

The Retail Observer

October, 2013

AN EYE ON THE INDUSTRY SINCE 1970

Vol. 24, Issue 10



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*Based upon independent consumer research, 12-month average, 2013.

**Among leading top load brands, comparable cycles and default settings.

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How to Stay Connected Even When You're Unplugged

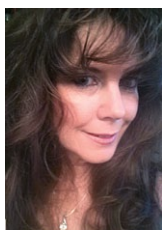
When I read Elly Valas' article, It's The Cable, Dummy! I laughed – out loud, really loud. Especially since I just spent 10 days without Wi-Fi!!! As I look out the window, figuring out how I am going to catch up on all of the work I got behind on. I realize that it has been raining for 3 weeks here. If I lived in Florida that would be one thing but this is the middle of the great Mojave desert. The weather reporter informs me that other parts of the country are enjoying an Indian summer with unseasonably high temperatures. Another example of how unpredictable life can be.

Without Wi-Fi, I couldn't access my alarm system, stream programming on television, no Bluetooth, no iCloud, no printer and the list went on and on. Actually, it had been so long since I connected my devices with cords, I forgot how. I didn't even remember if I still had the cords that were needed. Instead of digging through boxes, I picked up the phone and called my IT team. That monthly fee should pay off now, right? Wrong! Since they work remotely and I had no internet access it was like the blind leading the blind.

Now back to the real issue at hand. My overreliance on technology to run my business. Seems like we all could use a crisis strategy when - and believe me it will most likely happen to us all – our business gets unplugged. By reminiscing on how I used to do business, I started writing down what I needed to stay "in business" during these times. I call it my "backward strategy". This strategy includes my entire team so everyone will be able to keep things moving along the next time technology fails us.

You will enjoy this issue's double feature on the team in Libby Wagner's article Team Agreement: Now What? where she explains how to encourage ownership in responsibilities and create long-term accountability. Timothy Bednarz's article, There is No Such Thing as Creating a Trouble Free Team, talks about why it is important for leaders to understand that team productivity can be compromised without a firm foundation.

Well, 10 days and hundreds of dollars later, I decided to call a local technician to come out and take a look. He was my salvation this time around but there are a few things even he seemed unsure of. In the end, I am fine with that since I now have a backward strategy in place.



Connectedly yours,

Eliana Barriga
letters@retailobserver.com

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Show to Show: What Do We Know?

What are the opportunities that we have today to let manufacturers, dealers, contractors and designers show their wares? Trade shows, buying fairs, home shows, festivals and various other events. It seems that every year, month, week and day there is some new opportunity for our industry to show off what we have. How is your company handling these openings for exposure and extra sales?

Just before Labor Day my first grandson was born, which in itself was a blessing and well worth the 8 hour drive to meet him. It was Labor Day Weekend and the 25th annual Best in the West Nugget Rib Cook-off the biggest Rib Cook-off in the country was taking place in downtown Sparks. 500,000 visitors descended on this amazing annual event. Of course, being curious I went looking to see what was on display and to eat some ribs.

500,000 consumers eating BBQ, shopping, dancing and drinking beer. Over 700 vendors were present in abundance selling products other than food and drink—like hats, spices and all the stuff we buy but don't need. What was missing you ask? BBQ's for sale, outdoor refrigeration, patio furniture, BBQ islands; the things that these customers all want so they can be their own champion of the outdoors. Also missing were the companies that sell, design or install these goods.

What events are available to you for exposure? What opportunities are you missing? Is there a minor league sport team in your town, a cultural or arts festival, a car show or yes even a Rib Cook-off. I'm not saying go out and sign up for everything in town, but look at what is a logical opportunity for your business, explore the venue, find out about the attendees demographic and negotiate the deal if it makes financial sense. Hopefully next year when I'm back in town for my grandson's first birthday, I'll see some of my industry friends showing off their wares at this opportunistic event.



Happy Retailing,

Moe Lastfogel
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80 YEARS OF MANUFACTURING LEADERSHIP

Vent-A-Hood®

Take an entrepreneurial family with an engineering mindset, add an affinity for sales and manufacturing, and launch an appliance category from the ground up. In 1933, those were the undeniable strengths that came together with the formation of Vent-A-Hood, a company that would set the course for kitchen cooking ventilation and become the pioneer of range hood manufacturing in America. Today, 80 years later, the iconic brand continues to define an industry across North America with an unequalled story of Made-in-America success.

Founded in Dallas by Carr P. Collins, a respected philanthropist and serial entrepreneur, Vent-A-Hood was established with the novel idea to manufacture and sell range hoods - an appliance that would ventilate cooking contaminants to the outside of the home and revolutionize the kitchen. A monumental engineering feat was about to begin.

"Some of the greatest business success stories in our country have started with ideas that could advance our society and improve our lives," says Miles Woodall III, CEO of Vent-A-Hood today. "That's what our founder did when he saw the need for a range hood in every home. Then he hired my father and created a company to go out and prove it to the homeowner."

Collins recruited his nephew, Miles Woodall, Jr., to run Vent-A-Hood, and the course was set to turn a family enterprise into a large-scale operation. The company employed a team of salesmen who went door-to-door educating consumers, taking orders and returning to the factory where each

hood was then made one at a time by hand. Customers' reactions were enthusiastic and interest quickly grew for people wanting a range hood from Vent-A-Hood.

"It was seen as a luxury to have our range hood in your kitchen in those early years," Woodall said. "It was a brand new kind of appliance. But its performance was unquestionable. And that paved the way for everything."

THE MAGIC LUNG

"Our passion for superior engineering and our keen understanding for how the appliance should function set the company on the right course from the beginning," Woodall said.

It was the patented Magic Lung blower system, blending form and function, which would support the foundation and stellar reputation for the company. The framed patent for the Magic Lung, a signature feature for Vent-A-Hood products, hangs on the wall at the corporate offices today as a constant reminder of how Vent-A-Hood has perfected its craft to build a manufacturing legacy. From its inception, the centrifugal blower has been a mainstay for premium and custom-made range hoods at Vent-A-Hood. And with the Magic Lung came an understanding for performance and whisper-quiet technology that customers continue to embrace.

"For 80 years that focus has never wavered, and that is why Vent-A-Hood remains a leader today," Woodall says. *| continued on page 10 |*

MARKETING

As the steadfast dedication to quality engineering has remained a constant, the marketing and promotion for Vent-A-Hood has rapidly evolved to get in front of customers in the most desirable ways.

The company began promoting its products in the early years by riding on floats in city and county parades, exhibiting at a booth at the State Fair of Texas, and traveling to appliance trade shows around the country for grassroots marketing in key cities and states. Ads were designed for hometown newspapers in a Sears and Roebuck style that drove orders.

Then a mascot named "Greasy Gus" debuted as enemy #1 in Vent-A-Hood's campaign against cooking contaminants invading the average kitchen. Complete with an audio message on LPs, salesmen across the country carried record players and introduced Greasy Gus to customers plagued by sticky walls and cabinets coated in grease because of a lack of proper cooking ventilation.

Over the decades, consumers grew more sophisticated and so did marketing at Vent-A-Hood. Loved by the Hollywood crowd, the brand soon became a centerpiece in actors' homes. Photos of Doris Day, Rock Hudson and other silver screen sensations standing by their Vent-A-Hood range hoods still adorn the walls at headquarters.

A network of certified Vent-A-Hood distributors across the United States and in Canada grew alongside the demand for brand. And like the Woodall family that has successfully guided Vent-A-Hood, many of those distributors have progressed into multi-generation success stories as well with a marketing knowledge and loyalty for the Vent-A-Hood product line unlike any other.

Accessories and add-on options for canopies grew and the custom-order division blossomed at the manufacturing plant. The luxury market, likewise, clamored for more. By the 1990s, Vent-A-Hood was gracing the glossy pages of *Bon Appetit* and *Architectural Digest* in full-page ads with a nod to the fine art of its manufacturing skills.

Fast-forward to today, and the power of the Internet has revolutionized it all. Customers now can design and personalize their Designer Series Vent-A-Hood through the company's Build-A-Hood application on the website. Certified distributors can showcase the entire Vent-A-Hood catalog on iPad apps. And Vent-A-Hood displays in showrooms across North America are outfitted with interactive touch-screens to put the customer in control of the Vent-A-Hood shopping experience.

"We have embraced a lot of firsts for our industry, including the leading forms of marketing for their respective times," Woodall says. "Marketing has been a powerful champion for the Vent-A-Hood brand. And our mission continues to be about educating our consumer at every turn."

That educational message has evolved as well. What once meant explaining the function of a range hood in its basic form to a consumer who had never seen one now entails explaining the difference in how a Vent-A-Hood product functions at a superior level in a field of competition.

Eighty years ago, Vent-A-Hood created and justified an appliance category. Today, the company positions itself atop an industry with many choices.

MANUFACTURING SUPERIORITY

The ability to remain not only relevant but also cutting-edge for eight decades speaks to the power of the Vent-A-Hood name and the succession of award-winning designs that have left the plant bound for kitchens across North America.

From humble beginnings in a building with a dirt floor, to a sizeable plant in Dallas that later suffered a massive fire, Vent-A-Hood continued to persevere. The company then found a home in Richardson, Texas, where a 100,000 square-foot plant was built in the 1960s. Little more than rural farmland at the time, the family had made another wise entrepreneurial decision, locating the company in a remote area that is now the thriving business corridor for the city.

By 1994, Miles Woodall Jr. was inducted into the National Kitchen and Bath Hall of Fame for his achievements and his contributions to an industry forever-shaped by Vent-A-Hood. And almost 20 years later, his sons carry on that journey.

The Woodall generation now at the helm of the business also grew up in the business. Miles Jr. instilled a strong work ethic and know-how for kitchen ventilation to his five sons. Summer jobs were spent at the plant working alongside some of the most skilled laborers in the world. That hands-on experience paid off over the years as the Woodalls matured along with the company.

Today, Miles the III, CEO; Blake, who handles marketing; and brothers Blair and Kirk Woodall form the executive team. Tim Woodall also works on the plant floor.

An eagerness to adapt technological advances in design and manufacturing at every opportunity have constantly upgraded the facilities and the product offerings. The company added a 50,000 square-foot state-of-the-art showroom and learning center in 2005. Today, with mass-produced Quick Ship items all the way to one-of-a-kind custom designs made only by hand, the full spectrum of range hood choices reign supreme for the brand that continues to raise the bar for the category.

From wall mount, under cabinet, island, and liner options, there is something for the most discerning customers and kitchen designers to fit the right look and feel of today's modern home. And Vent-A-Hood has entered a new era, again as a leader.

Miles Woodall, III currently serves on the Board of Directors for the National Kitchen and Bath Association. The company has set all-time records in sales. And through the market swings of 80 years, the Vent-A-Hood brand has always remained in high demand.

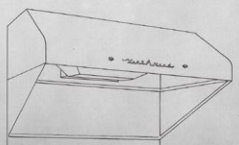
"I consider our story to be a testament to the entrepreneurial spirit in America," Woodall said. "Our family and our business have made a lasting difference to our industry. We take great pride in being a leader in kitchen cooking ventilation and giving loyal customers the very best range hood on the market. For the contributions we have made for the last 80 years and the many contributions we will make long into the future, Vent-A-Hood has secured a place in history."

| continued on page 12 |



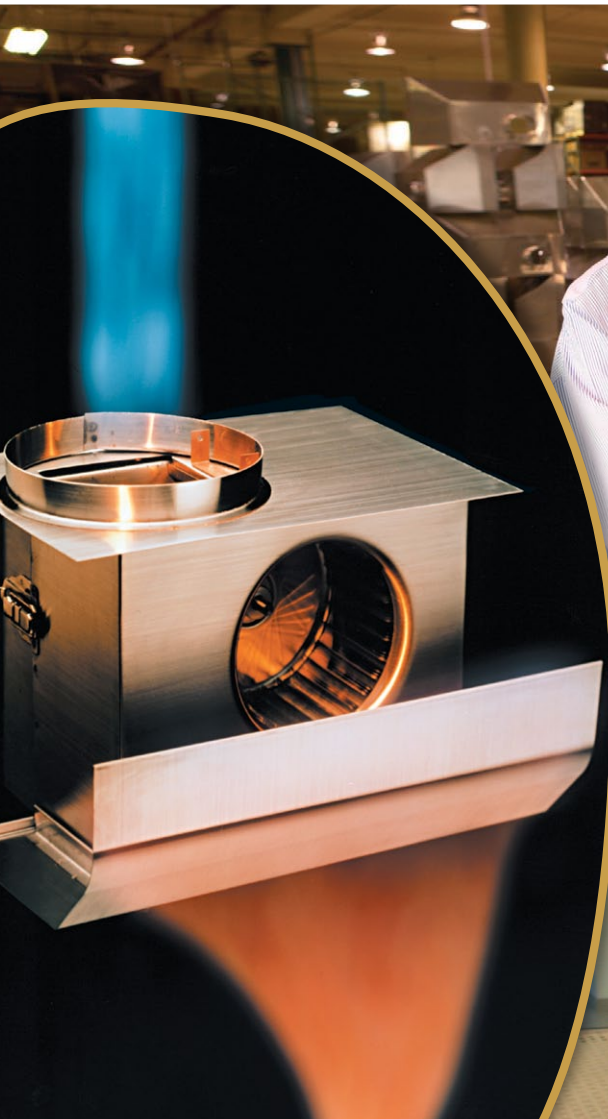
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Dallas, Texas



1933

Vent-A-Hood introduces first products in 1933



Carr Collins funds Vent-A-Hood product line

1940



Greasy Gus introduced in 1940



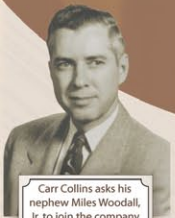
Ad campaigns from 1950-1960



First Vent-A-Hood girl



Third factory opened in Dallas, Texas in 1949



Carr Collins asks his nephew Miles Woodall, Jr. to join the company in 1937



The VAH girls introduced in 1960



Vent-A-Hood adds color from 1960-1965

1950



"Long playing" record produced & copyrighted in 1950

1937



Residential range hood patented in 1937



Vent-A-Hood builds new plant in Richardson, Texas in 1961

1961



First Vent-A-Hood Magic Lung Drawing



Pink Vent-A-Hood in a 1950's kitchen



Actress Doris Day in her kitchen with Vent-A-Hood

The Pioneer Vent-A-Hood Newsletter

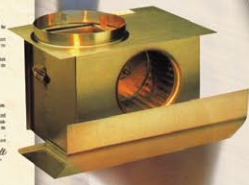


Vent-A-Hood display in a local parade

The name "Vent-A-Hood" trademarked in 1940



"Magic Lung" trademarked in 1951



1980



William Miles Woodall III named President in 1986 - 3rd Generation of Woodall Leadership

1990



Plant automation and expansion from 1990-2006



Aromatherapy VAH ad campaign from 2005



The Hall of Fame Ring Ceremony started in 2003



2003



The City of Richardson honors the Woodall family



Recipient of the 2003 Texas Family Business of the Year Award

1975

TF-A-VAC
TUM CLEANING SYSTEM



the WINNER



On September 12, 2005 the Vent-A-Hood Plaza was dedicated to Miles Woodall, Jr., Chairman Emeritus, on his 80th birthday.



Miles Woodall, Jr., Chairman Emeritus, deceased 2006

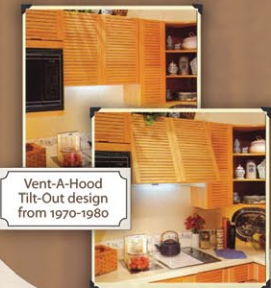
2006



Vent-A-Hood Contemporary Series from 2005-present

beyond

Vent-A-Hood



Vent-A-Hood Tilt-Out design from 1970-1980

Vent-A-Hood®



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CALL TO ACTION



SEND US YOUR SHOTS

We are 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 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.

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Book Review

Celebrate Your Inner Wimp: Six Ways to Get Ahead by Showing Weakness

Here, according to Geoffrey, he explains how being a wimp can help you to avoid conflict, protect relationships, and get what you want more often.

Do any of these scenarios sound familiar?

- A colleague sends you a snarky email, so you type a cutting response right back.
- A Facebook "friend" insults your political beliefs in a post, so you write a scathing comment about their obvious cluelessness.
- A team member arrives late and unprepared for a meeting, so you berate him in front of the group for being inconsiderate.
- Aunt Betty belittles your career choices over Thanksgiving dinner, so you carve her up like the turkey, angrily countering her criticisms and throwing in a few insults for good measure.

At first glance, none of this seems unreasonable. After all, nobody likes to back down, give in, knuckle under, or swallow an insult. And showing weakness isn't likely to get you anything but disrespect and marginalization. . . right?

Wrong. Being what some would call a "wimp" is often an effective response. And in the right circumstances, it can even be a way to get ahead.

Weakness can be a very effective communication tool. In many scenarios, allowing the other party to maintain what appears to be "the upper hand" can help you successfully navigate volatile situations, protect important relationships, and get you what you want personally and professionally.

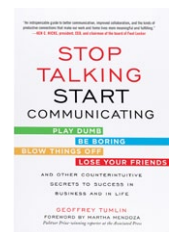
So why do we feel it's okay—even smart—to maintain a forceful presence? Some of it might be the vestiges of our caveman past, but I believe it's also a consequence of the digital communication revolution. We've gotten in the habit of impulsive, expedient, and self-expressive communication. We can chat, tweet, text, and email to our hearts' content. And because it's all so quick and easy, we've come to believe that it's our right, as citizens of the digital age, to say what we want, when we want.

One consequence of this mistaken belief is that we often fight back too quickly and too forcefully whenever we're annoyed. But impulsive and unfiltered communication—whether it happens face-to-face or digitally—often costs us dearly. Because we aren't willing to be seen as wimps, conflicts escalate and relationships deteriorate. We would do much better to hold our tongues, control our emotions, and focus on long-term goals instead of on short-term gratification.

That's where *Stop Talking, Start Communicating: Counterintuitive Secrets to Success in Business and in Life* comes in. Full of counterintuitive yet concrete advice, it draws on Tumlin's experience as a communication consultant to help readers improve conversations, develop productive communication habits, and use our powerful digital devices not to fragment attention and dilute relationships, but to bring us closer to our higher-order aspirations. **RO**

Author: Geoffrey Tumlin is the founder and CEO of Mouthpiece Consulting LLC, a communication consulting company; president of On-Demand Leadership, a leadership development company; and founder and board chair of Critical Skills Nonprofit. Visit www.tumlin.com

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VENT-A-HOOD.
UNLESS YOU'RE THE
COMPETITION.



NEW E-Z CLEAN SYSTEM

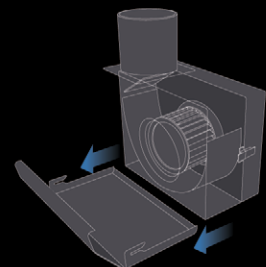
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THE ASPEN WINE CABINET FEATURES AN EXOTIC WOOD AND BRUSHED ALUMINUM EXTERIOR AND A PATENTED WINE-MATE COOLING SYSTEM TO PROPERLY STORE 160 WINE BOTTLES



Vinotemp, a recognized leader in the wine storage and refrigeration industry for nearly 30 years, has launched the Aspen 250-Model Wine Cabinet.

The perfect combination of form and function, Vinotemp's latest wine storage solution features numerous customization options, the ability to properly store up to 160 bottles of wine and a modern exterior replete with exotic wood and brushed aluminum.

"Vinotemp has been manufacturing wine cabinets, cooling units and wine racking at our headquarters in Southern California for nearly 30 years," states President and CEO of Vinotemp, India Hynes. "Decades of experience creating quality wine cabinets have led to innovative products like the Aspen Wine Cabinet that provide proper wine preservation with a modern design aesthetic."

In addition to the ability to securely preserve up to 160 bottles of wine in stunning redwood/aluminum racking, the Aspen 250-Model Wine Cabinet features a patented Wine-Mate self-contained cooling system that maintains ideal storage temperature (50 – 65 F) and humidity levels (50 to 60 percent). The cabinet also offers numerous options for customization. Everything from the exhaust system and racking configurations to the lighting and racking style, and even the lock – a Biometric Fingerprint Lock is available – can be customized.



LG DISPLAY SHOWS WHAT IS POSSIBLE FOR TV WITH CURVED OLED TV TECHNOLOGY



This year will mark a momentous milestone for the TV industry with the introduction of LG Display's dream display technology that at last delivers on the promise of a bona fide movie theatre experience at home. Praised by leading media as "stunning in the flesh" and "convention-defying," LG's CURVED OLED TV, which is built on LG Display's technology, has especially shined in this regard. This world's first cutting-edge unit was

introduced in Korea, and months after in the US and Europe with further launches in other markets across the globe expected to follow soon.

LG Display utilizes WRGB OLED technology, the optimal technical solution for large-sized OLED TV panels – Oxide TFT backplane with WRGB architecture. Leveraging the inwardly-curved design properties of OLED, LG Display's state-of-the-art TV panels are not only an aesthetic breakthrough, but also provide users with an unprecedented viewing experience.

BENEFITS OF LG DISPLAY'S CURVED OLED TV TECHNOLOGY

LG Display's curved OLED TV panel boasts ultimate sleekness and slimness: a panel that is only 4mm thick with a left and right bezel width of 11mm. With the overall weight of LG's CURVED OLED TV being also substantially lighter than other competitive products, the true redefinition of slimness and lightness is made possible with LG's curved OLED TV technology.

At the same time, LG Display's curved OLED panel offers superior picture quality, achieving remarkably rich and natural colors with its 8.3 million sub-pixels with the addition of white sub-pixels – two million more sub-pixels than other competitive panels. The panel also delivers clear images with less than 0.001ms response time, 5,000 times faster than LCDs.

Most notably, LG Display's curved OLED TV panel can realize deep and dark blacks with capability of reproducing a wide spectrum of blacks, allowing for an optimal and ultimate contrast ratio. Indeed, the richness in the deep black levels offer unmatched picture quality as it delivers more delicate and crisp images to the extent that even a single strand of hair can be visible acutely.

In addition to the vivid and enhanced picture quality experience, the curvature of the new OLED TV panel offers viewing comfort. The panel's curved structure mimics a human being's normal line of vision known as the "horopter line," which makes it more eye-friendly and allows viewers to feel less fatigue even when watching the screen for long periods of time.

Users will additionally enjoy a more theatre-like viewing experience as the curved screen has a wider and brighter field-of-view. The IMAX-like curvature of the screen minimizes visual distortion and loss of detail, allowing such brighter and clearer experience. LG Display's curved OLED TV panel also incorporates the company's acclaimed FPR 3D viewing technology which minimizes eye and body muscle strain while watching TV. The added FPR 3D film on curved OLED TVs offers better depth as well as a clearer 3D effect.


According to research firm DisplaySearch, the OLED TV market is forecast to become a USD 3 billion market by 2015. As this market blooms, LG Display is well prepared to lead the way with its superior standard and curved OLED TV technologies.

** For more news and insights from the world's leading display technology company, visit LG Display's online newsroom at www.lgdnewsroom.com.*



SAMSUNG'S 2013 HOME APPLIANCES DELIVER INNOVATION THAT DELIGHTS AND DESIGN THAT INSPIRES

UNEXPECTED FEATURES, BEAUTIFUL STYLING AND UNSURPASSED PERFORMANCE COMBINE TO DELIVER PRODUCTS - FAMILIES WILL NOT JUST NEED, BUT WANT FOR THEIR HOMES

 Samsung Electronics America, Inc., combines innovation and design with the groundbreaking launch of its 2013 home appliance line. With a first-ever four-door refrigerator with automatic sparkling water dispenser, sleekly-designed slide-in range with Flex Duo oven and high performing 5.0 cu. ft. king-size capacity top load laundry pair, Samsung elevates the functionality and style of any home and kitchen. | *continued on page 18* |



“Founded on a clear understanding of what families want, Samsung delivers home appliances that not only address their needs but define and inspire their homes,” said Kevin Dexter, senior vice president of home appliance sales and marketing, Samsung Electronics America. “This intersection of beautiful design, innovative technology and consumer insight is Samsung’s sweet spot and our 2013 product line is the embodiment of our leadership.”

Samsung’s line offers unsurpassed capacity and performance, surprising functional features that delight consumers and premium design elements that inspire the entire home.

- The new Four Door Sparkling French Door Refrigerator with automatic sparkling water dispenser powered by SodaStream (RF31FMESB), an industry first, allows families to enjoy chilled sparkling or still water straight from their refrigerator door – saving both money and space and creating less space than bottled sparkling water. It also offers unmatched organization and style.
- The Slide-in Flex Duo Oven Electric Range (NE58F9710SR) features a sleek, built-in, high end look with a slide-in design that instantly upgrades the look of any kitchen or home renovation. The range also offers a Flex Duo Oven can be split into two separate compartments to cook two dishes at the same time.
- The 5.0 cu. ft. High Efficiency Top-Load Washer (WA50F) allows consumers to wash more in a single load than ever before with the industry’s capacity in its class. AquaJet™ Technology provides unsurpassed washing performance – while chrome accents, a curved glass lid and an ice-blue LED control panel make it worthy of a first or second floor laundry room.
- The T9000 Four Door Refrigerator with Convertible Zone (RF32FMQDBSR), with 32 cu. ft. of capacity, can fit up to 32 bags of groceries in a revolutionary new form factor. It features a 19.4 cu. ft. French Door refrigerator compartment on top and a 6.1 cu. ft. compartment on the lower right side that can convert to either be a refrigerator or freezer, giving families up to 25.5 cu. ft. of fresh food capacity.



Samsung is also showcasing other products this year that are transforming the kitchen, including the Induction Range with FlexCook Zone (NE597N0PBSR), the Over-the-range (OTR) Speed Oven (ME179KFETSR) and the new DW80F800A dishwasher.

On June 15-16, Samsung’s new home appliance innovations will be on display at Samsung House, a show off-worthy, custom-designed and beautifully appointed home environment with a fully operational

kitchen and laundry room in New York’s SoHo neighborhood. To learn more about Samsung House and the latest appliances from Samsung, visit www.facebook.com/samsunghomeappliancesusa.

¹ According to 2012 Trajectory data



ALMO NAMED EXCLUSIVE DISTRIBUTOR FOR FRIGIDAIRE FIREPLACES

ALMO Almo Corporation, a major national appliance and consumer and professional electronics distributor, has been named the exclusive distributor of Frigidaire Fireplaces for the United States. The new Frigidaire Fireplace portfolio will feature 11 models and include both floor standing and wall hanging options.

Almo’s exclusive distribution agreement extends across all retail channels servicing all retail and wholesale channels, allowing national and independent retailers alike to bolster their existing product cache with a highly recognizable and consumer trusted brand. Two highlights from the Frigidaire Collection include the Valencia Wide Screen Wall Hanging Electric Fireplace and the Boston Metallic Floor Standing Electric Fireplace.

The Valencia Wide Screen Wall Hanging Electric Fireplace features a sleek, modern look and offers a unique shape, measuring 50.4”x5.5”x21.7”. The wall hanging application accommodates smaller spaces while delivering the coziness and warmth expected from fireplaces.

The Boston Metallic Floor Standing Electric Fireplace offers a more traditional, ornate look and measures 27”x12.5”x24.3”. This beautifully-crafted piece warms up any space, both literally and figuratively. The subtle detailing offers charm and panache while the bold, black finish adds a touch of sophistication.

“We are certain that adding the Frigidaire Fireplace Collection takes our value proposition to a new level,” says Rick Wigen, Almo vice president of product management. “We hope this addition demonstrates our commitment to our customers and to continuously improving product selection with progressive new categories.” More information on Almo is available by contacting the company directly or at Almo’s web site located at www.almo.com.



| continued on page 20 |

New & Notable from Samsung

Available from Almo

SAMSUNG



HIGH STYLE, HIGH FUNCTION SLIDE-IN RANGE

- Sleek, customized, built-in style
- Five burner ceramic cooking surface
- Extra-large Capacity 5.8 cu. ft. oven
- Premium illuminated controls with intuitive, step-by-step instructions
- Dual convection system cooks faster and more evenly

Model #NE58F9500SS/AA



2 Dual-sized Burners



ARTFUL DESIGN AND ULTIMATE FLEXIBILITY

- 4-Door Refrigerator with Convertible Zone
- Bottom right section can change to refrigerator or freezer
- Ultra-high 32 cu. ft. capacity with 25.6 cu. ft. of available fresh food storage
 - Slide-in and Flip-up shelving for big and tall items
- Superior triple cooling performance - an industry first!

Model #RF32FMQBSR



Fridge or Freeze Zone



QUIET, POWERFUL WASHING PERFORMANCE

- New heavy-duty StormWash™
- No pre-rinsing, plus hard-to-clean wash zone
- Adjustable racks and half-load cycle
- Whisper quiet 46 dBA, quietest in its class
- Uses only 4 gallons of water per cycle!

Model #DW80F800UWS



StormWash™ Powerful Rotating Jets

Samsung Available Nationally!



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DACOR® INTRODUCES THE “COOLEST” WAY TO COOK

RENAISSANCE® 30” INDUCTION RANGE USES ELECTROMAGNETIC ENERGY FOR FAST, EFFICIENT COOKING

dacor Dacor® introduces the Renaissance® 30” Induction Range, a new product that features induction cooking technology that utilizes electromagnetic energy to stimulate the iron molecules within cookware. Unlike traditional cooking surfaces that heat up and remain hot long after use, the Renaissance Induction Range features a ceramic glass surface that remains cool to the touch.

“The Renaissance Induction Range is a smart addition to the kitchen,” said Steve Joseph, president of Dacor. “Our SenseTech™ Induction Technology automatically detects the presence and size of your cookware to match only the surface area that needs heating, making it a safe and sustainable alternative to gas and electric cooktops.”

While induction cooking itself is not entirely new, Dacor is taking the technology a step further with the Renaissance Induction Range. Featuring a seamless digital glass touch control panel, the new Dacor range utilizes four powerful SimmerSear™ induction zones to precisely distribute heat. It offers three pre-set heating options to

instantly switch between melt, simmer and sear and 11 custom power settings in each zone for precise temperature control.

Beneath the cooktop, the oven features Dacor’s exclusive Four-Part Pure Convection™ System with a convection heating element, baffle, fan and filter. This system reduces cook time, provides precise heat distribution, and eliminates flavor transfer. With its seven rack positions and spacious 4.8 cubic foot interior, the oven can accommodate and perfectly cook two, 20-pound turkeys in just two and a half hours.

The Renaissance 30” Induction Range is available with two stainless steel door handle options: the professional Epicure® with chrome trim or the contemporary flush. Pricing for the range starts at \$5,299 MSRP. For more details on Dacor and its products, visit www.dacor.com.



HAIER VOLUNTEERS CONTINUES ANNUAL PROGRAM WITH FOOD BANK FOR NEW YORK CITY

Haier Haier America is holding its third annual Haier Volunteers initiative with Food Bank For New York City during the month of August. Haier employees have joined Food Bank staff to prepare and serve food at Food Bank’s Community Kitchen & Food Pantry in Harlem. Haier has supported Food Bank For New York City in the past through various programs including Haier Volunteers, Virtual Food Drives and product donations to support local facilities.

“Food Bank For New York City is a wonderful organization and we are proud to support them through a number of initiatives including our Haier Volunteers program,” said Shariff Kan, president of Haier America. “Our employees enjoy this experience each year and the feedback we receive from them only reinforces how committed they are to helping out.”

A program of Food Bank For New York City, the Community Kitchen & Food Pantry in Harlem is a full-service soup | continued on page 24 |

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The Life of the Kitchen.[®]

At Dacor, we believe that every kitchen is the heart of the home - a place for communion, rejuvenation and culinary creativity. That's why we have created the widest selection of innovative appliances...so you can stir up your own life experiences.



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Fagor Integrated Refrigerator Wins 2012 Best of Year Award—“Best Kitchen Appliance”

Fagor America Inc. pioneers in induction cooktops is excited to announce the winning of Interior Design Magazine “Best of Year Awards” for their 24” Integrated Refrigerator. The award for this year’s best kitchen appliance category was given on November 29, 2012, where over 800 people from the design community (designers and manufacturers) gathered at the state of the art auditorium and event space at 200 West Street in New York City, to celebrate the best projects and products of 2012. Fagor’s Integrated Refrigerator is ENERGY STAR rated and assimilates itself into most kitchen cabinetry for a seamless kitchen display.

Every year, Interior Design selects a group of interior designers and architects who participate via an online vote on October 1-9 (from 660 submissions) they select the best of Year Product Design finalists. A jury of leading architects and designers determined winners. InteriorDesign.net “Best of Year” voting site received approximately 26,000 unique visitors during voting, generating 86,000 votes in 2012. The Kitchen sub-category within Product Designs had four areas of recognition; Appliances, Cabinetry, Fittings and Fixtures where the industry’s top manufactures compete for the winning title. Fagor’s Integrated Refrigerator won in the category for Best Appliance against some of the industry appliance leaders.

What makes Fagor’s Integrated Fridge unique is the door on door installation system that includes adjustable mounting joints allowing for modifications to



installation without removing the cabinet panel from the door. The unit stands 24” x 79” in size and contains a freezer on the bottom, bottle shelves, 2 bottle holders, adjustable glass shelving and adjustable vegetable drawers. It also features reversible left and right doors making it adaptable to any kitchen and the heavy duty hinges holding the doors together withstand up to 200 lbs. with the door opening of up to 115° to achieve maximum accessibility to inside compartments.

The unit maintains a constant control of humidity in order to keep the cabin in a “No Frost” environment, and it also has multi-fresh draws that keep the ideal temperature (low humidity and a temperature just above freezing) to perfectly preserve meats and fish twice as long as other refrigerators. The Integrated Refrigerator is designed with an anti-bacterial cavity, a coat of a silver ion compound has been added, which prohibits the growth of bacteria, helping to preserve your food, longer.

“We are honored to be the recipients of the 2012 BOY Award for the best new kitchen appliance,” said Patricio Barriga, President. “Being recognized by the design and architect community for our seamless integration is an honor, creating innovative and efficient kitchen solutions is our company mission.”

The suggested retail price for the Fagor Integrated Refrigerator is \$2,199.00. For more information about Fagor appliances, visit www.fagoramerica.com. **RO**

Introducing...

Fagor's Award Winning Integrated Refrigerator.



INTERIOR DESIGN
BEST OF YEAR 2012

The New 24" Energy Star, Fully Integrated Refrigerator that incorporates efficiency and design continuity with simplistic installation - perfectly seamless.

fagoramerica.com



kitchen and food pantry that helps provide more than one million free meals annually to individuals and families. Beyond food services, Food Bank works to help New Yorkers in need gain self-sufficiency by offering on-site income support including free income tax services and food stamp programs, facilitated health care enrollment and financial counseling, as well as rent, mortgage and utility services.

FOOD BANK FOR NEW YORK CITY

Food Bank For New York City recognizes 30 years as the city's major hunger-relief organization working to end food poverty throughout the five boroughs. As the city's hub for integrated food poverty assistance, Food Bank tackles the hunger issue on three fronts — food distribution, income support and nutrition education — all strategically guided by its research. Through its network of community-based member programs citywide, Food Bank helps provide 400,000 free meals a day for New Yorkers in need. Food Bank's hands-on nutrition education program in the public schools reaches thousands of children, teens and adults. Income support services including food stamps, free tax assistance for the working poor and the Earned Income Tax Credit put millions of dollars back in the pockets of low-income New Yorkers, helping them to achieve greater dignity and independence. Learn how you can help at www.foodbanknyc.org.

PURCELL MURRAY PRESENTS NEW PARTNERSHIPS WITH IRINOX AND TOPBREWER

NATIONAL DISTRIBUTOR INTRODUCES BLAST CHILLING BRAND AND NEW BREED OF COFFEE MAKER



PURCELL MURRAY

Purcell Murray, a distributor of high-end kitchen appliances and plumbing fixtures has created a new partnership for national distribution of Italian blast chiller manufacturer Irinox and TopBrewer coffee makers.



Purcell Murray brings a wealth of experience to the promotion of European

products in the U.S. And with a newly formed division, the company is able to expand that experience — adding one of Italy's most exciting new exports: Irinox. As Purcell Murray Director of Sales & Distribution Anne Puricelli stated, "Irinox has a phenomenal product—and the brand profile could not fit Purcell Murray better. While it's a relatively new product to the market, it is an extremely exciting one. Irinox's technology preserves food at its best for unprecedented periods—and we believe it's the next must-have appliance for serious home chefs."

The only domestic appliance that shock freezes and cooks, thaws and proofs, blast chills and heats. Don't call it just a blast chiller anymore. Irinox is the first domestic appliance that combines hot and cold functions.

Irinox is the first blast chiller designed for domestic use, and is ideal for anyone who cares about sound nutrition and enjoys cooking for themselves and for others.

Irinox combines slow heat with blast chilling (patented Irinox technology) providing 7 innovative functions that enable blast chilling of cooked food, quickly and carefully freezing and thawing food, cooking meat and fish at low temperature, rising bread, pizza and focaccia, and provides meals that are hot and ready to serve as well as chilling wine and other drinks.

Freddy is made entirely from stainless steel, is equipped with a probe that monitors food core temperature and an intuitive, easy-to-use soft touch control panel.



Purcell Murray has built a legacy of kitchen appliance distribution spanning nearly three decades. Hence the new alliance with TopBrewer—an exciting new concept in coffee making. As Purcell Murray Director of Sales & Distribution Anne Puricelli says, | continued on page 26 |

BRING *Italy* HOME

The ILVE® and Verona® brands of cooking appliances are exquisitely designed and assembled in Italy with great attention to detail and utilize the latest innovative cooking technology. Luxury features combined with functional accessories create a professional cooking experience.

The choice of brilliant colors and a variety of sizes offers a range of options to customize a distinct appliance perfect for any kitchen.



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“TopBrewer isn’t competing with all the other coffee makers out there—it’s a completely different breed that puts a perfectly calibrated, amazingly versatile digital barista at your fingertips, 24/7.”

The TopBrewer is an innovative world novelty that has created an entirely new category within coffee brewers. It turns the common conception of coffee brewing and dispensing completely upside down and its simple sculptural design is breathtaking. This is not just a coffee machine.

The beautiful, patented stainless steel tap is designed to be built in any tabletop. The simplicity of the Top Brewer fits in elegantly in the surroundings and allows you to focus on a more direct contact with the customers and additional sale at the counter. The TopBrewer brews a perfect cup of coffee—each time.

We have patented the smallest milk foamer in the world. The foamer is installed at the very tip of the coffee tap. Fresh milk is heated “on demand” and foamed to correct texture. The Scanomatic milk clean system of the Top Brewer cleans all hoses with water after each cup. The Top Brewer provides chilled drinking water, cold milk, hot water for tea – and steam for blanching of vegetables for instance.

With a simple touch of your iPhone or iPad the TopBrewer brews your favorite coffee drink using the freshly ground coffee beans. Control multiple machines with one single iPad and with the favorite’s page, you have access to all the machines in one view for blazing fast selection of the desired drinks. The finger touch keyboard which is built in the tabletop can also do the job if a smartphone is not available.

For more information on these new products contact Purcell Murray at 800-892-4040 or on the web at www.purcellmurray.com.

LIEBHERR WINS PRESTIGIOUS PLUS X AWARD AS ONE OF THE MOST INNOVATIVE BRANDS OF THE YEAR 2013



PLUS X AWARD

LIEBHERR

Liebherr has recently been honored as the recipient of the Plus X award for Most

Innovative Brand of the Year in the Built-In Appliances category (European fully integrated in North American market).

The 10th annual Plus X Awards honors manufacturers for their quality advantage in technology, sports and lifestyle products. The award is granted exclusively for exceptional brand products with a genuine market value for the consumer. Decided by a jury of renowned trade journalists and experts from 25 industries, the winners are judged on pioneering technologies that excel in their respective industries.

“Our commitment to innovation, sustainable design and responsible manufacturing practices is well aligned with an award program that recognizes such excellence,” said Josef Steigmiller, vice president, Liebherr Refrigeration, The Americas.

Liebherr was also granted with five awards out of the seven categories, which included High Quality, Design, Ease of Use, Functionality and Ecology.

Executing creative kitchen designs is made easier with Liebherr products, many of which are engineered to accommodate a variety of flexible design and installation situations. Several of the larger units are actually created by combining two individual units: Liebherr offers 24”, 30”, 36”, 48”, 60”, and 72” fully integrated configurations, giving designers and consumers the deepest selection of fully integrated products on the market today.

“Liebherr’s fully integrated models are creating a buzz in the design community across North America,” said Steigmiller. “Designers and consumer consistently enquire about Liebherr fully integrated product because the models are a perfect fit for a custom kitchen, accommodating unique and creative approaches to design as well as the individual needs of the homeowner.”

ABOUT THE PLUS X AWARD

With a international and independent panel of judges from 25 industries, 22 competent partners and a marketing investment of more than 25 million EUR, the Plus X Award is the world’s largest competition for technology, sports and lifestyle. Plus X Award seals of approval are conferred upon products judged to possess at least one “Plus X” factor. Awards are given for new and innovative technologies, extraordinary design and intelligent, easy to use operating systems. Criteria such as outstanding ergonomic and ecological features, along with the use of high quality material add up to sustainable products with long lasting value and are also honored by the Plus X Award. The competition was created as a brand marketing tool and is being conducted for the tenth time in 2013. | continued on page 28 |



Elegance, **meet Intelligence.**

It's a match made for a dream kitchen. A Liebherr integrated refrigerator fits elegantly and seamlessly with your cabinet design. And it more than satisfies your desire to spend intelligently. It also holds more food and keeps it fresher longer. It's everything you'd expect from a high-end refrigerator at a price you wouldn't. Meet your new Liebherr by following the QR code below.



www.liebherr.us/hg

LIEBHERR

Quality, Design and Innovation

A BIGGER, BETTER AND MORE DYNAMIC KBIS TO SHINE IN LAS VEGAS

KBIS 2014

The Kitchen and Bath Industry Show (KBIS) is gearing up for what is sure to be the largest ever annual event showcasing the latest products, trends and technologies in the kitchen and bath category. For the first time, the National Kitchen & Bath Association has joined forces with the National Association of Home Builders (NAHB) and its International Builders' Show (IBS) to co-host the event Feb. 4-6, 2014, in Las Vegas, resulting in more than 1,500 exhibitors within 600,000 square feet of shared exhibit space.

Under the banner of "Design & Construction Week," exhibitors for KBIS and IBS will show thousands of products during the event with an expected attendance of more than 70,000 industry professionals and media enabling endless networking opportunities.

"We are thrilled to partner with the National Association of Home Builders to create the most dynamic event in the kitchen, bath and home builder's arenas," said Brian Pagel, vice president, Kitchen & Bath Group. "We will continue to build on the success of prior shows to assure we

produce the most relevant, educational and exciting trade show possible for our industries."

Exhibit space is 95 percent sold already and is outpacing sales at this same time last year during KBIS 2013 planning. Key kitchen and bath brands that haven't exhibited in several years will be back including Electrolux, Elkay, MasterBrand Cabinets and LG HaysysSurfaces; plus, new exhibitors that have never been to the trade show before are gearing up to unveil exciting new products.

"Key brands are returning to KBIS in February and coming back in a bigger way," Pagel added. "I know they are excited about the opportunity to share their products with professionals not only from the NKBA, but from the NAHB as well opening up a whole new audience and marketing and networking opportunities."

Drawing on the success of the "30 Under 30" program launched at KBIS in New Orleans last April, the series will continue in Las Vegas. The goal of the initiative is to acknowledge outstanding young professionals while helping them apply themselves to new opportunities for growth and development in support of the industry. More information on KBIS or "Design & Construction Week" can be obtained by contacting Kathy Geller Myers, White Good, 717.396.0200; ext. 206; kgmyers@whitegood.com. **RO**

The Retail Observer

AN EYE ON THE INDUSTRY SINCE 1970



PUBLISHED FOR INDEPENDENT RETAILERS AND DESIGNERS
SELLERS OF MAJOR APPLIANCES, KITCHEN & BATH PRODUCTS, AND CONSUMER ELECTRONICS

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KBIS 2014

Las Vegas | February 4-6

More New Products
More Leading Brands
More Networking Opportunities

Register Now at KBIS.com
Registration Code: ADRET

For the first time ever, KBIS 2014 will co-locate with the NAHB International Builders' Show. This new mega event, called Design & Construction Week™, will be one of the world's largest gatherings in residential design and construction focused on new ideas, products, and technologies coming to market. It will be the can't miss event of the year.

Be there.



kbis.com



MARVEL Launches the Industry's Widest Selection of Integrated Full-Size Refrigeration Design Options

The name respected in the industry for quality and craftsmanship now expands to offer a diverse built-in premium refrigeration line for customized solutions. The new MARVEL full-size built-in refrigeration line offers the industry's widest selection and largest capacity, with models varying in increments from 18" to 72".

Today's kitchens need the individual touch only a custom-designed refrigerator can add, and no other brand can match the exceptional choice of sizes and design options that MARVEL offers in nearly 1,400 variations. Style configurations include all-refrigerators, all-freezers, refrigerator/freezers (side-by-side and top mount), dual zone wine cellars, beverage centers, French door models and striking Professional Series glass door models with blue interior display lighting. MARVEL refrigeration products feature durable all-metal interiors in a choice of stainless steel or arctic white aluminum. Exterior design options include stainless steel, panel ready and glass in two trim options.

QUALITY AND CRAFTSMANSHIP BORN FROM THE RESPECTED MARVEL MANUFACTURING HERITAGE

With over 100 years of quality manufacturing expertise, the trade recognizes MARVEL as delivering premium refrigerators to customers who demand the very best. The features of the new MARVEL full-size built-in refrigeration line are no exception.

Its unique configuration holds several advantages over traditional refrigeration design, including powerful performance, easy installation and accessible serviceability. And, it frees up 20% more storage capacity than comparable brands. This allows more usable depth for oversized items like platters, pizzas, turkeys and other bulky food that other refrigerators can't hold.

The patented MARVEL Power Module® cooling system prevents the freezer from warming during the automatic defrost cycle, unlike typical refrigeration design. This superior method significantly reduces freezer burn and the melting and refreezing of ice cubes and frozen vegetables, which can result in clumping and compromised taste. FreshFlo™ stainless steel shelves have a unique perforated design to facilitate cold air flow throughout the freezer cavity, resulting in an even temperature. Everything stays safely frozen, at the peak of its freshness.



The durable all-metal interiors are a MARVEL exclusive and resist staining, odors and spills. Exteriors are sleek galvanized steel, built to last. As a matter of fact, AGA MARVEL is so confident in the quality of its new refrigeration line, the company is offering a 7-year warranty on all sealed system components.

THE EASIEST ON THE MARKET TO INSTALL AND SERVICE

Installers will find that MARVEL units are lighter and easier to move into place with its roller base. On account of the separate Power Module, the cabinet height is reduced to fit under a 7-foot threshold and into elevators. And, unlike traditional refrigerators, there are no cooling system components to prevent the cabinet from lying flat during transport. Once positioned to be flush with cabinetry, the Power Module cooling system is set on top and connected with a simple plug-in. All leveling legs are adjustable from the front.

And, the MARVEL design simplifies servicing. Since the cooling system is fully contained inside the module, it's easy to remove and service without disturbing the refrigerator cabinet or contents. The module can be replaced in mere minutes, delivering renewed performance to the unit. **RO**

AGA: The #1 luxury brand to attract the most loyal customer base

What makes owners of the number one luxury brand most willing to recommend an AGA to their peers?*

For one, AGA owners are passionate and make for the best brand ambassadors. They will tell you AGA is more than an exalted design status symbol. It's the world's best cooking appliance, known for gentle radiant heat cast iron ovens, versatile cooking, surprising capacity and better tasting food. AGA represents a lifestyle, one that owners embrace and share fervently with others.

Revolutionized for America, the AGA Total Control is the flexible range cooker with programmable controls to cook on demand, using only the hotplates or ovens needed.

And, installers appreciate that it ships fully assembled with a power cord, making installation a breeze.

It's for these reasons and more that AGA Total Control continues to appear on showroom floors across North America, drawing crowds, generating buzz and capturing devoted business.

This is the AGA you can sell.



3-Oven AGA Total Control
Shown in Aubergine

*Research Indicates AGA Means Luxury

Source: 2013 Luxury Brand Institute Consumer Brand Research

Brands Worthy of
a Price Premium

1. AGA
2. Gaggenau
3. Wolf

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powerhouse behind the brand
to your showroom floor.**

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KAREN D. COLLINS

February 4, 1959 - August 15, 2013

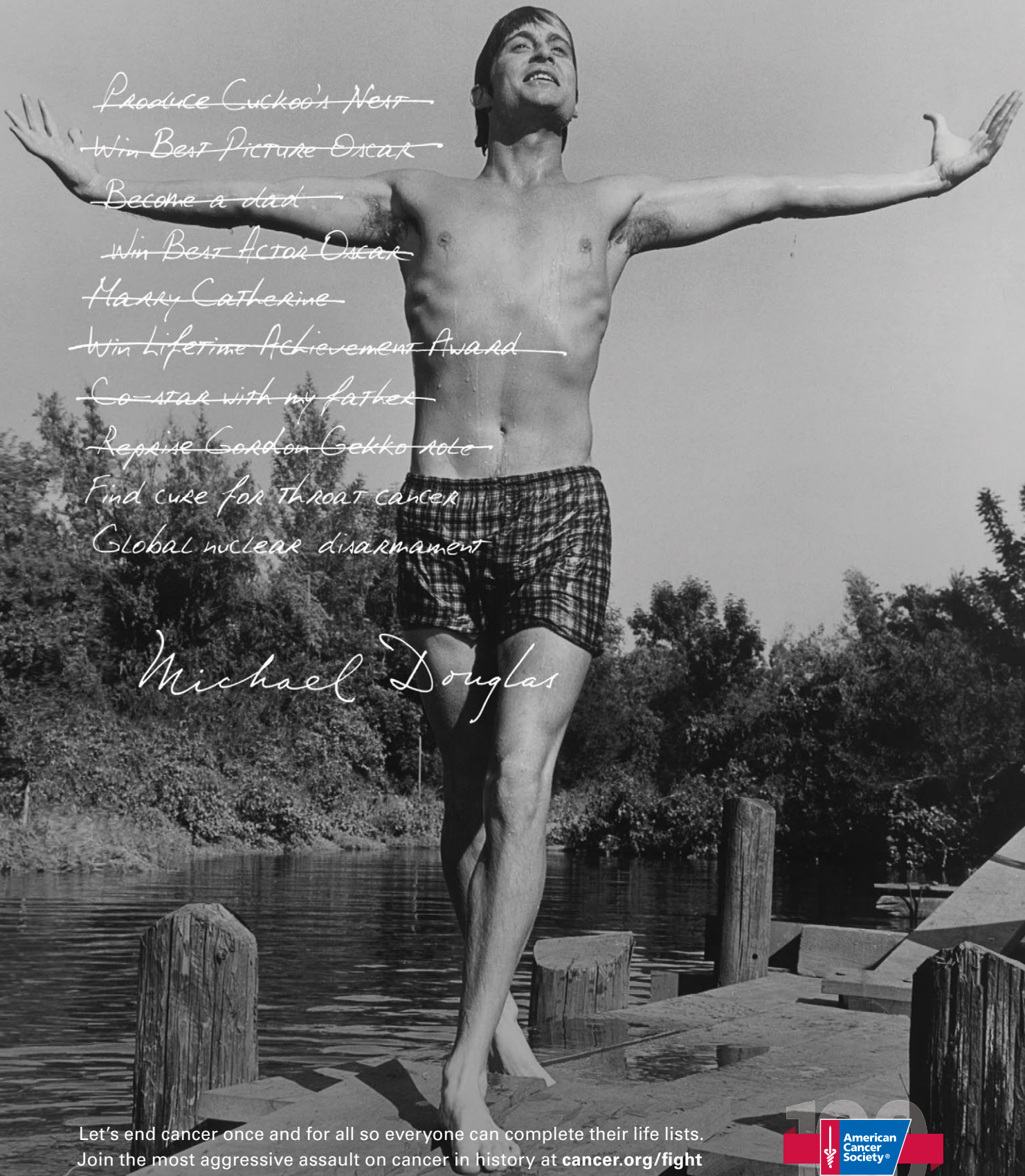
Karen Collins was the Marketing Communications Manager for Broan-NuTone, LLC, a leading manufacturer of residential ventilation products and systems, and convenience products since 1998. She had over 30 years Marketing and Public Relations Experience, with the past 13 years in the residential and light commercial industry. She had the responsibility for global product education and promotion. Ms. Collins originally developed and conducted a series of industry presentations on residential kitchen and bathroom ventilation to the National Kitchen & Bath Association, the National Association of Home Builders, American Institute of Architects, and the Independent Electrical Contractors, as well as student groups. She was a NAHB Certified Green Professional in addition to being on the Board of Directors for HIRI and on the Manufacturing

Council for NKBA. She had also earned recognition as an Accredited Public Relations Professional from The Public Relations Society of America. A writer, editor, photographer and creative designer, Karen incorporated all aspects of communication to clearly and concisely educate through word and image. She had been professionally involved in the kitchen and bath industry for over 25 years.

Karen found peace on August 15, 2013 at the age of 54 with her husband by her side. Beloved wife and best friend of Andy for 17 years. Proud Aunt of Jaclyn and Jessica Mixell. Further survived by other relatives and many friends. Preceded in death by her parents; Michael and Virginia Kemezy.

We at *The Retail Observer* and the rest of the Industry will surely miss this amazing woman.





~~Produce Cuckoo's Nest~~
~~Win Best Picture Oscar~~
~~Become a dad~~
~~Win Best Actor Oscar~~
~~Marry Catherine~~
~~Win Lifetime Achievement Award~~
~~Co-star with my father~~
~~Reprise Gordon Gekko role~~
Find cure for throat cancer
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STRONGEST SUMMER MARKET IN YEARS

70+ NEW SHOWROOMS & 1,200 NEW LINES GENERATE 31% GAIN IN BUYER TRAFFIC



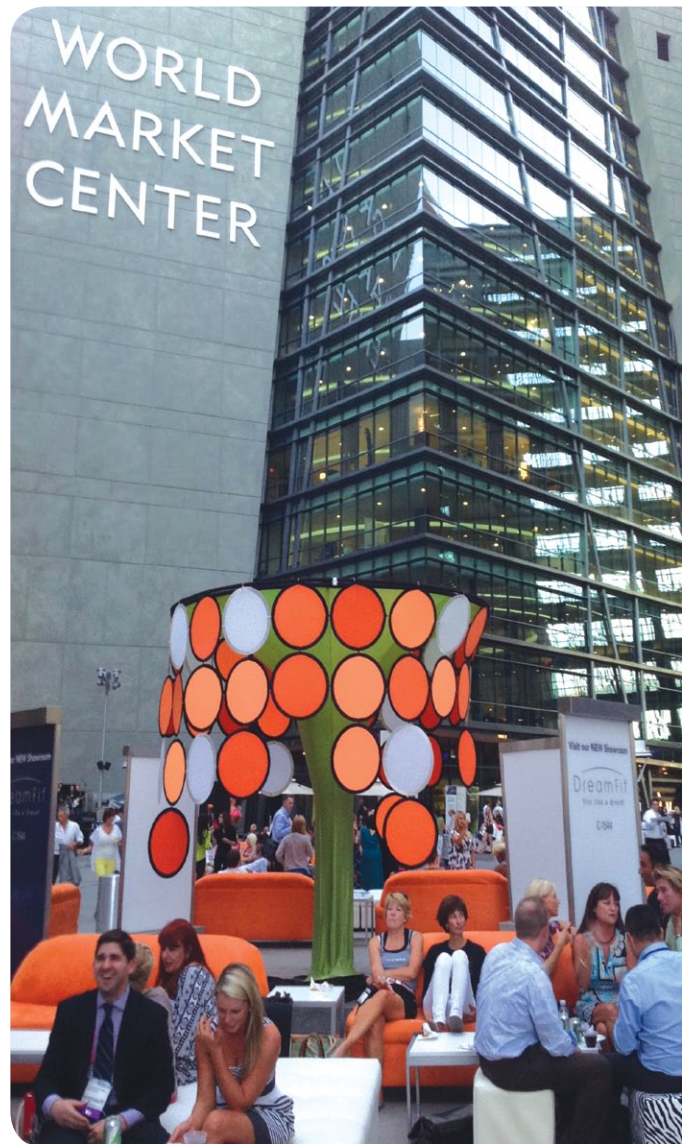
LAS VEGAS MARKET—SUMMER MARKET WAS A SMASHING SUCCESS, WITH GROWTH IN BUYER ATTENDANCE ACROSS ALL CATEGORIES, INCLUDING FURNITURE, DÉCOR AND GIFT. THE 2013 SUMMER MARKET REGISTERED A 31% GAIN IN BUYER ATTENDANCE OVER LAST YEAR'S SUMMER MARKET, WITH THOUSANDS OF NEW-TO-MARKET BUYERS REPRESENTING ALL 50 STATES AND 60+ COUNTRIES.

Las Vegas Market continues to grow its home furnishings buyer base with a 13% increase in furniture buyers, further establishing this market as the leading home furnishings market in the West. The ongoing expansion and realignment of gift and home décor exhibitors resulted in exponential growth in buyer traffic, with a 67.3% increase in home décor buyers and an 82.5% increase in gift attendees visiting the revamped Building C, and a hugely positive reaction among exhibitors. Building C featured more than 50 new gift and home décor showrooms and an estimated 1,150 new lines added since Winter 2012.

BUILDING C EXPANSION: GIFT AND HOME DÉCOR

"We are delighted to have been able to aggregate resources and attendance as quickly as we have, and to deliver such a strong market for both buyers and suppliers," said Dorothy Belshaw, president of Gift & Home Décor, International Market Centers. "Large increases in buyer attendance, as well as substantial numbers of new permanent showrooms and temporary exhibitors, sustain our repositioning of Las Vegas Market as the leading gift and home furnishings destination in the western United States."

Key elements of Building C's transformation into an unrivaled gift and home décor showcase for the western states included the Summer 2013 launch of the new directional c-ONE cross-category presentation with leading home décor and specialty tabletop brands; expansion of better home décor showrooms onto two floors; and the debut of the dynamic new "Lifestyle Collection" of fashion-forward resources. In addition, this Summer related temporary exhibits were repositioned onto three floors for home-related | *continued on page 36* |





categories, trend-forward merchandise and gift-relevant categories—to facilitate synergies between temporary exhibits and permanent showrooms on adjacent floors.

Vendors gave the Summer Market rave reviews, citing enhanced resources, increased cross-category sales and marketing opportunities and overall momentum for a dominant west coast marketplace. Barbara Knight, president of Just Got 2 Have It!, one of the anchors of the Lifestyle Collection premiere, commented, “I think this industry is going towards an east coast/west coast orientation. We’ve had nice traffic and I’m looking forward to growing the west coast business. I think the buyers are going to come once they know what’s happening here. I wanted to be the first one in and I’m very excited to be a part of it.”

One of the Summer Market’s most eagerly anticipated highlights was the debut of c-ONE, a new cross-category presentation featuring a collection of leading home décor and specialty tabletop brands to the Las Vegas Market. “We’ve had good traffic and there are lots of people new to Las Vegas writing orders,” said Susan Gravely, owner of VIETRI. “We feel excitement from people that Las Vegas is being reinvigorated. It’s the new buzzword in our industry, and there is lots of excitement for the market.”

According to Satya Tiwari, president of Surya, which debuted a new 30,000 square-foot showroom on the newly launched collection of better home décor resources, “Las Vegas is bigger, better, easier for customers to shop for product. We’ve had great traffic and order writing from both current customers and new customers. This Market has turned around in big way.”

Buyers immediately recognized the transformation. “We were pleasantly surprised to see so many new, great showrooms and resources,” said Jack Bhasin, president of Aahs. “The merchandising and presentations we saw were refreshing at a time when other markets are shrinking, and we were able to find many resources and vendors that we have not seen at other shows in years.”

“Coming out of such a strong Summer Market, we are focusing on building momentum for the Winter 2014 Market, running January 26-30, with our primary short-term objective being continued increases in both the quality and quantity of resources and attendance.” Belshaw explained. “Looking ahead to the Summer 2014 Market, which runs July 28 to August 1, 2014, we will be launching new categories such as kitchen products and enriching the presentation of better goods to further





strengthen Las Vegas Market's position as the must-attend western marketplace for gift and home décor."

FURNITURE CONTINUES TO BE STRONG, ADDS BUYERS AND EXHIBITORS

Las Vegas Market continues to see significant momentum in the furniture segment of the market with over 700,000 square feet of new space added in the past year, resulting in 96% of the furniture space now leased.

"Overall, our furniture exhibitors were very pleased; they saw more accounts than in past summer markets and they are clearly doing more business here," said Tom Mitchell, president of home furnishings for International Market centers. "We see this improving trend in our leasing as well; more furniture companies are showing in Las Vegas and many are expanding."

With the addition of many higher-end, design-oriented brands at Las Vegas Market, the show was able to attract a greater number of designers and high-end retailers in search of fashion-forward products.

"This market has been an incredible success for Christopher Guy," said Paul Watson, president, Christopher Guy-Americas. "We exceeded our sales goals by over 200% and we look forward to the 2014 Las Vegas Winter Market. We are thrilled by the strong order-writing, particularly from new, international accounts predominantly from Canada and South America. Las Vegas Market is no longer a regional market and is proving itself as the leading International West Coast marketplace."

Buyers representing the top 100 retailers, the design industry and small to mid-size retailers were out in force at the Summer Market, and were writing orders.

"Traffic has been really solid and we are writing orders," added Len Burke, Sr. VP sales and marketing, Klausner. "We see all of the majors here as well as west coast customers and even major east coast customers. We are seeing the right people."

Las Vegas Market is a leading home furnishings and gift marketplace in the western U.S., presenting 2,000+ gift and home furnishings resources in an unrivaled market destination. Las Vegas Market features thousands of gift, furniture and home décor lines, allowing for cross-category commerce among these industries. The Winter 2014 Las Vegas Market runs January 26-30, 2014 at World Market Center Las Vegas. For more information, visit www.lasvegasmarket.com. **RO**



How to Awaken the Steve Jobs in You

Anyone Can Learn What Came Naturally to Apple's Founder

Just like everyone else, small business owners get caught up in their personal economic successes and woes. They're trying to find more time; trying to deal with the exigencies of life; trying to just survive.

The latter is both the cause and result of the broken and failed businesses we see in such large numbers. I know, because I've been helping entrepreneurs fix their businesses for 40 years.

In that time, I've also found a few small business creators who have discovered the secret of what I call "going beyond." They go beyond the ordinary. They go beyond the seeming limits of their personal economy and the barriers that keep so many others consumed with just getting by.

Early in my career, the driving question became: What's the difference between the survivors and the thrivers? What's the difference between entrepreneurs like Steve Jobs and the Murray Smiths who were my clients?

With only \$5,000, Jobs and his partner and an unlikely idea they called the personal computer created what would become the most valuable enterprise on the planet: Apple, Inc.

Murray Smith, meanwhile, creates a job for himself, works it and works it and ... ends up with little more than what he had starting out.

Why?

Most people suffer a lack of what Steve

Jobs possessed. Was he so out of the ordinary that it would be virtually impossible to awaken the Steve Jobs within every one of us?

I did find the answer to that question. Over the past 40 years, millions of readers of my E-Myth books, and tens upon tens of thousands of small business owner clients learned exactly how (not theoretically how) to awaken the Steve Jobs within them.

Here's the key: Steve Jobs was a Dreamer, a Thinker, a Storyteller and a Leader.

The Dreamer in Steve Jobs had a Dream. The Thinker in Steve Jobs had a Vision. The Storyteller in Steve Jobs had a Purpose. And The Leader in Steve Jobs had a Mission.

His Dream drove him. His Vision gave him clarity. His Purpose told him who was the most important person in his life—his customer. And his Mission told him exactly how to put the wheels on his wagon.

Once I understood that, I immediately saw the way. If I could help Murray learn to do what came naturally to Steve Jobs, I could help Murray thrive. And so, I did!

I've helped tens upon tens of thousands of Murrays. The difference it made was huge. Murray no longer went to work IN his business, he learned instead how to go to work ON his business. As a result, Murray's business grew and grew and grew and grew.

Then I had a second, even more important, epiphany: There was absolutely no difference between Murray the small

business owner, and Murray the under-employed, or Murray the unemployed, or Murray the self-employed, or Murray the loser. All I needed to do was to help anyone stuck in their form of survival to awaken the Dreamer, the Thinker, the Storyteller and the Leader within them, and they could accomplish what my small business clients have accomplished.

That's what I told Pastor Rick Warren of Saddleback Church when I first met him. And Pastor Rick said, "Go do it. Go do it in the Saddleback community."

And so began The Dreaming Room™, the only entrepreneurial incubator in the world. There, I teach people how to apply the formula for thriving so they can re-create their lives—to learn more, to earn more, to grow more, to give more, to create more.

I believe, passionately, in everyone's ability to do more than "just survive." Maybe you won't end up with the biggest corporation on the planet—and maybe you will. But by becoming a Dreamer, Thinker, Storyteller and Leader, you can live a happier, more abundant and fulfilling life. **RO**

Michael E. Gerber is an entrepreneur and author of "The E-Myth: Why Most Businesses Don't Work and What to Do About It," and the founder of The Dreaming Room™. www.tinyurl.com/DreamingRoom





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It's The Cable, Dummy

Check Your Connections Before Replacing

Just as I started to write this column my monitor started to flicker. When I rebooted the computer, not only did it look like it was having its own personal earthquake, now it had a series of wavy stripes through the screen.

Although my monitor was just a couple of years old, it looked like it was time for a new one. I could have survived for a few days until one would come from Amazon; I also knew that Costco always had a pretty good selection and low prices. Instead, I went to a medium-sized chain specializing in computers. They had a large selection of peripherals and I'd always been served well there. Besides, they were a member of the buying group I work for.

An eager associate approached me and I told him my story. I told him that I was surprised that a new monitor failed so quickly. He asked what size I wanted and walked me to the end of a long row of stacked boxes. "I think this one would be good for you" pointing to the price tag listing a couple of product specs.

When I asked why, he said "because it has HDMI." And why would I want HDMI? "Because everything is going to it." Oh. "It also has a fast refresh rate." Oh.

When I asked to see it, he took me into another room where monitors were connected. Of course, the one he had recommended wasn't working. He tried to quickly connect it and then said again that I'd really like it.

I didn't recognize the brand so I asked about it. He told me they were really

known for making components like motherboards but that it was their best selling display as well.

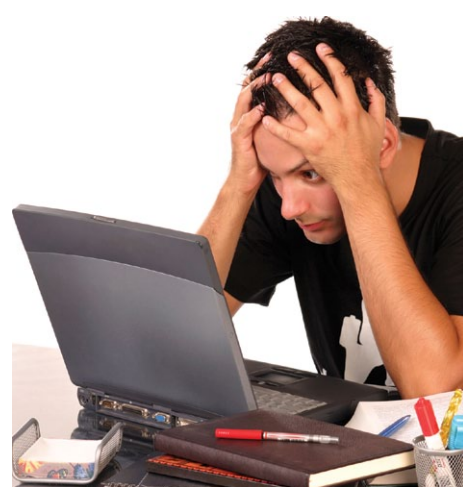
I know just enough about consumer electronics to be dangerous when faced with a situation like this, but I didn't challenge the associate. He was nice enough and I wanted to get back to work. And besides, I wasn't in the mood to do sales training.

Because he didn't ask me any questions, the sales associate didn't know how to upsell me or ensure that I'd be happy with my purchase. If I was a gamer, maybe I'd want a larger display. He didn't know if my computer had an HDMI input. He didn't know what brand I had now. He didn't know if I used it with a laptop or desktop or if it was primarily for home or business use. He was happy to take my \$169 and move on.

As it turned out, the monitor didn't come with an HDMI cable and I didn't have an extra one at home. When I began to connect it with a standard cable, I suddenly wondered if it was possible that the cable on my old monitor was the problem—not the display itself.

I put the new cable into the old monitor and like magic, the flicker and wavy lines were gone. Shame on me. I've been in the CE business long enough to know to check cables and power first when there's any glitch. But I didn't. I sought professional expertise instead.

Not only would a more professional associate have asked me more questions



before suggesting a particular model, but a real pro would have quizzed me about my sudden problem and asked if I'd checked the connections.

Long story short, I returned the new display and bought a new cable. If I'd ordered from Amazon or bought from Costco, I would probably have made the same discovery. But I didn't. I went to a store where I thought I'd get great service and expert advice. I didn't.

Next time, I may very well choose to buy online instead of opting for the brick and mortar experience. **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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Want to Dominate Your Competitors?

Focus on a Customer Service Strategy

If your company thinks “customer service” is limited to greeting a customer and dealing with their complaints, you’re missing the big picture—and tremendous profits. The reason most companies are weak on customer service is because they don’t understand the financial impact a strategic customer service plan can have on the bottom line.

Make no mistake about it: The customer experience is the one true way you can dominate the market, crush your competitors and have money flow from the sky. It is the only strategic weapon that cannot be copied—and you’ll have a 10-year lead time before your competitors figure out how to duplicate your success.

For example, many companies overlook customer service and take the easy way out. They might discount their product by 50 percent for the month. But their competitors will copy that within hours or days.

If you have a new store design that works, your competitors will copy that within 12 months. But if you have a strategic customer service plan, you can dominate your competitors for years to come. The customer service strategy is the only tool you can use to dramatically undermine your competition and create a brand that is hard to compete against. Let’s look at the numbers:

- Amazon is ranked number 1 in customer satisfaction. Company president Jeff Bezos is obsessed with customer service. That’s one reason the company had a 27 percent

increase in sales last year.

- Apple is one of the most valuable companies in the world, not just because they have great products, but because they created a great customer experience. Their products and technology might be under attack from competitors, but they lead every retailer in sales per square foot. The average sales per square foot is dramatically larger than other retailers. The average Apple store sells \$7,000 per square foot. Compare that to JCPenny’s \$156 per square foot, Macy’s \$171 per square foot and Kohl’s \$194 per square foot.

In fact, Apple’s store on Fifth Avenue in New York generates an astounding \$35,000 per square foot - the highest in the world! It is harder to get a job at that Apple store than it is to get into Harvard.

Apple understands the customer experience. Everything in the store is built around the customer experience. They make it easy to buy. A sales associate has an iPad to check you in, track you and capture your name. They use the technology. They don’t have a cash register. They slide a credit card onto the iPhone. They email the receipt to the customer. They get technology.

Apple faces competition on products, but they are light years ahead of their competitors on customer experience.

There’s another way to look at how customer service impacts the financial well-being of a company.

Let’s look at stock price as a metric to show the true value of the customer service experience. If you invested \$1,000 in Amazon in May 2003, you’d have \$9,129! If you invested \$1000 in Costco, you’d have \$3,838. But if you invested in their direct competitor Sam’s Club, owned by WalMart, you’d have only \$1,569.

What do these companies have in common? They provide an exceptional customer experience. Unfortunately, most companies don’t look at customer service as a strategic issue. The few companies that do might focus on it for 60 days or maybe 6 months.

That won’t cut it. Creating and implementing a customer service strategic plan that increases sales requires focus by top management.

If you’d like to have a better return on your money, you have to focus on the customer experience. If you do, customers will spend money with you and will come back more often.

If you want to own the market, crush your competitors and reap financial rewards, then you must create a strategic plan to improve your customer service and enhance the customer experience. **RO**

John Tschohl — described by Time and Entrepreneur magazines as a customer service guru, is an International strategist and speaker. Contact: John@servicequality.com, or www.ServiceQualityInstitute.com.



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Team Agreement: Now What?

Getting the Most for Your Investment in Your Team

One of the most powerful organizational culture tools that we share with our clients is the Team Agreement. Sometimes called a team charter or team guidelines, a Team Agreement is a collaboratively created promise to do your best in your specific team's role or function. It's more about communication, values and interaction and the how about getting to the results or goals you want. Typically, the Team Agreement is aligned with the company mission and vision and helps you to make your company values actually come alive, instead of just being something that might be on a wall plaque or website. It helps everyone clarify and take ownership of what is theirs to do and that help ensure the team (or company or group) is consistently moving towards the outcomes you desire.

It sounds super simple, right? It is simple indeed, but not necessarily easy to carry out with consistency and grace. Creating a Team Agreement is just the beginning and those companies and leaders of teams who've been the most successful at either turning themselves around or raising the bar for future growth and success, know that they must carry the flag, model the behaviors and keep the Team Agreement alive in order for it to have the powerful impact it can have.

If you've got a Team Agreement, check out the Top 7 things to do, below. If you don't yet have a Team Agreement, now is the perfect time to create one. See last month's Culture Coach article for suggested resources.

1. At Your Meetings or Conference Calls: Almost like a "pledge of allegiance" a Team Agreement can be used as a way to begin a meeting or gathering by checking in to see how the team sees itself living up to their promise to

uphold the TA. You can also ask each individual to conduct a quick self-assessment by examining each item and assigning a value 1-5 on how well they think they are doing. Then they can target areas of strength and improvement.

2. Agenda Item or Discussion Item: Select one of your items from the Team Agreement to be a focal point. For example, if creating amazing customer experiences or communicating openly and with respect show up on your TA, you might keep that one top of mind for the month or quarter, and check in to see how strong or weak efforts have been and where the team can grow. It's a focused commitment to increasing behaviors.

3. Courageous Conversations: Use the Team Agreement as a point of reference and accountability when you need to talk to others when you don't see behavioral commitment from them. Because the whole team has agreed to the promise to do their best, this becomes both common ground and leverage for commitments and understanding.

4. Share It: Many teams create a poster, laminate cards, announce in their newsletter/press release, post on their website, etc. and invite others to give feedback, praise and hold you accountable. Making any goal public always increases the likelihood that the commitment to it will be stronger.

5. Assess and Survey: Create a simple survey tool (like Survey Monkey) so team members can assess themselves and each other on demonstrated commitment (i.e. behaviors) to the Team Agreement. Examining any gaps in how I perceive myself versus how others perceive me can be cause for good discussion and resolution. We increase our commitment

to being "on the same page."

6. Performance Management: You've heard the old adage that what gets measured gets done? When you have a Team Agreement, you should tie it to your performance evaluation process giving people feedback and setting goals around not only their technical results or achievements but also their ability to be positive, productive team members. Both matter for organizational success, and they'll think you mean it if it's important enough to share in the performance discussion.

7. Recognize and Reward: Look for people demonstrating a high behavioral commitment to the Team Agreement. Recognize either one-on-one and/or in a group to share the specifics of behaviors you'd like to see repeated or emulated. Make this part of your recognition conversation and increase the awareness and conscious commitment to what you've agreed is important and desirable.

When you invest time, energy and resources to bring your team together to create a Team Agreement, you want the highest return-on-investment and a real sense that your efforts have been worth it. Make the Team Agreement relevant to how you operate, support the integration of the promises into your regular day-to-day business of getting the job done, and create long-term accountability for the best team ever! **RO**

Libby Wagner, author of The Influencing Option: The Art of Building a Profit Culture in Business, works with clients to help them create and sustain Profit Cultures. www.libbywagner.com





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There is No Such Thing as Creating a Trouble Free Team

Problems can arise throughout team development and management, but leaders must pay particular attention to the structure and focus of the team. There are many potential pitfalls associated with establishing a team's mission and focus. These foundational problems can linger and hinder the team's performance.

Teams can encounter many problem areas during their tenure, but most challenges arise during the establishment of the team. Without a strong foundation that includes a focus, a mission, rules, boundaries and objectives, teams will encounter chronic problems.

It is important for leaders to understand that team productivity will be diminished without a firm foundation. From the outset leaders must invest time and effort in team development to ensure long-term success. This process includes establishing a clear understanding of what to avoid in order to prevent future problems.

Quality improvement is a common task given to teams. Organizations with teams in this area often stumble into pitfalls and produce poor outcomes. The selection of the wrong process as well as focusing upon the wrong problem for a team to work on is the main cause of inappropriately focused teams

- **Selection of a Project No One Is Interested In**
As organizations assign and develop teams for various projects, one common problem stems from selecting projects neither managers nor team members are concerned about. Consequently, the project will likely die from inattention. Often individual team members are assigned to several teams, and will only focus their attention on the projects they are interested in.

Often the only motive that sustains the effort of the team is the commitment of its members. If uninterested in a project, individuals will resist it, hampering the team's ability to meet and work together effectively. When leaders develop new teams, the projects they assign should be meaningful to the active team members.

- **Selecting a Desired Solution**
Leaders tend to think they already know which improvements need to be made before a team meets to study a problem, analyze it and make recommendations. Consequently, they pick a solution for the team to consider rather than have it look at the larger quality improvement process. This tendency does not empower teams to come up with changes and improvements, and their creativity is held back. As a result, the most creative and effective solutions may not be brainstormed, recommended, analyzed, studied and considered, and the team's effectiveness and productivity are diminished.
While the leader's predetermined changes may in fact turn out to be the best way to proceed, teams should be allowed to arrive at their own conclusions, and be free to recommend actions they determine will yield the greatest success.

- **Projects in Transition**
As companies evolve, many processes and projects are in transition. It is wasteful to assign a team a project or process that is undergoing transition or is scheduled for change. The exception here is if changes occur in a process because of the team. In such a case, the team's resources can be effectively used to study and evaluate the process and determine the best changes.

- **Selecting a System**
Managers often delegate projects that are too ambitious and that should be broken down into smaller components. Properly focusing teams on particular elements of a project facilitates a better chance of success. In this manner they can concentrate their efforts and make recommendations that are easily implemented. Once improvements are made in one small area, teams can methodically move on to other areas. This method allows them to build on their successes and, ultimately, to impact the entire system.
- **Improper Framing of the Problem**
When problems are properly framed, team operational boundaries are defined. But teams can frame a problem too narrowly or broadly.
Broadly defined problems can create projects that are too vague or difficult to label. Consequently, teams quickly find they have neither the time nor resources to deal with such projects. Potential solutions also become broadly defined, ineffective and difficult to implement.
Narrowly defined problems create ineffective solutions. Tight parameters prevent teams from exploring all aspects of the problem and its possible solutions. The final solution can result in issues and concerns that are ignored but should have been considered. **RO**

Contact Timothy Bednarz at timothy.bednarz@majorium.com, or 715.342.1018

Excerpt from: A Team's Purpose, Function & Use: Pinpoint Leadership Skill Development Training Series.





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The single most powerful question you can ask a potential customer is “How did you sleep last night?” You are showing a genuine interest in the consumer’s well being and setting the groundwork to sell a product tailored to his needs and not only to his pocketbook.

Retailers have noticed that consumers have been gravitating towards the best perceived value for their dollar... whether it is the \$599 Queen set in their flyer or the \$1999 memory foam bed with a 25 year warranty. Specialty sleep producers have found a way to speak to customers’ perceptions, allowing them to open their wallets and spend money on premium products. The average unit sale price continues to decline on innerspring products in comparison to memory foam or hybrid counterparts. Do you have specialty sleep product on your floor? If not, you may be missing out on a growing segment of customers.

In the bedding retail landscape, we are all looking for a leg up on the competition. Cantrex Nationwide helps its retailers to position themselves better in today’s marketplace by offering private-label programs from major bedding manufacturers that target low, mid and high-end categories that cannot be shopped elsewhere in the marketplace by the consumer.

SERTA COOLELEGANCEISERIES COLLECTION—EXCLUSIVE TO CANTREX NATIONWIDE

The Serta Cool Elegance iSeries collection private label program is exclusive to Cantrex Nationwide and available to all of its members across Canada. This collection features memory foam hybrid mattresses combining the support of traditional pocket coil construction with the comfort of memory

foam enhanced with the latest cooling technologies to address a primary concern of today’s consumer—sleep surface temperature. The Cool Elegance iSeries collection features Kool Comfort Memory Foam to create an amazing feel and Cool Action Gel Memory Foam to provide enhanced cooling comfort and extra support where you need it. Five models are strategically positioned to fit with Perfect Sleeper and iComfort models on your sales floor and allow you to compete in your market with product not available elsewhere. Two Cool Elegance foam core models are offered with opening price points for the fast-growing specialty bedding segment. Mattresses in this collection are covered by a 25-year warranty and a 120 day in-home trial. These are premium products designed to raise your average unit selling price!

One of the fastest growing trends in the bedding category is adjustable bases for mattresses. Adding at least one adjustable base to your sales floor could mean thousands of extra dollars in revenue. The new generation of bases no longer look like “medical beds”, they are becoming more fashionable and appealing to the younger demographics! The Cool Elegance iSeries collection is adjustable base-friendly catering to this latest trend among 35-50 year-old consumers.

ALLURA BEDDING BY SEALY—EXCLUSIVE TO CANTREX NATIONWIDE

The Allura Bedding by Sealy private label program is exclusive to Cantrex Nationwide and available to all of its members across Canada. The program offers products made in Canada loaded with many of the same features as Sealy Posturepedic and Posturepedic Reflex models. All foams are certified CertiPur-US ensuring that they are

stronger, cleaner and more environmentally friendly. Silverclear anti-microbial treatment neutralizes the proliferation of bacteria, addressing a major concern with health-conscious consumers. Higher-end models feature Gel Memory Foam that helps ensure a restful night’s sleep. The Allura line has been carefully positioned to be in the low to mid-high range of products and is priced lower than current Sealy Posturepedic equivalent models.

SELL THE COMPLETE SLEEP EXPERIENCE!

Selling sleep is no longer just about selling a mattress and a box spring. Pillows are an excellent add-on to complete the consumer’s sleep experience. Ask your customer what type of sleeper he is—side, back or stomach—and then offer him the right pillow while he is trying out beds in your showroom.

Allergies and asthma are on the rise, and you can help your customers get relief, as well as improve your bottom line! Pillow and mattress protectors are not only profitable, but essential to a peaceful night’s rest. Make sure to stress the benefits of protectors . . . they are not just for stains anymore!

In addition to the mattress and base, never forget that a complete sleep experience includes pillows—the bed for your head, protectors to protect your investment and a bed frame to support your investment! Increase average ticket, margins, and customer satisfaction! **RO**

Blair MacDonald, Merchandising Coordinator, Furniture, Appliance and Bedding Division, Cantrex Nationwide—the Canadian arm of Nationwide Marketing Group. Visit www.cantrex.com





UPCOMING EVENTS

OCT

OCTOBER 31—HALLOWEEN

OCTOBER

NATIONAL KITCHEN & BATH MONTH!

3-6

WESTEDGE DESIGN FAIR

The Barker Hangar
SANTA MONICA, CA
www.westedge设计fair.com

19-24

HIGHPOINT MARKET

HIGH POINT, NC
www.highpointmarket.org

23-25

PREMIER-DPH CONFERENCE

Sheraton St. Louis City Center
Hotel & Suites
ST. LOUIS, MO
www.PremierDPH.com

2014 JANUARY

7-10

2014 INTERNATIONAL CES

Las Vegas Convention Center
LAS VEGAS, NV
www.cesweb.org

26-30

WINTER 2014 LAS VEGAS MARKET

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

FEBRUARY

4-6

DESIGN & CONSTRUCTION WEEK 2014

IBS and KBIS to Co-Locate
Beginning in 2014!
Las Vegas Convention Center
LAS VEGAS, NV
www.kbis.com
www.buildersshow.com

10-12

VDTA/SDTA CONVENTION & SHOW

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

11-13

DIGITAL SIGNAGE EXPO 2013

Sands Expo Center
LAS VEGAS, NV
www.digitalsignageexpo.net

26-MAR 1

APPLIANCE SERVICE TRAINING INSTITUTE "ASTI"

Towne & Country Resort & Convention Center
SAN DIEGO, CA
www.asti.us

MARCH

5-8

HEARTH, PATIO & BARBEQUE EXPO (HPBE)

Salt Lake Convention Center
SALT LAKE CITY, UT
www.hpbexpo.com

9-12

NATIONWIDE PRIMETIME!

The Venetian Palazzo & Sands Expo Center
LAS VEGAS, NV
www.nationwideprimetime.com

15-18

INTERNATIONAL HOME + HOUSEWARES SHOW

McCormick Place
CHICAGO, IL
www.housewares.org

16 - 19

BRANDSOURCE 2014 CONVENTION & EXPO

Marriott World Center
ORLANDO, FL
www.brandsourceconvention.com

20-23

ARCHITECTURAL DIGEST HOME DESIGN SHOW

Pier 94
NEWYORK CITY, NY
www.archdigesthideshow.com

TO VIEW THE RETAIL OBSERVER ONLINE, GO TO WWW.RETAILOBSERVER.COM/SUBSCRIBE

NOTE: Attention Buying Groups, Associations, Distributors & Manufacturers—Please submit your event schedules to production@retailobserver.com at least two months prior to the date so that it may be included in our Upcoming Events Calendar. To receive *The Retail Observer* in print version, please go to www.retailobserver.com to subscribe.

Avoiding the Status Quo

How to Generate New Customers with Alternative Forms of Marketing

Complacency is the kiss of death for retailers and it's not hard to see why it happens. Business owners taste some success as they build their businesses, relying on a set plan of operation and marketing that works for them. John Doe Appliances, for example, might have been established on the tenants of newspaper advertising, word of mouth, and email marketing. But "what works" now is not necessarily an indication of what will work in the future. As retailers become comfortable in their marketing plans, they run the risk of stagnation. However, when a retailer thinks outside the box with their marketing efforts, it will inevitably attract new customers who may not have been exposed to their businesses until now.

One successful Brand Source appliance retailer, for example, went to a nice neighborhood where several new houses were being built and put flyers on cars to attract new customers. It's logical, really: New houses need new appliances, after all. For a successful flyer, however, it is important to present your business appropriately. This retailer eschewed the fluorescent pink paper with black typeface and instead created a very nice marketing piece that reflected the professionalism of his business. Don't simply list services and the name of your business. Instead, present problems and solutions, plus an active call to action. Think of copy like "Buy before October 26 and receive free delivery," or "Call us before July 4th to

receive 10% off your next purchase." Closers like these give the consumer active incentive to call or come into the store.

Coupons are another failsafe way to get foot traffic into the store and can also be used to capture valuable marketing data from new customers—like email addresses, Facebook likes, or Twitter followers. For example, rather than simply running an advertisement in the local newspaper, you can require consumers to like your Facebook page, follow you on Twitter, or enter an email address to access the coupon. In addition to getting people to come into the store to buy something for a discount, you are collecting marketing data and increasing exposure via social media. Mass coupon services like Living Social and Groupon can boost some businesses, but it's important to know exactly what you are getting into. These social media coupons can be costly, and oftentimes response is so overwhelming that small business owners can't keep up with demand or end up losing money.

In the appliance biz, one of our favorite marketing tactics that has proved very successful among our dealers is hosting a local event at your store. We've seen dealers throw wine and cheese events, hosted charities and church groups, conducted cooking classes, and even have birthday parties. Take the cooking class for example. Here, you are offering something of value to the community,

perhaps featuring a local chef, but at the same time, are showing off your latest range and refrigerator. You'll get some new foot traffic into the store from people who are interested in learning from the chef, while exposing them to your services and inspiring them to create new culinary delights and upgrade their range, while their at it.

Try more off-the-wall events and tactics to create buzz and generate press. Here you take a risk by doing something creative, but the payoff is potentially very rewarding and very profitable. Sponsor a competition for a local school, offer a free giveaway at a local event, host appliance recycling events, or invite kids to trick or treat at your store. The sky's the limit here and the more 'out there', the more buzz. These off-the-wall events can become a signature calling card that can be repeated annually if successful.

Whatever your current marketing plans include, the key to attracting new customers is to get the marketing juices flowing to get out of your comfort zone. With a little creativity and outside-the-box thinking, you'll create new customers and ultimately enhance your bottom line. **RO**

John White is a 20-year veteran of the appliance industry and is currently serving as the Executive Vice President of Appliances for BrandSource.



Outdoor Oven

With style and ease, the Pacific Living outdoor oven takes grilling and barbecuing to another level of excitement.

The oven can be added to the counter-top of any existing backyard kitchen or island (protective feet kit is provided), and can also be used as a built-in oven.

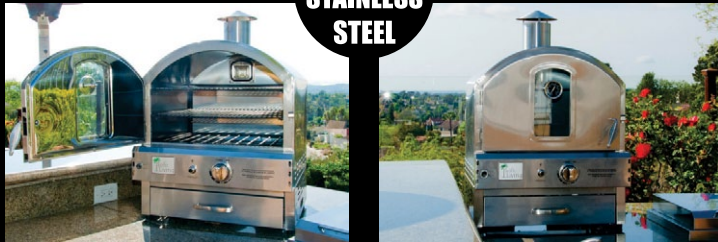
Whether it's cooking pizza, meat and seafood, casseroles, breads or desserts, the Pacific Living outdoor gas oven will not only bring the fresh baked aromas outdoors, but will tastefully cook any outdoor meals to perfection.

**Assembles
in 5 minutes!**

Unpack, install
racks and chimney,
connect gas,
done!



**304
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Great for baking any of your favorite foods



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- Oven Construction 304 Stainless Steel
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- Built-In Halogen Cooking Light
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- Convenient Electronic Ignition
- Full View Front Window with Temperature Gauge
- Cool Touch heat resistant handle
- Includes food safe pizza stone
- Includes wood chip smoker box for extra flavor
- Includes protective feet kit if adding to existing island
- Equipped for LP or NG, gas orifice kit included
- CSA Certified
- LP tank sold separately

Available Accessories:



- All-Weather cover
- Natural Gas Conversion Kit
- Pacific Living 8 Piece Premium Pizza Kit



For Outdoor Use Only
Net Weight: 84Lbs
Gross Weight: 101Lbs
Packaging size: 28.5 x 25.5 x 29.5 inch



Pacific
Living

Outdoor Living Products

Imported by: Pacific Living, Inc.
27068 La Paz Rd. #275, Aliso Viejo, CA 92656
Customer Service 866-410-0408
www.PacificLivingInc.com

Tom Hickman

CONSUMER ELECTRONICS TRENDS

Excelling in the CE Business: What Not To Miss!

Greetings brave CE retailing souls. The TV industry continues to see soft year over year comps in terms of revenue and units, but as predicted by many, stabilization and even a rise in ASP (average sell price). We are finally starting to see the fruits of the discipline from UPP and channel management from some vendors. I believe this trend will continue as manufacturers and retailers seek the shelter that UPP provides in both bottom line margin and mix. Make no bones about it; CE will continue to be a challenge through the balance of the year. The good news is that there will be significant amounts of share up for grabs as new technology in 4k and wireless audio permeates the landscape, while big box stores continue to struggle with how to showcase it. CE is not a business for the weak at heart, but it is innovative and very exciting; not to mention the single most significant driver of footprints into your store.

4k is coming. We have all seen it and been wowed by it, but its real and it is shipping this summer from multiple brands in multiple price points and sizes. Historically, the TV industry explodes when we see giant leaps in technology, and this is one of the biggest ever. 4k will be the catalyst to driving potential customers into your stores. It's fantastic, it's affordable, and it provides an excellent foundation to add-on sell. Make the most of this opportunity; take a leadership position in your market and you will not be disappointed.

I will also note that 4k is not the only

revolution happening in CE. There is no driver for television sales quite like improved picture quality. When we see a revolutionary gain in picture quality, a brand new business cycle starts. This begins an evolutionary gain in television sales and adoption. One only needs to look back at what DVD, high definition, and flat panel did to television sales to know what I am talking about. Well, get on your bicycle because we are at the bottom of the hill (in the business cycle) and about to start up the hill with legs, blood, and sales pumping. Have you seen remotes disappearing the way that I have? Consumers used to have close to a dozen lying around the house, now some have two or three, and mine actually only has one. What about those that have none? None. Not a single remote, just simply a smartphone or a tablet to control the entire home! Home automation is coming at breakneck speed. You have heard the other members of the team talk to you about wireless and home automation. Well folks, it's here, not only is it a genuine revolution in the way we operate all the things we love, but it is a tremendous opportunity for you to grow your business outside of the traditional flat panel sale. Nationwide has positioned itself as a leader in this revolution with leading manufacturers in wireless audio, home automation, and energy control.

Great picture quality demands premium dollars, premium presentation, and a premium pitch. Who better than you to take advantage of the most profitable segment in



this new business cycle? NMG members command the early adopter segment with a history of fantastic presentation, knowledgeable salespeople, and premium service. Potential customers will be coming into your stores looking for this new technology. NMG will be heavily promoting these advancements in conjunction with our video partners. I am as excited for this industry, the independent retailer, and the future as I have been in a very long time. The technology and capability to really change your customers' lives and entertainment experience is literally at your fingertips. **RO**

Tom Hickman is the Senior Vice President of Electronics for Nationwide Marketing Group.

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GROUP HELD THEIR PRIMETIME!
CONFERENCE AT THE GAYLORD
TEXAN IN DALLAS, TEXAS -
AUGUST 11-14, 2013.
THE GROUP UNVEILED SOME
OF THEIR LATEST INITIATIVES
AND HELD RECORD
SUMMER CONFERENCE
ATTENDANCE NUMBERS.

Nationwide Marketing Group held their PrimeTime! conference at the Gaylord Texan in Dallas, Texas - August 11-14, 2013. The group unveiled some of their latest initiatives and held record summer conference attendance numbers. The convention occupied over 190,000 square feet of exhibition space and some 4,000 attendees, including 1,100+ dealer members. The theme "We Are Independents. We are Strong. Proud. United." was targeted to celebrate the continued successes within the independent retail channel.

The Nationwide leadership team was pleased to share their membership growth this year. Robert Weisner, CEO of Nationwide confirmed the group signed over 290 members from January to August in 2013, bumping their roster to exceed 3,500 retailers. With a volume of \$14 billion in buying power and 10,000+ storefronts, they are forecasting continued growth for the remainder of 2013. "This enhanced growth can be attributed to the many strides we are making to ensure our members are armed with the tools needed to own their marketplace," said Weisner.

Dave Bilas, Nationwide's executive vice president, reported that continued growth in the group's membership sheds light on the success of their independent retailer members in this economy. "We still need for the gridlock in the world of politics to lift and to see unemployment numbers continue to decrease, but overall, we are where we expected to be," said Bilas. "These PrimeTime! shows are designed to provide our members with the latest strategies to stay ahead of the curve and acclimate to the changing dynamics."

Senior Vice President of Appliances, Jeff Knock, said appliance sales were robust for the group in 2013 so far. "The unified members of NMG are continuing to win and tracking at 3 times the unit increases of the industry," said Knock. "Oh, and did I | *continued on page 56* |

mention that we are taking this share while enjoying an additional 4% in added revenue and mix? Not bad". Knock shared that the appliance division is ahead in 2013 with all major appliance partners. He claims it is stellar execution of strategies and tools by NMG members across the country, in all shape and sizes. "In 2013, more than ever, we are seeing new and innovative products hit the marketplace from our valued vendor partners. They clearly understand that the Independents are the best route to market in delivering their stories and selling mix," said Knock.

Tom Hickman, senior vice president of Electronics, reported that the TV industry continues to see soft year over year comps in terms of revenue and units, but as predicted by many, stabilization and even a rise in ASP (average sell price). "We are finally starting to see the fruits of the discipline from UPP and channel management from some vendors. I believe this trend will continue as manufacturers and retailers seek the shelter that UPP provides in both bottom line margin and mix," says Hickman. Tom said that CE will continue to be a challenge through the balance of the year, but the good news is that there will be significant amounts of share up for grabs as new technology in 4k and wireless audio permeates the landscape, while big box stores continue to struggle with how to showcase it. "CE is not a business for the weak at heart, but it is innovative and very exciting; not to mention the single most significant driver of footprints into your store," said Hickman.

With continually increasing attendance numbers from the Furniture category, the group devoted the a full day just before the show floor opened to their Furniture Summit, which held presentations from industry leaders such as Jerry Epperson. Bill Bazemore, vice president of Nationwide Furniture, reported continued growth in this division. "Our numbers are up double digits in the furniture and bedding categories. This is due to the group's product offering as well as the Web, marketing, communications and other operating tools it offers," said Bazemore.

The Rent to Own (RTO) category had strong RTO companies in attendance. James MacAlpine, vice president of the Rental Division and Business Development, said Nationwide has ramped up their efforts to support the independent RTO channel. They are working with existing finance partners to obtain extended terms for inventory purchases and increased credit lines. "Nationwide also increased our member services to drive more footprints into RTO stores and help them make more rentals. Our 2013 RTO Marketing Calendar makes assets available to members, such as Membernet TV, RTO TV commercials, website banner promotions, mailers and postcards. Dealers can participate in six promotions throughout the balance of 2013 and receive all of the marketing assets absolutely FREE as the program is supported by our vendor partners," said MacAlpine.

Some of the newest initiatives included the announcement of the revamped MemberNet site, the group's primary intranet communication tool for members. The new site was launched and available for member access on August 19. One of the newest | continued on page 58 |





key features is MemberNet TV Plus, the video platform of the system, which now has updated software and the ability to play 3D and 1080p. The old system was structured to play one loop of content, while the new system comes equipped with an on-demand feature that will make it easier for retailers to play specific content when they want. "We strive to provide our members with the resources they need to enhance their customer's shopping experience," says Les Kirk, COO. "The advancements in this new system will help our retailers keep ahead of the curve in their marketplace."

Earlier in March, Nationwide rolled out a new Info-Pad tablet initiative, with the goal of arming everyone at the sales level with a tool they can use to help close sales by keeping consumers in the store. There have been 1600+ tablets ordered and distributed to retailers. The feedback heard from retailers is the date that comes loaded on the tablets, including the group's web data suppliers CMIC Data and RetailDeck, a variety of data including infomercials, marketing assets, HD commercials, and product demos, this gives the sales person everything needed to keep the customer from walking out. "The number of tablet orders continues to increase and Nationwide has further enhanced its educational initiatives with a total rebuild of its online learning system into a mobile optimized platform for use with smartphones and tablets," said Frank Sandtner, vice president of Member Services.

The group also touched on their ENERGY STAR involvement. Earlier this year, Nationwide announced they received the Partner of the Year Award from ENERGY STAR. "By increasing ENERGY STAR brand awareness and training programs within Nationwide's traditional and digital communication initiatives, the independent retailers of NMG have increased leverage to drive the sales of ENERGY STAR qualified models," says Richard Weinberg, senior VP of Marketing.

Nationwide also continues to grow and develop their NeXt Gen initiative, designed to encourage and support the next generation of entrepreneurs and leaders that will take the appliance, electronics and furniture industries into the future. The program is designed to bring these future leaders together to facilitate discussion, learning, and networking with industry executives. While there was certainly more awareness generated by the group with the executive team and members rocking lime green NeXt Gen glasses, the attendance at the events continues to grow. Nationwide hosted another reception event (similar to the March kickoff event) and had 140+ attendees. The group also attended a NeXt Gen lunch event, where key speaker Jim Neikamp delivered a presentation on the importance of succession planning. Nationwide is continuing to push this initiative to encourage the younger generation in the industry to get more involved.

The next PrimeTime! show will be held March 9-12, 2014 at the Venetian in Las Vegas. Visit www.nationwideprimetime.com for additional information. **RO**



Malouf Photography



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BrandSource Launches Comprehensive Digital Marketing Platform for Integrators and Specialty Retailers

BrandSource is expanding its home furnishings assortment to appeal to a broader base of consumers, including younger, first-time home buyers. From repurposed furniture taken from unique pieces around the globe to traditional and eclectic items, the enhanced offering is designed to drive foot traffic, increase sales and boost the visual impact of member stores.

In addition to sofas, chairs and tables, new collections include a stunning variety of area rugs, bed linens, decorative pillows and home accents designed to bring affordable style into today's busy, modern home. The new line-up is comprised of pieces that will fit a variety of styles and budgets. First-time buyers will find it easy to completely furnish their home – quickly, easily and stylishly.

"In many areas of the country, the housing market is on fire and people that were underwater two years ago now have equity back, home prices are going up, and they're feeling more confident," said Mike Allen, VP of BrandSource home furnishings. "Younger people are buying first-time homes again. This is great for our members."

"Nothing spurs furniture sales more than a new home, and we want young consumers to know and love BrandSource as much as the loyal 'regulars' who have been shopping in our stores for years."

In addition to enhanced store displays, the free BrandSource mobile app will showcase the new home furnishings, allowing shoppers to plan

ahead and/or search any time and filter by price, manufacturer, color, depth, width and height. Information and photos can be shared with friends and family via email, Twitter or Facebook as they furnish their homes.

BrandSource is excited to have recently partnered with three new suppliers that are offering some of the hottest products and styles in the industry: Classic Home Furnishings, Legends Furniture and Rizzy Home.

- **Classic Home Furnishings**

Classic Home offers a wide array of home furnishings that offer customers a unique blend of the old and new, big and small, eclectic and conservative. Its solid wood rustic furniture pieces feature traditional craftsmanship from unique resources around the globe. The collection includes dining tables and chairs, occasional tables, case goods and decorative accents.

- **Legends Furniture**

From its humble beginnings in 1990 in about 800 square feet to a shiny, new state-of-the-art facility on 26+ acres, Legends Furniture has maintained a focus on quality and customer service. Legends Furniture credits its incredible growth to a "customer first" philosophy and building a product that is a good, solid value. The company manufactures its full line of Home Entertainment, Home Office and Bedroom furniture in the U.S.A. It also imports select collections from several sources in Southern China & Malaysia to



provide a great range of styles and price points. This blended strategy gives customers the best of both worlds from one world class vendor.

- **Rizzy Home**

Rizzy Home offers an extensive assortment of rugs, luxury bedding ensembles, designer pillows, accent throws and reclaimed, wooden furniture. Having established U.S. operations in 2007, with an additional 105,000 square feet of warehouse space recently added in Calhoun, Georgia, Rizzy Home is able to efficiently handle all the needs of its quickly growing clientele. All of Rizzy Home's area rugs, fine linens, furniture and complementary accessories are created using the highest quality materials. From jacquard woven fabrics to silks and signature-dyed yarn, Rizzy's unique embellishments and custom ornamentation add richness and depth to its exclusive products. **RO**



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Important Announcements from United Servicers Association

ACA AFFORDABLE INSURANCE MARKETPLACE DEADLINE JANUARY 2014

USA WANTS TO MAKE YOU AWARE OF AN IMPORTANT TOPIC RELATED TO HEALTHCARE REFORM

ACA requires an Affordable Insurance Marketplace (also known as Exchange) to operate in each state by January 1, 2014. A Marketplace will not replace buying health insurance privately. This simply means that in addition to being able to buy health insurance privately, consumers and employers will have a Marketplace as another option for purchasing health insurance.

Most employers* are required to provide a written notice to all employees, whether part-time or full-time, about their respective state's Marketplace that will be in operation in 2014. Recently, the Department of Labor (DOL) issued the technical release No. 2013-02 that offers temporary guidance for employers regarding this requirement. The technical release can be found at dol.gov. The DOL also released two model notices:

- Model Notice for employers who offer a health plan: (www.dol.gov/ebsa/pdf/FLSAwithplans.pdf)
- Model Notice for employers who do not offer a health plan: (www.dol.gov/ebsa/pdf/FLSAwithoutplans.pdf)

**Most employers mean those employers who are subject to requirements of the Fair Labor Standards Act (FLSA). Generally, the FLSA applies to employers that employ one or more employees who are engaged in, or produce goods for, interstate commerce. For most firms, a test of not less than \$500,000 in annual dollar volume of business applies.*

WHAT YOU NEED TO DO:

- The written notice from you to all current employees about Marketplaces is required by October 1, 2013 but you may start notifying them now if you wish. Employers must provide the written notice to all new employees at the time of hiring beginning October 1, 2013.
- You may use the model notices release by DOL (listed above) or create your own notice as long as it covers the content requirements outlined in their technical release No. 2013-02.

If you have any questions, please feel free to contact USA Insurance Services, Neal McConnico at 1-800-237-0472.

IMPROVEMENTS TO MYPARTS HELP.COM ONLINE PARTS PROGRAM

SERVICE COMPANY SOLUTIONS ANNOUNCES SOME MAJOR IMPROVEMENTS TO THEIR MYPARTSHELP.COM (MPH).

Recently, Service Company Solutions (SCS) added several enhancements to the MPH Premium subscription. Subscribers now have the ability to upload their inventory by specific or generic location to their MPH Premium account. This new feature allows users to see inventory by each individual truck, in-shop, and anywhere else they distock parts. Now whenever searching for parts, besides seeing which parts distributor has the needed part, users can see if they already have it in their inventory. This new feature should help in reducing or eliminating duplicate orders of parts already in stock.

Another new feature added is the ability to share parts inventory information with other service companies, but only with the subscriber's approval. If MPH users have friends/peers that they want to be able to share their inventory list

with, they can request and grant permission to those other companies so they can view their inventory and they can also view theirs. MPH users can also make their inventory available to all MPH Users nationwide.

Subscribers of the mypartshelp.com product can also grant permission to specific staff members within their company who already have access to MyPartsHelp.com allowing them to see their own truck stock, other service vehicles in their fleet that are in their geographical service area or all of their inventory companywide. Totally customizable. This can prove to be a real advantage when technicians are looking up parts for a specific repair. They will no longer have to toggle back and forth between their service software and MPH to see if the part is in stock on their own truck or another truck in the company's fleet.

These new enhancements have tremendous benefits for service companies. Here is a list of a few of those benefits to MPH Premium users:

- Reduced Cycle-Times
- Improved Efficiency
- Faster Inventory Checks
- Additional access to parts in close proximity
- See your own inventory in the Online Blue Book
- Auto Update of Inventory with Software Company Modules (check with your software vendor)

To order your copy of the *Original Blue Book Flat Rate Repair Guide* at the USA discounted price click on the link from the www.unitedservicers.com home page. **RO**

Paul Mac Donald
Executive Director
United Servicers Association



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- St. Louis, MO • Oct 3-4
- Cleveland, OH • Oct 3-4
- Toronto, ON • Oct 10-11
- Indianapolis, IN • Oct 17-18
- Denver, CO • Oct 17-18
- Calgary, AB • Oct 17-18
- Sacramento, CA • Oct 31-Nov 1
- Miami, FL • Oct 31-Nov 1
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RON SAWYER ANNOUNCES HIS RETIREMENT FROM PSA



Ron Sawyer

After over twenty-five years of service to the industry, Ron Sawyer has announced his retirement from PSA. He stated that having reached the ripe old age of 76, it was time to step aside and let new leadership set the direction for the association into the next millennium.

In the beginning Ron felt a need for a trade association that truly represented the needs of independent service and worked hard with many other members of the industry to create what has now become the Professional Service Association, (PSA). It began in 1988 with invitations to servicers in the New York area and more than 75 accepted the invitation to attend the trade association exploration meeting. Most of those in attendance were of the opinion that a trade association devoted to the needs of the service industry was well warranted. Due primarily to Ron's dedication, leadership and visions, PSA has now grown to a membership numbering in the hundreds. Many service companies owe their continued existence and success to the knowledge and expertise Ron has shared with them over the years.

PSA was based on the belief that a representative trade association had to consist of companies and individuals from the service industry coming together and working to find solutions for the industry's problems. From the very beginning of PSA, Ron encouraged individual members to step up and contribute their talents and time for the betterment of all of the association's members to improve their business in order to become more efficient and profitable.

Committees were formed to address many issues like education, training, management techniques and certification. Members who had interests in those areas joined the committees and contributed to the development of the finest trade association that is truly dedicated to the needs of its members

In the first 25 years, PSA members created such great programs as the Certified Appliance Professional (CAP) program, certifying technicians, managers,

support personnel and accrediting industry training facilities. Competencies for the Major Appliance Technology, the PSA Cost of Doing Business software, The PSA Flat Rate program, The PSA Service Library, PSANet, PSANews, PSAUpdate, Management Training, and of course our latest program PSA Basic Appliance Training, (BAT). All of which were created by many different individuals who have a dedication to improving our industry through the sharing of information with others.

Ron says that he has been privileged to have been able to work with such a wonderful group of individuals who have grasped the concept of PSA and continue to step up and share their time, talents and expertise for the betterment of our industry. Without their contributions and dedication, PSA would not be what it is today. He would encourage each of you to continue your drive to become more professional and efficient by sharing what you have learned.

Ron is looking forward to spending his future days with his wonderful wife Linda and his family with a little less stress in his life. Ron wishes you all continued success in your business and family life. He also says that you should send him an email from time to time to let him know how you are doing. After all, when almost all of your entire life has been devoted to this industry, it is hard to just let go and leave it behind.

MEET THE NEW PSA EXECUTIVE DIRECTOR

RANDY CARNEY SELECTED TO BE THE NEXT EXECUTIVE DIRECTOR OF PSA



Randy Carney

September 9, 1979 is probably not a day that resonates in world memory. "Lou Grant" won an Emmy, Sid Bernstein offered \$500,000,000 for a Beatles reunion, and Yusuf Islam, aka Cat Stevens, married Fouzia Ali. Not much there that is going to

be covered in a 7th grade history class.

But, for one person in Iowa, it was a big day. That was the day one Randy Carney started his career in the appliance industry—hanging doors on side-by-sides at

the Amana Refrigeration plant. Now, almost 34 years to the day later, Carney prepares to follow the legendary Ron Sawyer as Executive Director of the Professional Service Association.

Carney has enjoyed a long and varied stay in our industry. He joined Amana Customer Services in November of 1979 (probably to the sorrow of service providers that were called out to adjust those doors), and worked in a variety of positions at Amana for the next 22 years. He helped initiate Amana's move into national account sales in 1986 by developing service programs for customer such as Sears, Wal-Mart, Circuit City and Montgomery Ward. As the years rolled on, he accepted responsibilities for Commercial Products service, International Service, OEM support, Technical Services and Tech Line, Training and Publications.

In the fall of 2001, Maytag purchased Amana, and Carney assisted with the development of Maytag Services, accepting a leadership position as Manager, Technical Communications. In 2004, he accepted the position of Northern Division Manager, heading up service activities involving independent service providers and dealers in the northern half of the US.

After Maytag was purchased by Whirlpool in 2006, Carney joined Samsung Electronics America and helped develop and refine Samsung's home appliance field service support through the spring of 2010. He has also held various consulting positions in the home appliance industry, and worked for an independent service provider in Iowa for two years.

"It's exciting to be part of the PSA team, as I've had a lot of opportunities to interact with these folks over the years, and they are a great group—truly focused on the betterment of our industry and the independent service provider," said Carney. "On the other hand, it's a little daunting to follow in Ron's footsteps, as he has been such a strong voice for the appliance service professional. It will be a challenge to keep that momentum going in the right direction, but it's one I am looking forward to."

Carney lives with his wife of 29 years, Angie, in Marengo, IA. He has two adult daughters Lyndsey and Holly, and enjoys sports, following the Iowa Hawkeyes, camping and Dutch oven cooking, travel and studying history. He was also a high school boys basketball coach for 20 years, but has retired as he realized, like following the Chicago Cubs, that it was destroying his normally sunny disposition. **RO**

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ENERGY STAR

KitchenAid® Appliances Offer Unlimited Possibilities

Few brands have a heritage and breadth of product line like KitchenAid. They continue to create innovations that delight generation after generation. “Our customers know about the latest trends in kitchen design and are true foodies,” says Gail Bruce, senior brand manager. “It challenges us to design products that reward them with appliances that are on the leading edge of performance and style.

BUY IT FRESH – KEEP IT FRESH



Preserva®
Food Care System

KitchenAid® refrigerators feature the Preserva® Food Care System. “Whether they shop at the farmer’s market or their corner store, our customers appreciate fresh ingredients,” says Bruce. “One of the best features of the Preserva® System is that it helps maintain the taste and texture of fresh produce.” The Preserva® Food Care System is comprised of three distinct features. Two independent cooling systems maintain a high humidity level inside the refrigerator, where you need it, to help slow down the natural process that causes food to spoil. Meanwhile, the freezer stays cold and dry to minimize freezer burn. Other features include the Produce Preserver with an ethylene-absorption cartridge that extends freshness of produce up to 25% to help delay over-ripening of fruits and vegetables,* and the FreshFlow™ Air Filter that is 15 times more powerful than baking soda at reducing common food odors.

In addition to four side-by-side refrigerators, KitchenAid features the Preserva® Food Care System on two French door refrigerators.

INTRODUCING EVEN-HEAT™ TECHNOLOGY



Even-Heat™ Technology is available on select wall ovens, cooktops, and free-standing ranges. Innovative features allow cooks to get the perfect results they crave without the need for traditional secrets such as rotating pans or using a double boiler for melting.

“Our consumers are constantly cooking or baking,” says Bruce. “They know what works, and they expect a premium appliance to help them get the results they want. With Even-Heat™ Technology we give them something that sets KitchenAid apart from any other appliance they may consider.”

BEST PERFORMING DISHWASHER BRAND**



“A KitchenAid® dishwasher lets cooks get their dishes clean and dry the first time, so they can get back to doing more of what they love to do,” says Bruce. KitchenAid offers two distinct wash systems, both of which help deliver better results vs. the competition.** One way they achieve this is with a Heat Dry Option. With this option

selected, a dedicated heating element pulses on and off at regular intervals to ensure dry dishes at the end of the cycle.

Additionally, many KitchenAid® dishwashers add specialty features that enhance performance and ease of use. The ProScrub® Option features thirty-six spray jets positioned behind the lower rack which provides concentrated cleaning of casserole dishes and other large platters. Select dishwashers offer two additional features, the ProWash™ Cycle and ProDry™ Option. Both offer intuitive cleaning control that takes the guesswork out of getting exceptional washing and drying performance.



DESIGNED FOR EVERY KITCHEN

KitchenAid® appliances give your customers everything they need to cook, bake, clean and keep food fresh. With tools like these, they'll have room for unlimited possibilities that inspire their creativity.

**Based on commonly purchased produce.*

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

CREATE A KITCHEN

WITHOUT LIMITS

A KitchenAid® kitchen puts stainless sous chefs within easy reach.

Your customers want a refrigerator to help keep their ingredients deliciously fresh, ovens and cooktops that roast evenly and simmer accurately, and a dishwasher that overpowers even the stickiest, sauciest messes. Which are all great reasons to show them the innovative features that let KitchenAid® appliances take them beyond their expectations.

Because when every machine does incredible things, **there's so much more to make.**

Find more information and culinary inspiration at kitchenaid.com

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To learn more about the entire KitchenAid Brand line, please visit kitchenaid.com. NCP-15031



LG STUDIO

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LG's core home appliance line has experienced significant growth since the brand's U.S. debut in 2004. Now, we're poised for the same success in the premium built-in appliance market, and you can be part of it.

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my Signature kitchen