a gift of livestock, such as a goat, can be found in Dorothy’s story. She is a single mother of six from Zambia who received one goat from a gift catalog donation. The goat multiplied to a herd of 14 and now her family is able to sell the milk allowing her to purchase food and pay school fees for her children.

Since the World Vision Gift Catalog was first introduced in 1996, new gifts have been introduced each year. Its popularity as a gift-giving alternative has grown substantially with more than 100,000 purchases made last year. Goats remain the most popular item -- over 50,000 goats were given to families around the world.

Giving a gift from the catalog is more than making a cash donation in a loved one’s name; gift givers can select items that

match the hobby or interest of the recipient, for example:

- A gardener may like hybrid or drought-resistant seeds for a farmer (\$17)
- The sports enthusiast could get a kick out of four soccer balls donated to a school (\$32)
- A co-worker might appreciate job training supplies given to a women needing skills and business training (\$25)
- A foodie knows the importance of eggs, milk and meat in a diet and would see the value of a gift of a goat and two chickens (\$100)

January 12 marks the one year anniversary of the devastating earthquake in Haiti. The gift catalog includes items that will aid the millions of children and families who are still homeless and hungry:

- Food such as beans, flour and cooking oil as well as agricultural support, health care and other life-saving help (\$25 provides \$100 worth of care)
- Fast Track Frame shelters, designed to safely withstand earthquakes and high-wind hurricanes, are created from concrete, steel tubing and recycled materials (\$50 provides \$200 worth of building supplies)

After purchasing a Gift Catalog item, the person in whose name the gift was given will receive a special card describing the item as well as its impact.

Visit the website to view a short video clip that chronicles the long-term benefit of a goat (one of the most popular gift items) given to Dorothy, a single mother of 6, in Zambia. The clip shows how one goat can transform the lives of a family and impact an entire community.

World Vision is dedicated to helping children and their communities worldwide reach their full potential by tackling the causes of poverty. They serve the world’s poor, regardless of a person’s religion, race, ethnicity or gender. For more information, visit www.worldvision.org. **RO**

World Vision®

Building a better world for children

changing the world— one child at a time

World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. Motivated by our faith in Jesus Christ, World Vision serves alongside the poor and oppressed as a demonstration of God's unconditional love for all people. We serve all people, regardless of religion, race, ethnicity, or gender.

To learn more about our work, visit us at www.worldvision.org.



How to Protect Your Business from

SKIMMING,
FALSE CLAIMS,
FRAUDULENT
BILLING, CHECK
TAMPERING,
UNAUTHORIZED
DISBURSEMENTS,
ALTERED PAYROLL.

Embezzlement can take many forms, but one thing is certain, embezzlement represents a major threat to the financial well-being of your business.

According to the Association of Certified Fraud Examiners, U.S. businesses lose nearly \$1 trillion annually to occupational fraud, including embezzlement. Perhaps even more disturbing to the small businesses community is that small businesses suffer both a greater percentage of occupational frauds, as well as a higher median loss to occupational frauds, than their larger counterparts.

Internal Revenue Service Criminal Investigators, renowned worldwide for their financial investigative expertise, have a singularly focused mission; we follow the money. This pursuit requires us to trace the flow of funds from the source, through the perpetrator, and on to its final disposition. This includes the crime of embezzlement, as well as other crimes that may arise from the embezzlement, such as money laundering and tax evasion. An embezzlement conviction can carry significant penalties, from fines and forfeiture, to restitution and prison. Here are just a few examples of embezzlement cases investigated by IRS Criminal Investigation that culminated in severe consequences for the individuals charged:

- On March 26, 2009, in Philadelphia, Pennsylvania, Brian J. Rowland was sentenced to 63 months in prison for embezzling more than \$3 million from the Delaware County advertising firm where he

worked as a bookkeeper. Rowland pleaded guilty in December 2008 to one count of wire fraud and one count of tax evasion. According to court documents, the fraud scheme went on for more than 10 years and consisted of Rowland writing checks to “Business Management Concepts,” a fictitious company. Rowland would then deposit the checks into a bank account in the name “Brian Rowland T/A Business Management Concepts.” Rowland would then use the money in that account for his own personal expenditures. Additionally, between 2003 and 2006, Rowland evaded paying \$343,506 in income tax on the proceeds of his embezzlement.

- On September 9, 2009, in Columbia, South Carolina, Jonathan Moses was sentenced to 96 months in prison for his role in a scheme to embezzle more than \$5.2 million dollars from the Department of Social Services (DSS). Moses pleaded guilty on June 30, 2009, to conspiracy to commit mail fraud, wire fraud, theft of government property and money laundering. According to



From the Crime of Embezzlement

court documents, Moses admitted cashing six DSS checks that were illegally obtained and to recruiting approximately fifteen people who, in turn, recruited hundreds of others to cash additional checks.

- On November 17, 2009, in Sacramento, California, Regina Schenck was sentenced to 41 months in prison, to be followed by three years supervised release, for computer fraud and filing a false tax return related to her embezzlement of approximately \$1.3 million from a Sacramento law firm. Schenck was also ordered to pay \$1.3 million in restitution to her former employer and \$264,000 in restitution to the Internal Revenue Service. According to documents presented in court, Schenck wrote law firm checks to pay her own bills, created false documents, and told lies to cause law firm partners to authorize checks that she secretly used to buy five horses and a horse trailer. She used the law firm's computer network to inflate her salary, give herself bonuses and benefits, and she omitted her fraud-procured income from her tax return.

During our investigations, we often find that businesses did not take some basic precautions to protect themselves from embezzlers. Here are some suggestions that may help protect your business:

- Control access to funds. Know exactly who has access to the money and why they need it. Perform criminal background checks on any employee who will have access to business related funds. Never give complete control over the entire financial process to a single employee. Segregating duties is vital to maintaining the financial integrity of your business.
- Rotate job responsibilities. Cross training employees and rotating job responsibilities will make it more difficult for aspiring embezzlers to establish a routine and operate undetected.
- Mandate leave. Many embezzlement schemes have been uncovered when the embezzling employees or their accomplices were unable to cover their tracks during absences from work. Institute a policy mandating time off or vacations for all employees and stick to it.
- Maintain integrity. Trust is a two way street. Employers attract trustworthy employees when they themselves foster an atmosphere of honesty in the workplace. You set the example through your dealings with other businesses, government entities, or regulatory agencies. Remember, if your business practices are less than honest, an

industrious employee may follow your example and apply those same principles to take advantage of you.

- Pursue prosecution. Many small business owners enact strict policies, but for various reasons, fail to follow through. Establishing a zero tolerance policy on fraud in the work place will put your employees on notice that criminal behavior will not be tolerated. Prosecution also puts the embezzler's future employers on notice when the crime becomes a matter of public record.

We certainly don't want this to happen to you. However, if you do find that you and your business have fallen prey to an embezzlement scheme, contact your local law enforcement agency. Another option is to contact your local IRS office and ask to speak with a special agent in Criminal Investigation. Why the IRS? Because all income, including illegally embezzled funds, is generally fully taxable and must be reported on federal income tax returns. Willfully evading the taxes on income may lead to a maximum penalty of five years in prison and/or a \$250,000 fine.

To report tax fraud, please visit www.irs.gov and download an Information Referral, Form 3949-A. Complete the form and submit it to the IRS using the attached instructions. **RO**

*IRS criminal investigation special agent
Ron Marker, Public Information Officer,
Las Vegas Field Office*

Are You Mobile Ready?

Have you noticed those weird barcode-looking squares that have been popping up in magazines, on billboards, and in ads? They've started to be embedded in photographs and appear in music videos, t-shirts and oil paintings. They're actually 2D barcodes which have more information and are easier to scan than traditional ones. They're all the rage in Europe and Japan and just starting to appear in the U.S.

Also referred to as Tags or Markers, they're QR Codes—for Quick Response—initially used for tracking parts in vehicle manufacturing. QR Codes are now used in a much broader context, including both commercial tracking applications and convenience-oriented applications targeted to mobile phone users. It's a natural way for retailers to capture consumer interest and new, younger more mobile customers.

Customers and prospects can easily download an app to their Smartphone with which they can scan the barcode. They'll quickly be taken to that business' URL or, if the company set up their QR Code on Google, to the dealer's mobile Place Page on Google. There they can read reviews to see what other users think about the business, find a coupon that the business has posted to their website or leave a review right after they exit the website.

Since December, Google has moved the technology forward by sending out QR encoded door stickers to 100,000 businesses that have been identified as a Google Favorite Place based on how

many Google users looked for more information about that local business. Business owners can get this data about their business after they claim their free listing at google.com/lbc. As I'm writing this, Google is offering a 30-day free trial of their enhanced Google Places service with a QR Code. After that, there's a \$25 monthly charge.

You can develop your own QR Code and link to your website or a coupon page on your site for free. I went to the App



Store on my iPhone, searched QR and instantly downloaded the scanner to my phone. I went to Qurify.com and created a free Tag. See how easy it is to use—download a QR app to your phone and scan my QR Code (hint: it should take you to <http://ellyvalas.com>).

Why should you embrace this new technology? Prospects don't have to be in front of their computers to learn about your business. They'll see your Tag in ads, on your business cards, on billboards, your storefronts and your web site. They

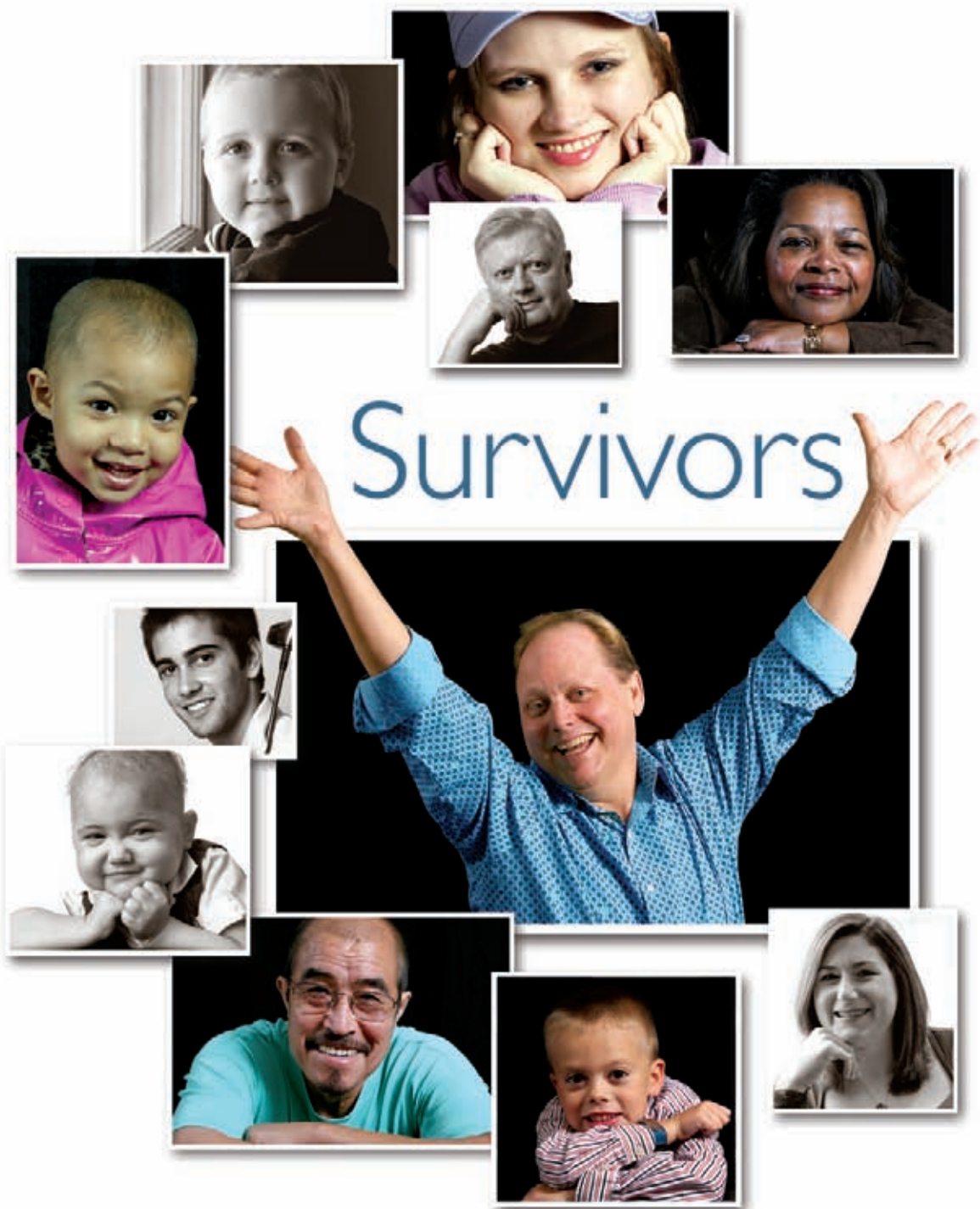
can scan it and have the information about your store available wherever they travel. Boomers are now on Facebook, and new technology is becoming less foreign to broader segments at a faster rate of time.

Coupons can be tied to your QR Code, putting an offer in the hands of the consumer at the point when they are looking at your physical location - a huge opportunity to drive sales. Capturing valuable feedback on twitter and other networking sites from consumers now is just one "click of the camera" away, and can provide almost up to the minute consumer data in a nearly face-to-face environment. Young digerati spend their time out and about, not in front of their computers and TVs, and they certainly don't read newspapers. If they see your QR Codes around town, you'll be perceived as progressive and hip.

Too often, independents have been slow in deploying new technologies. They wait until their big box competitors have led the way into new arenas and then complained about losing customers and market share. Start experimenting with QR Codes today. It's easy and cheap. It may or may not be the next hottest thing but it's evolving today. Lead, follow or get out of the way. **RO**

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





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Service Recovery

A GREAT RETURN ON INVESTMENT

I don't care how good your organization is, or how good your people are, you will make an occasional mistake that could cost you customers. How you handle those mistakes can make the difference between your company's survival or its demise. Service recovery—doing whatever is necessary to solve a customer's problem quickly and to that customer's satisfaction—is critical for any business.

Research shows that customers who have had a problem with a company—and have had that problem solved to their satisfaction—are more loyal than customers who have never had a problem with the company. Service recovery is one of the most effective—and inexpensive—tools any organization can have in attracting and retaining customers.

Along with increased loyalty, comes another positive byproduct: word-of-mouth advertising. This is the most powerful advertising you can get, and it costs you almost nothing and it also carries much more credibility than any advertising you can pay for. When customers tell their friends and family members about the wonderful service they received from a company, they are giving that company their stamp of approval and luring other customers to it.

Service recovery has the greatest impact when it is practiced by frontline employees. At a recent dinner at Outback Steakhouse, I notified Alex, the restaurant's host, that his knife had water spots. Alex apologized, replaced it, and said, "We're going to do something for you." A few minutes later, Nate, the manager, stopped by my table, apologized, and, supporting Alex's decision

to compensate us for the water-spotted knife, he offered me a complimentary dessert. All I wanted was a clean knife, but what I got was gold-star service. The dessert, which was listed at \$6 and was large enough for two diners, was probably worth about \$1 out of pocket. But with all of the word-of-mouth advertising I have given Outback Steakhouse, both in person and through my online newsletter, as a result of how they treated me, that \$1 investment in service recovery garnered Outback Steakhouse advertising that was probably worth tens of thousands of dollars. Outback is one of very few companies that has mastered service recovery.

Service recovery is critical to keeping customers—and to the survival of any Business. I recommend taking these four steps whenever a customer experiences a problem with your organization:

1. **Act quickly.** The magic occurs when a customer's problem is handled by a frontline employee. If that employee must seek approval from several superiors, which takes time, the customer becomes increasingly frustrated and the opportunity to solve the problem—and save the sting of the situation—is greatly decreased.
2. **Take responsibility.** Don't pass the blame on to someone else, simply admit that a mistake has been made and apologize for the situation. Don't take it personally; you are merely acting on behalf of the company to ensure that the problem is solved and that the customer is satisfied. An apology also goes a long way toward defusing a customer's anger.
3. **Be empowered.** What impressed me with

the situation at Outback was that Alex took care of my problem without having to consult with his manager. He not only replaced my water-spotted knife, he offered me a free dessert. In the process, he gained my loyalty as a customer.

4. **Compensate.** Every company has something it can give to a customer who experiences a problem. It doesn't have to cost a lot, but its value as far as goodwill and customer loyalty will be priceless. Identify 10 to 20 products your company has that have value in the eyes of the customer but won't cost you an arm and a leg when used as compensation for a problem. For an airline, that might be a first-class upgrade, while for a dentist it might be a free cleaning.

In order for service recovery to work, it must be embraced by every employee in the organization, from the CEO on down. Employees, especially frontline employees, must be trained on how to deal with disgruntled customers and empowered to solve their problems quickly without having to seek approval from a superior. When you make service recovery part of your business strategy, you will boost the loyalty of your customers, attract new customers with word-of-mouth advertising, and see a dramatic increase in revenues. **RO**

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



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QR Codes: a New Way to Engage Customers and Provide Information



These days, it seems everyone has a smart phone; BlackBerrys, iPhones, Droids, the list goes on. The functionality of these phones is a hit with consumers, as they offer applications (or “apps”) that do just about anything, making people’s lives simpler.

But the ubiquitous smart phone also gives businesses new opportunities to engage with their customers, enrich the shopping experience, and optimize their marketing plan. One such opportunity is the Quick Response Code, or QR Code for short.

A quick review for those not familiar: QR Codes are two-dimensional matrix barcodes that can encode text, URLs, or other data. They were developed by a Japanese company to track parts during automobile manufacturing.

Marketers are quickly finding new ways to use QR Codes to provide information to consumers. You may have noticed them on signs, billboards or even business cards. Anyone with a smart phone can read a QR Code—all they need is a reader app, which is usually free.

Want to try it out? Three QR Codes are pictured here. If you have a smart

phone, do a search in your app store for a QR reader or a QR scanner. There are several, and most of them are free. Download it, open it, and aim your phone’s camera at these codes and see where they take you.

USES IN RETAIL

How can you use QR Codes in your store or in your marketing? To start, you have to generate the actual codes. There are several sites, like www.qrstuff.com, that generate QR Codes. Simply input the URL, phone number or text you want to encode, and the site will generate a QR Code you can download and use however you like. It’s fast, easy and free.

After that, the possibilities are limited only by your imagination. Here are some ideas to get you started:

- Use them as a silent showroom employee. Create a QR Code for every product in your store, each leading to a Web page that provides specifications, pricing and other key product information.
- Place a QR Code on an in-store display that leads to a You Tube video about

your other capabilities, like design or service, or a special message to customers

- Make it something special for people who discover it. An entry to a sweepstakes or a coupon for a discount on certain items.
- Add QR Codes to your literature or direct mail, directing people to your Facebook page or your Web site.
- Use them on your business cards. QR Codes can be set to automatically dial a phone number.

Use of QR Codes in the United States is really just starting, so chances are most of your customers will not be familiar with the technology. But this gives you a chance to show that you are on the cutting edge and educate consumers about a new way to use their phones. [▶](#)

BUILD

Christopher Thiede owns BUILD Communications, a branding and PR firm. Read Chris’ blog at www.buildcommunications.com.





The Silhouette Select 5.4 cu. ft. Compact All Refrigerator is a perfect addition to any kitchen or wet bar. Boasting premium features such as white LED lighting, consistent fan forced cooling, and set and forget thermostat, this model bring style and class to any setting. To learn more or locate a retailer near you, visit us at www.danby.com

Silhouette
SELECT

The profile of good taste.

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"Without continual growth and progress, such words as improvement, achievement, and success have no meaning."—Benjamin Franklin

I have spent the last year (plus) extolling the virtues of business process analysis and technology optimization as means to improve operational efficiency, enhance customer service, and provide a blueprint to help survive in this brutal business climate. ERP implementation, cutting costs, driving out inefficiency, automating complex processes, cross functional team analysis, and repositioning resources from back room to customer touch points have all been topics of recent articles I have written for the Retail Observer—all are topics I emphatically believe serve as the foundation of any successful enterprise.

THAT'S GOING TO LEAVE A MARK!

I had a recent discussion with a great friend who I respect as a successful business person, creative entrepreneur, and someone who ALWAYS tells it like it is (thin skin beware!). Her simple words, "love the articles, agree with your philosophy and embrace the concepts, but why don't you write some nuggets of wisdom that actually apply to my business." (Ouch! That one stung a bit!). As I attempted to defend my position as an advocate for small business, she immediately shifted focus to a discussion on three new topics - all unrelated, and all within the span of a nanosecond...and reality hits home.

TECTONIC SHIFTS?

My friend wasn't being rude, she was

being real. There are businesses in our industry that have the time, the people, the money, and the initiative to undergo the life altering, time consuming, business equivalent of a tectonic shift. There are other businesses that are so utterly broken, they have no choice but to overhaul their business and invest in process improvement and technology as means of survival. But should this be a simple exercise in dichotomy? Should we forget the majority, and focus only on the extremes?

MAJORITY RULES!

The vast majority of businesses are more like my friend. The business works. Stuff gets sold, merchandise purchased, warehouse operations function, deliveries are made, and invoices are paid. Her business neither has the luxury of abundant resources to invest in optimizing her processes and technology, nor does she require the extreme business makeover. What most business need are smaller scope, quick to execute, affordable projects that deliver immediate results.

OLD DOGS...NEW TRICKS?

As we have all experienced, we must evolve and embrace new concepts. Conventional wisdoms equate to old school thinking. In our technology driven, ultra connected, social media crazed, instant gratification society, old school is just a euphemism for dead and buried. My business has evolved dramatically over the course of the last 12 months...3 months... everyday. Where I was originally focused on large scale "rip it from the roots and start

over" projects that took literally hundreds of man hours and months to complete (projects focused on the extremes), I now spend more time working on projects that are like what my friend so eloquently (i.e. brutally) articulated. That doesn't mean that the need doesn't exist for the ERP implementation and complete business process analysis projects-- it just means reality will dictate that those projects will represent the occasional opportunity, where the nimble small business owner with smaller scope, quick execution projects that address immediate needs, will be the norm.

WHEN EXCEPTION BECOMES THE RULE!

The next series of articles will focus on this evolution to smaller scope, broad ranging issues that are challenging businesses today. Life has gotten infinitely more complicated. It seems that every program has become an exception. How do we keep our business viable in a shrinking economy, while trying to manage cost in an industry that requires more resources to manage our day-to-day business? No easy answers, but over the course of the next few months, we will identify some of these challenges and offer insights that contain at least a few nuggets of wisdom for even my most brutally honest friends. **RO**

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Networking

HARNESSING THE POWER OF YOUR HUMAN NETWORK

Have you ever attended an after-hours networking session? They can be so rewarding for some and so painful for others. The purpose of these gatherings is to help facilitate the process of local business people meeting one another. Meeting is just the first step on the path of local businesses doing business with one another. And for retailers, it is a way to meet the people who will refer more customers to you than any other source. Survey after survey reports that the main source of new customers come from owners and employees of other local businesses.

These networking events are generally sponsored by Chambers of Commerce groups, Economic Development people, Rotary Clubs and almost any group that is interested in helping small business and promoting entrepreneurship. The major change in networking events is that they are no longer limited to local areas, but enough with the pleasantries. What do we have to do to network successfully and create our human network that will pay dividends for many years? Our goal is to be never more than three contacts away from finding who or what you want.

Let's get to the ways to really be a networking superstar. Here are my rules:

- **RULE #1** – Give before you get. If there is one single error that I see more people make, it's going to events or meeting people and

expecting that you are going to meet the person who is going to give you a lot of business. Ask the questions and find out what the other person is looking for; find out how you can help them first. Make people feel obligated to help you.

- **RULE #2** – Appear likable and approachable. Networking events are never the time to show off or to dress like “I am rich, you are poor, you need me”. In short, check your ego at the door.
- **RULE #3** – Understand the power of sincere compliments. Everyone loves compliments.
- **RULE #4** – Follow up as quickly as possible. The next day send an email or a note and remind them of something you plan on doing for them.
- **RULE #5** – Be positive. The temptation will be great to complain about something or someone, but whatever you do don't. It turns people off.
- **RULE #6** – Call your contacts on a regular basis. There are some who might meet once a week, once a month, quarterly or annually. Find out their birthday and send a card.
- **RULE #7** – The power of curiosity—be generally curious about what the other person does. Everybody has a story to tell. Your job is to find out what the story is.
- **RULE #8**—Don't overuse and abuse. The last thing somebody wants is to be hounded by someone

you met at a networking event. Become the welcome resource, not the annoying pest.

- **RULE #9** – Don't limit your focus. Don't feel as you must network with just an industry. Sometimes it is better to join networking groups outside of your industry. The reason for that is because it can be very powerful to be the only one in a category in a group.
- **RULE #10** – Move out of your comfort zone. I often see groups of people who come to a networking event and end up hanging out with their buddies. Don't do it. It defeats the whole purpose of the event.
- **BONUS RULE** – Give extra and show your appreciation. People are always impressed with people who go the extra mile, and if someone helps you out and you don't thank them, you will hurt your human network instead of helping it to grow and build. People will do it only once, they will never do it twice. It is amazing how far a thank you will go, and I don't care how big or important a person may be, it still makes a difference. **RO**

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



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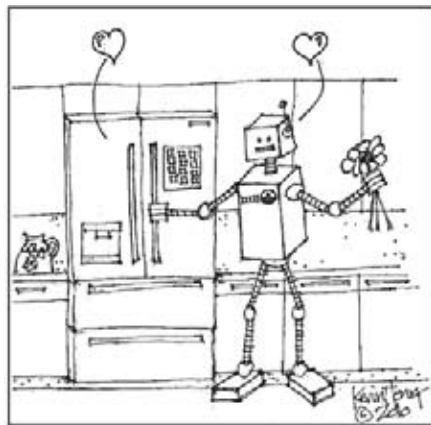
With chips and sensors as well as voice and face recognition programs being added to almost all household appliances these days; it will be just a matter of time before these machines begin to guide us through our day. There are refrigerators that scan the contents inside and make menu suggestions as well as wine pairings. Dishwashers that suggest you run at a later time or to wait for another plate or two. I am surprised that my microwave hasn't asked if I really wanted that bag of popcorn after communicating with my bathroom scale.

We are surrounded by smart devices already; we have our iPhone, iPad and iPod at the ready 24/7, just waiting for us to ask them for advice or directions or to entertain us. They let us know if the dishwasher has sprung a leak, they tell us we are overdrawn at the bank and ask if we would like to transfer funds to avoid an overdraft charge. The will lets us know that it is raining and would we like to cancel the sprinklers. And don't forget to lift your feet, here comes the Roomba robot vacuum. It is just a matter of time before we will live in an iHouse and drive an iCar.

The U.S. military has been developing software to recognize stress under battle conditions. This program will recognize voice variation, increase in heart beat and breathing as well as

facial cues as well as past outcomes of similar situations and all with a soothing and calm voice...it may even tell a joke to lighten the situation.

While traveling across Florida a few months back, I had the opportunity to experience the GPS that came with my rented car and I am convinced that it had some how been programmed with one of these new military smart chips.



The real danger of home automation.

I felt I knew my way around the state like a native, but once I turned on the device that had been taunting me for several hours on the road, it was like crack cocaine...I was hooked... there was no turning back.

I gave up everything to my new friend, I trusted her completely and without question with my welfare, even when I knew she was taking me in the wrong direction. Somewhere across the pan-handle in the middle of


the night we began to bond. The boundary between man and machine began to blur, I found myself having full length conversations, as well as a deep discussion on life. Her voice was soothing, confident and so self-assured.

Around 2:00 am in the morning, in the middle of no where, we lost the satellite feed—and then the misdirection's and wrong turns began. I knew it was over when she began to mock me. I had missed my turn, even though she had given me plenty of warning, and there it was, a tone. She said "You missed your exit... re-calibrating". You could hear it in her voice and that was it, neither of us spoke for the rest of the trip to the airport. On the shuttle bus to the airport, I began to think that I may have been a little too hard on her as I began to miss her voice and guidance.

We are living in amazing times and talking to my GPS or arguing with the microwave about the popcorn may sound odd and it may take sometime to get used to, but on the other hand, how many of us talk to our pets or plants as if they understood? **RO**

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





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The Wisdom of Mom & Pop: Adapt to Change

The best way to predict the future is to create it,” wrote Peter Drucker, the renowned management consultant.

This truism certainly applies to retail, which is in a continuous state of change—changes in the competition, the economy, the neighborhood, etc. Survivors find ways to adapt to those changes.

Take John Nese, whose Galco’s Old World Grocery in the Highland Park neighborhood of Los Angeles, was about to go out of business in the late 1990s after almost one hundred years as a family-owned business.

“I was taking money out of my pocket and charging things on my credit card to keep the business going. We were right up against the wall,” said Nese, whose traditional, conventional Italian grocery store was an anachronism in a neighborhood that had lost much of its Italian residents and flavor.

Selling commodity grocery items, he couldn’t compete with the big supermarket chains.

“It was cheaper for us to buy Coke or Pepsi off the shelf at the supermarket than it was to get a case delivered to us,” said Nese, who decided to stop selling those dominant brands. “Those guys reminded me that I own my shelf space, and they don’t, and I can sell anything I want.”

Desperate times called for desperate measures.

Inspired by the popularity of beer from micro breweries, Nese decided he was going to start selling soda pop from

small bottlers. He had always been passionate about soda pop. “When I was a kid, we went on vacation to a tiny logging camp in Northern California. There was this naturally carbonated water bubbling up from the spring. I tasted it, and I thought, ‘If I could put a pipe in here, I could pipe it right to my school, and open up the water fountains, and have soda pop coming out of the fountains,’” he recalled, smiling as he savored the memory.

Nese never abandoned his soda pop dreams. So, with his business already failing, he felt liberated enough to say to his father: “Pop, if we’re going to go down, let’s go down doing something that I enjoy doing.”

Nese was the kind of person Ralph Waldo Emerson had in mind when he wrote, “Good luck is another name for tenacity of purpose.”

Nese became an expert on the micro soda-pop industry and began a search for small bottlers from all over the United States who shared his passion and vision. He decided that the pop he would carry must come only in glass bottles and must be made from natural ingredients such as pure cane sugar rather than corn syrup and essences, which are used in today’s mass-produced sodas. He started out stocking twenty-five brands that had been famous in their regions of the country, such as Cheer Wine from North Carolina. When Nese first put them on his shelves, they were curiosities.

“Customers asked me why I’m carrying old brands that don’t sell anymore. When I got up to two hundred

fifty brands, people asked me where I was finding them. Now, we have five hundred brands” of every conceivable flavor, formula, product, and presentation, including cucumber and rose, which is pressed from rose petals.

The store is known online as Soda Pop Stop, with a Web site (www.sodapopstop.com) that has helped to spread the word all over the country.

Nese has helped to create a national network of small independent bottlers who help each other out. The network includes Plantation Style Mint Julep and Red Ribbon Original Cherry Supreme (made from real cherries), from Natrona Bottling Company, near Pittsburgh; and Manhattan Special, an espresso coffee soda that’s been made on Manhattan Avenue in Brooklyn since 1895.

John loves talking to anyone who’s interested about the nuances of his soda pop. “I’m out on the floor most of the time. I want to meet the customers and talk to them. I will give them as much information as they need, so that they know what they’re doing. I want people to be happy. Soda pop makes you happy.”

John Nese was not afraid to change. Is your business ready to change? If so, what are you waiting for? **RO**

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



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CUSTOM WOOD PRODUCTS (CWP) ANNOUNCES NEW ADDITION TO TEAM



Mike Pint

CWP announces the addition of a new VP of Sales & Marketing, Mike Pint. Pint will also oversee sales and marketing for Atlantis Outdoor Kitchens and New River Semi Custom Cabinetry. A seventeen-year veteran in the cabinet industry, Pint has extensive experience in both custom and semi-custom cabinetry.

“Mike is a great addition to our team, helping move our companies forward to the next level, states Jack Hans, President and CEO of CWP, Atlantis Outdoor Kitchens and New River Cabinetry. “Over the course of the last couple years, we’ve spent almost \$4 million and countless hours of manpower to renovate our plant to meet future demand. Now it is time to add the final piece to enhance our growth strategy and that’s Mike Pint!”

Calendar Close-up

GLOBAL SHOP SHOW

NARMS ANNOUNCES GLOBAL SHOP EDUCATIONAL SESSION

NARMS International has announced the content of one of the sponsored educational sessions taking place at the 2011 Global Shop Show being held in Las Vegas, NV on March 28-30, 2011. Entitled “Full-Price/Full-Profit, Yes, It’s Still Possible”, the session will be led by Mark Hunter, The Sales Hunter, and will contain steps retailers and vendors can both take to maximize their price and avoid using discounting as sales strategy.

Discounting has become a strategy too often used as a tool to build sales; resulting in conditioning the customer into believing there is no reason to pay full-price. In the Global Shop educational session slated for 3-4 p.m. on Tuesday, March 29, Hunter will explain how techniques being used by others may be applied to benefit both retailers and suppliers and result in a more profitable industry in both developed and emerging markets.

Global Shop is the world’s largest annual trade show and conference dedicated to store design, visual merchandising and shopper marketing. NARMS International joins with A.R.E. (Association for Retail Environments) and POPAI (The Global Association for Marketing at Retail) in co-sponsoring the show that is divided into six sections of the retail design industry: The Store Fixture Show, The Visual Merchandising Show, Store

Design & Operations, The Digital Store, At-Retail Marketplace and Retail Marketing Services.

The annual show gives retailers and brand marketers a place where they can visit over 600 suppliers in one location while exhibitors meet thousands of buyers representing the fastest-growing retail chains and the Top 200 Global Brands.

NARMS’ nearly 400 member companies perform well over \$3 billion in merchandising services, sales marketing, event marketing, demonstration and other retail services annually. The international trade association serves as a “central gathering point” for the retailing industry; promoting and establishing industry standards; providing critical industry research studies and educational information about the industry while acting as a voice for its diverse membership of service providers, manufacturers, retailers, and associates. NARMS represents all classes of trade including: grocery, drug, mass, department, home and building centers, computer and office supply, electronic, value retailers, specialty, and convenience retailers.

The varied educational offerings supporting improvement and excellence in retailing practices are all part of NARMS-U, the educational arm of NARMS International, and include continuing education under the banner of www.NARMScertifyU.com. Additional NARMS information is available at www.narms.com, including details about the 16th NARMS Spring Conference & Exposition at Portola Plaza Hotel, Monterey, CA on April 9-12, 2011. **RO**

2010 •

UPCOMING EVENTS

• 2011

OCTOBER

ENERGY AWARENESS MONTH
NATIONAL KITCHEN & BATH MONTH

2-5

APDA'S FALL 2010 MEETING

The Four Seasons Resort &
Club Las Colinas
DALLAS, TX
www.APDA.com

15-17

NINTH ANNUAL DPHA CONFERENCE

The Westin Diplomat Resort & Spa
HOLLYWOOD, CA
www.dpha.net

JANUARY

6-9

INTERNATIONAL CES CONSUMER ELECTRONICS SHOW

LAS VEGAS, NV
www.cesweb.org

12-15

NAHB INTERNATIONAL BUILDERS' SHOW

ORLANDO, FL
www.buildersshow.com

18-23

LIVING KITCHEN 2011
Koelnmesse Fairground
COLOGNE, GERMANY
www.livingkitchen-cologne.com

24-28

LAS VEGAS MARKET –
GIFT+ HOME – VEGAS KIDS
World Market Center
LAS VEGAS, NV
www.lasvegasmarket.com

FEBRUARY

20- 23

NATIONWIDE PRIMETIME! CONVENTION

Venetian
LAS VEGAS, NV
www.nationwideprimetime.com

20 – 23

BRANDSOURCE SUMMIT

World Marriott Center
ORLANDO, FL
www.brandsourceconvention.com

MARCH

9 – 13

MEGA 2011 SPRING NATIONAL CONVENTION

Grand Hyatt
SAN ANTONIO, TX
www.megagroupusa.com

APRIL

25-28

NKBA KITCHEN & BATH INDUSTRY SHOW (KBIS)

Las Vegas Convention Center
LAS VEGAS NV
www.KBIS.com

MAY

12-14

LIGHTFAIR

Las Vegas Convention Center
LAS VEGAS, NV
www.lightfair.com

JUNE

10-12

AIA 2010 NATIONAL CONVENTION & DESIGN EXPO

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11 – 16

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SKILLSUSA 2010...

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Ask your neighbor or your relatives if they know of SKILLSUSA. The answer you get is “Skills what???” Now ask the CEO of nearly every successful corporation in America; corporations like Lowe’s, Bosch, John Deere, General Electric, Whirlpool, Electrolux, Carhart, DeWalt and FedEx. They will most likely tell you it is the most important annual competition in America.

SKILLSUSA is over five thousand competitors representing their state and winning their state contests for the right to compete nationally in Kansas City in competitions like plumbing, carpentry, cosmetology, computer repair, welding, masonry, automotive repair, culinary arts, heating and cooling, and, of course, major appliance technology. There are over 90 competitions in all.

As you walk through the convention center, the first thing that hits you is the size of the contest area. More than 787,487 square feet equivalent to the area of more than 16 football fields! The sounds of hammers banging, saws buzzing and sparks flying permeates the air. The smells coming from the culinary and baking competition will make your knees weak! How about a crime scene at the criminology competition? Or how about having the dents in your automobile repaired at the collision repair competition? This is truly a sight to behold!

With the tough economic climate in America, High School dropout rates approaching 40-50 percent and unemployment in double digits. The need for vocational schools, retraining and a workforce ready culture is known at the forefront. This type of training is not reserved strictly for the youth of America anymore. There was a dramatic shift at SKILLS this year as most competitors in years past have been High School level or Secondary Schools. This year the Vo-Tech or Post Secondary Schools took over the majority of the competition, with most of them changing from occupations that have been victimized by the economy.

A BRIEF HISTORY OF SKILLSUSA

- In 1965, students and teachers who were serious about their profession founded the Vocational Industrial Clubs of America (VICA). They also saw the need for training in area of leadership to compliment their chosen vocation.
- In 1966 the membership was 29,534 in twenty-six chartered states.
- Move forward to 1973, over 150,000 members, and in just two years, in 1975, inducted its one-millionth member.
- In 1985, VICA’s twentieth anniversary of its Skill Olympics had gone from five events to thirty-eight.

- 1994, a new name was adopted, Skills USA Championships.
- 2004, the organization's name officially changes to Skills USA.
- 2006, the membership has grown to over nine million members and eighty-four competitions.
- Past keynote speakers at the event have included President Ronald Reagan, Lou Holtz, General Chuck Yaeger and Mary Lou Retton.
- SKILLSUSA boasts the largest single day of corporate volunteerism in America. With over \$35 million dollars and more than 1,100 business, industry and labor partners from across the nation this event is unparalleled.

COMPETITION WEEK—
MAJOR APPLIANCE TECHNOLOGY

Tuesday: Contest area setup day and opening ceremonies; Opening day ceremonies, held at Kemper Arena, had the atmosphere of a rock concert, complete with fireworks, lighting and bazookas shooting out bundles of Bosch t-shirts into the crowd. Students, parents and instructors jammed the arena with banners from every state in the union, gave me a feeling of being at a political convention.

Wednesday: Wednesday was orientation day. The students were introduced to the products that they would be judged on. Trainers one by one went through diagnostic procedures, sequence of operation and tear down. PSA had the first slot in the morning with our Consumer Relations Class. PSA's Mike Buck covered, building customer rapport, Initial customer contact, Do's and Don'ts of handling a disgruntled customer, presenting a price, proper invoice writing. The Technical Committee is dedicated to Customer Relations Skills and

Competencies. Mark Anderson of Sub Zero, Garry Reese of Whirlpool and Mark Politz, Jim Ruediger, Jim Turner, John Foreman, Marshall Holder of Electrolux gave Technical Presentations.

Thursday: Competition day. Students competing had to win a regional contest to represent their state in order to compete at this national level. The students rotated through ten stations of customer relations, filling out a job application, resume and appliances, including ranges, dishwashers, microwaves, dryers, washers, and a brazing station where they had to demonstrate their use of a torch and connecting refrigerant tubing. The appliances were in a nonworking capacity. The students had two minutes of customer interaction time with the judge at their particular station, thirty minutes diagnostic time and fifteen minutes of product reassembly time. The students were required to fill out a NARDA work invoice and explain their diagnosis on the invoice and also to the judge at each station they were tested at. The students were judged on consumer relations, safety, use of tools, use of testing equipment and product diagnosis. At the end of the competitive phase, the students attended a debriefing session. At this session, each judge would explain the proper diagnosis for the product that he was judging. This is where the students find out how well they did on the diagnostic portion of the competition.

Friday: Medals presented to winners and closing ceremonies.

The Annual Technical Committee Meeting this year focused on increasing the number of students participating in SKILLSUSA. We are asking that the Independent Service Companies help with Regional Competitions. We can use Judges, School Advisory Board Members and Ride Along Programs for students or if you know

of a program that needs help please contact me. If you would like to participate and help the future of this service industry please, contact me through my e-mail fordroadkid@sbcglobal.net.

PSA is proud to be a member of the SKILLSUSA Technical Committee and continues to be dedicated to the service industry, vocational programs and learning centers that provide the skilled, educated, motivated and prepared future Technicians, Frontline Personnel and Business Owners.

In closing, I would personally like to thank the entire Major Appliance Technology Committee members and Judges for the tremendous effort and teamwork I experienced at SKILLSUSA. Greg Doster-Chairman, Whirlpool, Mark Politz-Co-Chairmen, Electrolux, Mark Anderson, Sub-Zero, Dale Pettit, A&E, Terry Andrews, USA, Tanner Andrews, USA, Jim Ruediger, Electrolux, Jim Turner, Electrolux, John Forman, Electrolux, Marshall Holder, Electrolux, Mike Basich, Michaelson's Appliance Repair Inc., Randy Refro, Appliance Parts Depot, Ed Besalke, Mr. Appliance, Garry Reese, Whirlpool, Mike Buck, PSA

The Technical Committee would like to thank the Vocational Schools, Instructors, Advisors and Students for their participation in SKILLSUSA.

If you're looking for an experience you'll never forget, look to Kansas City, Missouri next year, the entire last week of June, where the barbecue is the best, the people are friendly, and the competition is inspiring.

See you next year at SKILLSUSA. **RO**

Mike Buck
PSA



Service News features alternating writers discussing topics of the service industry.

Nationwide Marketing Group Launches New Electronics Recycling Program

Last week at the PrimeTime! buying show and conference in National Harbor, Nationwide Marketing Group introduced their new partnership with CExchange that will allow dealers to offer electronics trade-in and recycling to their customers.

“It is illegal in most states to throw away electronics into waste,” said Scott Nordhaus, CEO of CExchange. “This program gives consumers a legal and easy way to get rid of unwanted products at no cost to the dealer since we pay for shipping and make sure that the products are recycled responsibly.”

Unlike other retail recycling programs that only allow consumers to bring in categories that a dealer already sells, this new program will allow dealers to take in up to 22 categories of electronics, including television, mobile phones, cameras, and computers.

According to Nordhaus, the benefits of the program are two-fold. Not only does it provide a needed service to the community but also provides value to the consumer and more foot traffic and increased margins for dealers.

This is because the program appraises products based on their current condition and if applicable will give the customer a dollar value to those items.

“A typical customer will get up to \$150 for 2 or 3 items that they bring in. In return, that customer will usually take the \$150 credit and spend \$300-\$400 on new

products at that store,” said Nordhaus.

“The ease and flexibility of this new recycling program is well suited to our diverse membership and places a high value on sustainability and convenience to the consumer,” said Doug Schatz, Vice President of Electronics Merchandising. “This is a great opportunity for our

dealers to take a leadership role in bringing sustainability programs to their community. Additionally they will also enjoy the benefits of differentiation from their competition with this exclusive program.

As a four year ENERGY STAR award winner, Nationwide Marketing Group is no stranger to the importance of energy conservation in the retailing industry. For many years the buying group has been pushing an environmental message to their independent dealers, customers and the communities they serve.

To find out more on how to participate in the CExchange trade-in and recycling program, email customer service@cexchange.com or go



On the show floor at PrimeTime! in National Harbor, Scott Nordhaus (left) and Kristi Norton (center) of CExchange talk to dealers about electronics recycling joined by Doug Schatz (right) of Nationwide Marketing Group.

to www.cexchange.com

For information about the many benefits of membership with Nationwide Marketing Group, including an invitation to the next Primetime! buying show and conference in Las Vegas, visit www.nationwidemarketinggroup.org **RO**

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50% LONGER LIFE
100% GREEN

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- **WATER FILTRATION.** Think all water filters are the same?...*Think again.* Water, Inc. has redefined water filtration by joining the innovative experience of 3M with the environmentally-conscientious Body Glove International to bring you the most advanced and **eco-friendly** water filter available today.
- The Body Glove System represents the annual savings of over 9,000 plastic bottles! Enjoy the convenience and taste of refreshing filtered water on-demand knowing that you are contributing to a **cleaner, greener environment.**
- All of this translates into a green and responsible alternative to plastic water bottles, which continue to overload landfills and pollute oceans.

TRISTAGE
FILTRATION

MICRO-FILTER
TECHNOLOGY

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Brand Source Helps Members Build Their Brand

Brand Source distinguishes itself from similar groups with the belief that acquisition price, financing offers and other traditional retail principles mean virtually nothing if there is no customer to sell to. To that end, Brand Source has developed a robust portfolio of brand building tools, available to all members, to help them build their brand and drive consumers into the store.

Business, Financial and Operation Analysis—Provide unbiased review and recommendations of financial statements, day to day operations, and a general look at the health and long term prospects for the business

Customer Experience Modeling—Analysis of every consumer touch point and processes for increasing customer loyalty and leveraging word of mouth.

Market Research and Evaluation—Provide a deep view of the trade area taking into consideration demographics, market metrics, trend lines, growth potential, competitive analysis, and potential.

Sales Processes—Provide a specific road map for not only the customer experience but the sales process as well to ensure that every customer contact is maximized for sales potential and customer satisfaction.

Integrated Media Strategies—A comprehensive strategy utilizing traditional, hybrid, or digital media to make every dollar count in bringing customers into the store.

Local Market Brand Platform Development—Development of a complete understanding of company's brand and what it means to the owner, employees and the consumer.

Print Design—Access to a staff of experienced design professions for whatever their needs may be – tabloids, newspaper ads, magazine or point of sale materials such as brochures.

Radio and Television Production—Brand Source has invested in development of a complete toolset of high quality, customizable broadcast production assets for national and local market usage.

Weekly Tabloid Program—The most complete, flexible and cost effective tabloid program in the industry, members have the ability to insert as many times each month as they choose and at a cost of just a few pennies per piece.

Direct Marketing—Direct mail is one of the most effective means of communicating with your customer base, as well as to target those consumers in the market that have the most potential to convert to customers.

Comprehensive Consumer Databases—Access to the deepest consumer databases available which allows our members to understand their consumer base and develop customized marketing programs.

Customer List Profiling and Analysis—Analysis of your current customers' various attributes to help make advertising and marketing, merchandising and store environment decisions, as well as when considering a new location, remodel or expansion.

Email Marketing—A database of 125 million households that may be accessed by zip code and consumer attributes for use in any type of email communication whether promotional, or in the development of lead lists.

Hybrid / New Media Resources—Combining traditional forms of marketing with digital marketing is a unique form of marketing that provides a unique mode of impacting consumer's in your marketplace.

Web Site Design and Development—The most comprehensive custom web development offering in the industry bar none. Brand Source has a dedicated staff of highly skilled developers, designers, copy writers, and member service representatives all in place to assure that every member has the best online presence.

Product Data Warehouse—A product data warehouse which powers not only the national Brand Source site catalog, but every single member site as well. The product data includes nearly every brand members offer and is updated each week as products are added, deleted or modified.

E-Commerce—Members benefit from sales made on www.brandsource.com as well as their individual sites.

Search Engine Optimization—Resources and guidance to members to assure that you will be found using search engines like use of search engines like Google, Bing, and Yahoo.

Pay Per Click Digital Display Advertising Placement—Very affordable pay per click and digital display advertising packages, connecting members' websites with the consumer. **RO**

A woman with dark hair, wearing a yellow floral patterned shirt and a blue and white striped skirt, is sitting on a concrete step in front of a red wooden door. The door is set into a wall of light-colored bricks. To the right of the door, there are several potted plants in large, dark, cylindrical containers. In the background, a hillside with a fence is visible under a cloudy sky.

Home
sweet
home.

In 1976, Habitat for Humanity was founded on one principle: that everyone, everywhere deserves a simple, decent place to live. Since then, through the generosity of our supporters and the hard work of our homeowners, Habitat for Humanity has been able to provide more than 1.75 million people around the world with safe, decent, affordable shelter. Become a part of this life-changing ministry and help us eliminate poverty housing from the world.

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MEGA Group USA National Convention

NEW ATTENDANCE AND VENDOR WRITTEN ORDER RECORDS

MEGA Group USA, a leading national home furnishings buying group for appliance, electronic, furniture and mattress retailers, just wrapped their bi-annual National Convention in Louisville, KY in August, setting new records in both attendance and vendor written orders. There were over 1,500 in attendance, a 15% increase from their Spring convention this past March in Orlando, FL. Vendor written orders were at record numbers as well with some exceeding 30% vs. the spring convention.

The Louisville 2010 convention was no different with MEGA Group USA conducting a variety of sessions including:

- State of the industry update by Dave Bilas with General Electric
- Dedicated service workshop, by Paul Mac Donald, USA Services Association
- Total HD Experience training by Jack Halperin with Almo
- Advertising and Marketing training including Online, Social Networking and SEO training
- Special insights into Toshiba Technology by Greg Hughes with DSI
- Consumer Finance = Profitable Sales by Diane Hortman with GE Money

“We were pleased to have Dave Bilas with GE (General Electric) join our speaker panel this year,” stated Rick Bellows, president of MEGA Group USA. “He gave our members the very latest on what’s happening in the appliance industry and provided an outlook for the upcoming year.”

The Electronic presence at this fall’s MEGA Group USA Convention was the biggest it has been in several years. “All the dealers seem very positive and upbeat this year,” stated Jim Sendrak, Electronics Division Manager for MEGA Group USA. “Business is certainly tough, but dealers know that business is out there for those that aggressively go after it. We announced at this convention additional and expanded advertising programs to help them be an even more dominate player in their market.”

In addition to their current circular and WebFronts programs, MEGA Group USA launched new television commercials that complement the circular program and provide dealers additional exposure. MEGA Group USA even had “green screen”

technology set up at the show and filmed members on-site so they could incorporate a personalized message directly from them on their new commercials.

A key message to the dealers from MEGA Group USA and Dave Bilas with GE was the importance of taking advantage of key selling times and Holidays.

“There is no doubt that consumers are responding to aggressive pricing and value driven propositions,” continued Bellows. “Dealers need to take advantage of the major holidays such as Labor Day, Thanksgiving and Christmas to push these points and drive traffic during these periods. Consumers are shopping then, so our members need to be heavily promoting then.”

“The service training by the USA Services Association is one of the best sessions I have ever attended,” stated Max Boren from Smitty’s Tire and Appliance in Manchester, IA. “The information they shared about Flat Rate Service Pricing and how first call complete efficiencies make a big impact on profits and client satisfaction was invaluable and something I will start applying to my business today.”

Another highlight of the convention for the Members was learning from Bob Negen with WhizBang Marketing. “The energy and enthusiasm from Bob was simply contagious,” stated Robert Hocker with Hocker’s in Arlington, KY. “He had so many marketing and sales insights that I can take back to my store. I can’t wait to share them with my staff and put plans in place to begin implementing them right away.”

“This is our market,” explained Don Helmreich from Downtown Appliance in Columbia, MO. “All the vendors we purchase from are here and the Show Specials that MEGA Group USA offers during the show, are simply too hard to resist. We are able to purchase more and the ease and comfort of the way MEGA Group USA conducts this Show is priceless.”

“Our mission is simple,” stated Bellows. “We do what is best for our dealers, period. We succeed only if they succeed first. The convention is just one of the many things that we do to help them, and we look forward to continuing it year after year.”

For more information on MEGA Group USA, visit www.megagroupusa.com. **RO**



RETAILERS • DISTRIBUTORS • MANUFACTURERS

TRADE SHOWS, SHOWROOM OPENINGS AND SPECIAL EVENTS

*MEGA GROUP USA
NATIONAL CONVENTION
Louisville, KY.*



1.



2.



3.



4.



5.



6.



1. *USA Services- Paul Mac Donald with USA Services Association explains the benefits of the USA services tech program to MEGA Group USA Members.*
2. *3D Technology - MEGA Group USA members enjoy the 3D Technology recently displayed at the company's National Convention in Louisville, KY.*
2. *CE Floor - MEGA Group USA members enjoy special deals at the convention*
4. *Seminars - MEGA Group USA Members enjoy dedicated training and seminars.*
5. *Green Screen - MEGA Group USA launched a new television program exclusive for their members allowing them to customize their commercials.*
6. *Negen- Key Note speaker Bob Negen tells MEGA Group USA members how to boost the business and explode their sales.*



1

and IFA eLibrary were an immediate success. App developers, retailers, the media and software distributors exhibited their products at more than 50 stands in the new special sections at IFA. Most of the exhibitors were newcomers to IFA and were extremely satisfied, reporting successful business throughout. Thus IFA has successfully integrated the latest trends from the world of i-products and e-media.

VISITORS THROG TO IFA TECWATCH IN ITS NEW LOCATION

2010 IFA TecWatch, the innovation centre at IFA, represented a hub in Hall 8.1 linking the telecommunications, mobile media and home appliances sections. Visitors expressed even keener interest in the research and development exhibits on display, with the new

1. Haier Europe Trading S.r.l 2. LG Electronics Inc. 3. MP3 Tunebug Europe 4. Miss IFA opens the comfortable two-wing door of the Liebherr fridge-freezer-combination CBNes 6256



2



3



4

sophisticated hall layout providing an additional attraction.

E-HAUS PRESENTATION BY ASSOCIATIONS A MAJOR PUBLIC ATTRACTION

For the first time at IFA, the Electro-Industry Association (ZVEI) was represented jointly alongside the Association for Electrical, Electronic & Information Technologies (VDE) and the German Association of Electrical and IT Professions (ZVEH). Visitors showed keen interest in the networked home, energy efficiency and the main exhibit, the E-Haus shown by ZVEH, a comprehensive prototype of the networked home.

The next IFA will take place on the Berlin Exhibition Grounds from September 2 -7, 2011. **RO**

5. Round Tour Siemens Electrogeräte GmbH **6.** AEG Electrolux Hausgeräte Vertriebs Gmb **7.** Opening Round Tour - Liebherr **8.** Builder Bob, Miss IFA and Friends **9.** Opening Round Tour - Miele



KitchenAid® Dishwashers Up the Ante on Performance and Quiet

MOST ENERGY-EFFICIENT KITCHEN EVER

KitchenAid, the brand that pioneered the home dishwasher, has announced its latest addition to a long list of appliance innovations and milestones: a dishwasher line that provides 25 percent better washing and drying results combined than the competition,* energy efficiency and the industry's lowest sound level.**

The collection includes three series: top-of-the-line Superba® Series EQ, a core Superba® Series, and the Classic Series.

The premium Superba Series EQ lineup features the high-performance EQ Wash System, which delivers the best results among leading premium competitors*, combined with the lowest sound levels in the industry. The system utilizes pressure-optimizing wash arms that provide superior, concentrated wash performance and a variable speed motor, which automatically adjusts power based on water conditions to maximize energy efficiency and reduce motor noise.

At just 41 dBA's, there is a KitchenAid Superba Series EQ dishwasher in the lineup that is the industry's quietest. Featuring up to 13 unique points of sound dampening, these dishwashers eliminate noise from the motor and wash arms while blocking the path of noise through the dishwasher. The array of sound-deadening materials ranges from insulation blankets to door shields that help to contain operating noises.

Additional premium features found on the top-of-the-

line Superba Series EQ models include the third-level Culinary Tool Rack and CEE Tier II energy qualification. Superba Series EQ dishwashers with CEE Tier II qualifications are 56 percent more efficient than the federal minimum energy standards and 10 more efficient than ENERGY STAR® standards, making them eligible for energy rebates in select states.



The Superba Series dishwasher line includes industry-leading performance innovations along with varying features to suit individual clean-up needs. Every model in the series features the KitchenAid ProScrub® option, which uses 36 targeted spray jets to provide highly effective cleaning for baked-on messes. The models also feature a powerful built-in hard food disposer that requires no manual cleaning and eliminates the need to pre-rinse dishes.

The Classic Series models feature four stainless steel wash arms that maximize wash coverage in the dishwasher, an industry exclusive. Features in this line, also found throughout the entire KitchenAid dishwasher line, include a 100 percent stainless steel tall tub; an Optimum Wash Sensor that adjusts

the wash cycle to specific water conditions; and a dedicated heating element with a Heat Dry option that heats the tub at the end of the cycle for excellent drying performance. **RO**

*Versus the highest MSRP models of leading premium brand dishwashers.

**Per IEC standards, normal cycle.

25% Better Results vs. the Competition*

2010 KitchenAid® dishwashers deliver the superior results your customers have come to expect. Spacious rack tines promote better washing and drying, specially-designed wash arms deliver effective and efficient cleaning, and the dedicated drying system provides high-performance drying results every time.

*Combined wash and dry results of leading premium brands' highest MSRP models; dry testing conducted without rinse aid.



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KitchenAid® appliances, visit KitchenAid.com

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