

The *Retail Observer*

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The Monthly News Magazine With Personality

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The 2007 Remodeling Show

What happens in Vegas stays in Vegas???

BY MOE LASTFOGEL

October 9-12, 2007, the 2007 Remodeling Show proved that what happens in Vegas doesn't stay in Vegas. For four days thousands of residential remodelers filled the Mandalay Bay Convention Center looking for new products, new services and new ideas to take back to their businesses. The 2007 Remodeling Show had an attendance of over 7500. This was a record a record high for this show. The show floor space contained almost 400 companies, providing attendees with nearly 100,000 square feet of new products and how to demos. This year's show put manufacturers and suppliers face to face with some of the top Remodelers

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Fu-Tung Cheng, Cheng Design

Fu-Tung Cheng Visits LakeView Appliance for an "An Evening of Inspiration"

BY WENDY HOLDSWORTH

Bensenville, IL, October 18, 2007 — Named one of the top 50 most influential kitchen and bath industry figures in the past fifty years and a member of the NKBA hall of fame, world renowned designer Fu-Tung Cheng presented design ideas to a group of Chicagoland designers at LakeView Appliance's "An Evening of Inspiration" in Bensenville, IL. Designers enjoyed a Cocktail Mixer with Cheng before he took the floor to share some of his

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MOE'S MUSINGS

What does "Green" mean?

By definition-

1. *The hue of that portion of the visible spectrum lying between yellow and blue.*
2. *A grassy lawn or plot usually located at the center of a city or town and set aside for common use.*
3. *"Greens"—Green growth or foliage. A leafy plant or plant parts eaten as vegetables.*
4. *Money—a slang term.*
5. *Supporter of a social / political movement that espouses global environmental protection, social responsibility and nonviolence.*

So what is your definition? We are familiar with the Green Movement, Green Appliances and The Greening of America. These are just a few of the many terms we hear in the media these days. I grew up with Kermit the Frog being green, Green Eggs and Ham and the Emerald City (also green). "Green" was a much easier concept to understand back then, before it took on the many forms and concepts we are exposed to today. It has become a terminology that has created bandwagons and falsities. The definition is expanding with the creation of Green Marketing, Green Building and Green Economics. So I have to ask the question, is "Green" just a word to create more green (\$\$\$) or will "Green" create unity among us and make us stronger so that the forces of destruction become "Green with envy"?

I believe in living the "Green Life" at home and in the workplace environment. I recycle as much as I can, I telecommute and internet shop when at all possible. That's considered "Green". I like to buy organic when available and use products that are eco-friendly. I feel "Green" is a way of thinking, being and doing that chooses to care for our earth and the preservation of the environment, not only for ourselves and our children, but for the generations to come.

What intrigues me is that no matter what the product, the cause or the reason, more and more people are adding "Green" to what they do—Green Construction, Green Design and Greenpeace. When does too much of a good thing become ridiculous? What's next? Green Trucking, Green Sports and Green Dating? Ok, really now, how far will it go? My favorite though is Green Politics, another platform to falsely support a current trend in order to gain the political advantage. As the bandwagon grows fuller, we must be careful not to lose sight of the true purpose of "Green" in this growing trend towards Green Marketing for profit. Will we fall prey and sacrifice our best intentions for a quick buck? What is the fine line of definition for you? Are you willing to protect that definition in your business practices or will you end up exploiting it? It's time to ask yourself where you stand on this growing issue.

The question remains, how can you be "Green" in ways within your own control? What can you do each day to make a difference? It's not what you say but what you do and how you do it that matters. Doing something is better than nothing at all. Like Nike says, "Just do it". I challenge all of you to just do it and Become Green, Act Green and Live Green in some aspect of your lives. So again, ask yourself the question, what does green mean to me?

Moe Lastfogel

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LakeView Appliance | *continued from page 1* |

innovative ideas and techniques in his use of concrete and his unique take on ventilation as architecture.

Cheng also customized onsite a Padova rangehood, the latest creation in his line of kitchen ventilation hoods manufactured by Zephyr Ventilation. Cheng showed designers how to create a completely customized rangehood by using materials such as plaster, wood veneers, glass, mosaic tile, stainless steel, and copper. Designers were excited about having an alternative to the ubiquitous wood hood and out-of-the-box options provided by ventilation manufacturers. The Padova invites designers into the design process and gives them the freedom of customization for personalizing and integrating their rangehoods into their total kitchen design. Attendee Roger Zierman of Partners4Design commented, "Thank you SO MUCH for the opportunity to attend Fu Tung Cheng's seminar! He was so inspiring design-wise, and the Padova hood seems like a great opportunity for a unique focal point for "that client" who needs it. The accommodations on the trip were excellent, the food wonderful and it was so nice to be able to get to know you, and the other designers better."

| *continued on page 8* |



LakeView Appliance's Zephyr Hood Display, Featuring the Cheng Series



Jennifer O'Connor, LakeView Appliance, Judy Fischer, Roecker Design



Michael Rossman and Maureen O'Neill, Abruzzo Kitchen & Bath Studio

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LakeView Appliance | *continued from page 6* |

A little information about Fu-Tung Cheng: Fu-Tung Cheng has become internationally known for his sophisticated, understated design and innovative use of concrete in the home. Fu-Tung heads Cheng Design, a Berkeley-based firm of architects, designers and craftsmen that create a range of projects—from kitchens, baths, and complete custom homes to concrete water features, sculptural countertops, and custom hoods. From architectural design to construction, Fu-Tung's custom home projects have been his most spectacular challenges, earning him numerous awards over the years. For more info on Fu-Tung Cheng you can find it at www.chengdesign.com. Info on San Francisco-based Zephyr designs, who manufactures and markets a wide array

of design-forward, high-quality kitchen ventilation hoods for numerous residential settings can be found at www.zephyronline.com. Its product lines include the Cheng Collection by Zephyr, created by Fu-Tung Cheng. LakeView Appliance Distributing supplies the Cheng Collection by Zephyr, as well as Viking Range, U-Line, Franke, and Fuego appliances to dealers, designers, builders, and architects in the Midwest. LakeView specializes in sales, service, and marketing that meet the high expectations of the high-end consumer. Their Bensenville showroom is open to the public and offers complimentary consumer product demonstrations as well as one-on-one appliance selection consulting. They can be found at www.lakeviewdist.com. **RO**



Steve Karp and Doug Durbin, NuHaus, Fu-Tung Cheng, Cheng Design



Fu-Tung Cheng, Cheng Design, Enzo Valenti, J&N Design



Matt Hopkins, LakeView Appliance, Jessica Tarks, McCauley Design



Grace Crane, LakeView Appliance, Ken Wheaton, Wheaton Cabinetry, Tom Kozma, Black Pearl Concrete Countertops



Jeff Hessler, Zephyr Ventilation, Daniel Signori, LakeView Appliance



Chris Birkentall, Harrington College of Design, Barbara Shor, LakeView Appliance, Karen Lodogowski, McNulty Design



Joe Lamantia, Lamantia Design, Ted Fotos, Hubbard Woods Cabinetry, John Proce, Contractor's Service and Supply, Kelly Brown, Vesta



Designers create their own Panels for Cheng's customizable Padova rangehood. Jessica Tarks, McCauley Design, Wendy Holdsworth, LakeView Appliance, Colette Rodon-Hornof, Vesta, Arcadio Lainez, Zephyr Ventilation, Bill Hornof, 2RZ



Designers create their own Panels for Cheng's customizable Padova rangehood. Mary Ann Falkenberg, NorthStar Kitchens, Roger Zierman, Partners4Design, Melissa Wilson, Insignia

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The 2007 Remodeling Show | *continued from page 1* |

in the industry. The theme of the Remodeling Show seemed to be education. Hands-on installation clinics and over 80 educational seminars and a Kitchen and Bath Showcase, gave this group a lot to take away from Vegas. The Showcase offered attendees free education from installing kitchen cabinets to Universal Design methods. Attendees also had the opportunity to participate in installation clinics right on the show floor. This gave remodelers the ability to play with new tools and learn new construction techniques. Some of our industry partners that displayed were Electrolux, Turbochef and voted best booth design for the show, Whirlpool Corporation. Whirlpool introduced a full compliment of outdoor products and showed off their new direct plumbed in wall steam oven set in the Arch II double wall oven chassis. The Remodeling Show provided over 80 education tracks including business, marketing, sales, kitchen and bath design and two certification courses; NAHBR's CGR and CAPS. The Remodeling Show provided an opportunity to find new products, new techniques and new relationship in this rapidly growing industry. Some of the events surrounding the show were the National Association of the Remodeling Industry (NARI) fall Board of Directors meeting which was highlighted by a trip to Ferguson's showroom in Las Vegas for the Presidents Reception titled the NARI Safari hosted

by Sam Rose and his staff. Approximately 200 plus remodelers attended this event that even included a 10foot long Boa and a very large Iguana. The Big50 held their 6th annual event at The Mix on the rooftop of THEhotel at Mandalay Bay. Hundreds of attendees enjoyed an evening of lighted drinks and Vegas Show-girls serving appetizers and the most stunning views of the Las Vegas Strip from 46 floors up that you'll ever see. NAHBR held their Awards Dinner at the World Famous Hardrock Hotel and Casino with over 200 people in attendance. At the invitation of Chairman Mike Nagel, CGR and CAPS this party ended up rocking the Hardrock until the midnight hour. NARI and NAHBR combined represent over 12,000 contractors and vendors throughout the US. The four day Remodeling show, weather you're looking for education, industry contacts or a place to highlight your company is well worth putting on your events calendar from now on. The Remodeling Show will be held at the Baltimore Convention Center for 2008. Exhibits open from September 10-12, 2008. Conferences will be held starting September 9th. The Remodeling Show is owned and operated by Hanley Wood Exhibitions and is officially sponsored by NAHB, NAHB Remodelers and *Remodeling* magazine. For more information on the Remodeling Show visit www.TheRemodelingShow.com. **RO**



KitchenAid's new direct plumbed steam oven



Whirlpool's Tracy Frye with KitchenAid's outdoor package



Electrolux booth



Sam Rose national showroom manager Ferguson and NARI national president Thomas J. Hagner, CRS drawing for a \$500 gaming chip at The NARI Safari/ Presidents reception



Alison Brushaber, VP Turbochef, John Foster and Chris Welch of Luxury Products LLC, and Carol McMullen and Lucy Gomez of Turbochef showing off their high-speed oven to wowed remodelers.



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Smart appliances to slash carbon emissions

Reprint courtesy of Inside Retailing Online, www.insideretailing.com.au

AUSTRALIA—The humble kitchen fridge could turn out to be a hero in the fight to cut carbon emissions. New “switched on” technologies - that would enable the next generation of refrigerators, freezers and other appliances to use electricity at times when demand generally is low—are being researched and developed in the United Kingdom. These would allow for greater use of variable natural-energy sources—such as wind and solar power—and an eventual reduction of about two million tons of carbon dioxide (CO₂) emissions a year. That is the equivalent of taking 665,000 cars off the road. The idea is receiving a high level of support from various UK environmental organizations and also from the government. The Department for Business, Enterprise & Regulatory Reform—formerly the Department of Trade & Industry—that is responsible for energy matters has been studying the issue. It recently agreed to help fund further research into “dynamic demand control”, as the technologies are called, and the potential contribution they could make to the reduction of greenhouse gases. In the scheme, low-cost micro-controllers would be fitted to appliances that are not time-critical—that also include air-conditioning, water heaters and pumps—and would switch them on/off or alter the amount of power used according to conditions on the national electricity grid. At present, the UK grid has to be continually balanced because demand fluctuates as people switch on lights, TVs, cookers and a range of other electrical devices of the modern home. Power stations have to change their output constantly to cope with the varying demand. There is considerable wear and tear on equipment, and standby generators are sometimes run at reduced capacity. This is very costly in terms of both money and CO₂ emissions. The National Grid Company has to pay an extra 80 million pounds a year for this minute-by-minute service, as well as paying for power provided. Dynamic control appliances could help to keep the system better balanced in future, especially when more and more of the renewable—but intermittent—power sources (mainly wind and sun) come on line. The Department for Business, Enterprise & Regulatory Reform’s (BERR) commitment to help fund further research came as part of a 12-page report produced in response to parliamentary law, the Climate Change & Sustainable Energy Act, of June 2006. In the document are suggestions for how the take-up of the technology could be supported by policy, once its benefits to the environment have been further tested and proved. One is the possibility of offering appliance manufacturers particular incentives to make products with dynamic demand control. Appliances could prove to be more attractive to thousands of environmentally aware buyers anxious to reduce their own carbon footprint and get greener. When the report was issued, Energy Minister Malcolm Wicks said: “It is very early days and we don’t want to overstate it, but dynamic demand does merit further research. As well as increasing the efficiency of our grid network it could ultimately prove to be an innovative tool in reducing our greenhouse-gas emissions and fighting climate change.” National Grid chief executive Steve Holliday said: “We are constantly looking for innovative ways to use our energy networks to tackle

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climate change and ensure security of energy supply. Dynamic demand is an exciting possibility for the future, which we are already looking at, and which could help us manage peaks in energy consumption, reduce emissions and support the use of variable renewable-energy sources such as wind power.” Among the keenest supporters of the scheme is the independent not-for-profit organization, Dynamic Demand, which was set up in 2005 and is run by renewable-energy consultants, academics, engineers and environmental “advocates”. Their aim is to promote new technology that reduces the CO₂ emissions associated with electricity generation and to enable greater integration of renewable energy into the UK’s power system. Its director, electrical and electronic engineer Joe Short, said that he was “delighted” that the government had decided to explore the potential of dynamic demand technology. He added: “The UK’s fridges and freezers could one day become a valuable energy-storage system for the grid, acting like a big battery, able to defer hundreds of megawatts of power demand for an hour or more. If you consider the levels of wind power we shall need in order to tackle climate change, dynamic demand could play a key role in helping to stabilize the power grids of the future. “The research the government has announced will tell us exactly what carbon savings may result and therefore what financial incentives the providers of the technology—for example appliance manufacturers—can expect in the future,” he added. A number of trials and tests have been carried out already, for example by the Centre for Renewable Energy Systems Technology and by Dynamic Demand; these have showed there are potential benefits from dynamic demand control. A huge cut in carbon emissions is a key one, but also important is a more stable and efficient electricity grid, a reduction in the cost of integrating renewable energy, and the promise of new sustainable businesses. The next stages in research—being carried out by a consortium of universities, power companies and appliance makers—will include field trials of more than 400 dynamic demand control operated fridges and freezers during 2008-09. It is anticipated that, following extensive investigations, green appliances could become available in a very few years. Top government organization UK Trade & Investment (www.uktradeinvest.gov.uk) says that the UK is one of the most attractive renewable energy markets in the world. The government has always seen solar power as a significant contributor to its future energy mix, establishing incentives such as reduced sales-tax rates on the installation of solar panels and a funding and support framework. The fastest growing application of PVs in the UK is on buildings connected to the mains electricity grid, on which power produced is stored for immediate use or for sale to electricity supply companies. Expertise in the manufacture of solar collectors is complemented by the production of auxiliary equipment and the provision of testing, training, installation and consultancy services. Progressive government policies, innovative and experienced companies and vast natural renewable-energy resources combine to create a vibrant and internationally valued sector. The UK’s renewable-energy sector is expanding and is predicted to grow to between 15 billion and 19 billion pounds sterling by 2020. The Department for Business, Enterprise & Regulatory Reform’s Technology Program is also providing 20 million pounds a year for collaborative R&D, and Research Council funding of 99 million pounds over six years for generation and efficiency technologies (including 48 million pounds for nuclear fusion). **RO**



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Marvel Keyhole Sink Perfect For Entertaining

Sink has Unique Shape and Multiple Functions

RICHMOND, IN—With a nod toward the expanding home entertainment phenomenon, Marvel's new Keyhole Sink is equally at home in a kitchen island, wet bar or outdoor living area. With a fun and unexpected design, the brushed stainless steel Keyhole Sink is made for entertaining. "Whether functioning as a prep sink, a clean-up zone or as the focal point to a wet bar or island, this sink fits beautifully with Marvel's other home entertainment products, including our wine cellars, beverage refrigerators and clear ice machines," says Gerry Reda, senior vice president of sales for the Aga Group Companies. The Keyhole Sink features a large, round bowl ideal for rinsing wine glasses and platters and a deep, recessed drainer that provides additional space for party preparation and ensures no water spillage when draining larger items. Available in two sizes, including a single main bowl size with a 17-inch diameter or a main bowl coupled with a second bowl size of 11 13/16 x 6 3/16 inches. The sink is manufactured of high quality 18/10 stainless steel with a brushed finish and is undercoated with a high performance sound deadening material to insulate from excess noise and vibration.

An Entertainment Center group of accessories is included with each Keyhole Sink to turn it into a prep area, including a crescent-shaped beech chopping board that fits neatly over the sink without blocking access to the sink, a stainless steel trivet and a stainless steel garnish bowl, handy for rinsing and draining fruits and vegetables. Marvel's collection of designer sinks also includes under mount, farmhouse and bench top styles available in stainless steel, ceramic and synthetic. Each piece is made from quality materials to ensure premium performance. The line of sinks and faucets is available nationwide. **RO**



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Dacor® Adds Color to Refrigerator Design with the Introduction of Preference® and Millennia® Glass Front 36" Bottom-freezer Units

Innovative modular design system creates endless options for kitchens in subtle color, stainless steel, black glass and integrated finishes.

DIAMOND BAR, Calif. – October 18, 2007 – Dacor®, a leader in luxury kitchen appliance design, manufacturing and distribution, today, introduced a series of new 36" bottom-freezer, cabinet-depth refrigerators for the Preference® and Millennia® Collections with glass front panels in six subtle hues and black glass/stainless steel combinations. The introduction of the new models greatly expand Dacor's recently launched full-size refrigeration offering, which includes the Epicure® Collection built-in side-by-side and stand-alone models in commercial-inspired stainless steel that were unveiled in 2006.

Debuted at the 2007 Kitchen & Bath Industry Show (K/BIS), the new refrigerators round out the brand's designer collection; a full line of kitchen appliances that are designed to match almost any décor. An innovative modular design system offers over 60 different design options to help homeowners create their kitchen. The stylish Preference refrigerators are available in contemporary colors that inspire creativity, with floating glass front panels in six finishes—Anthracite

Gray, Sterling Gray, Titanium Silver, Blue Water, Slate Green and Black—and coordinate perfectly with the other appliances in the Preference Collection. The Millennia models offer a unique spin on refrigerator design, with contemporary black glass/stainless steel front panels in vertical configurations that coordinate with the understated elegance of the Millennia Vertical Wall Ovens. Both the Preference and Millennia refrigerators are available with French doors and feature spacious interiors that easily accommodate oversized trays and serving platters. An innovative modular design system

gives consumers the freedom to mix and match the curved Preference® handle, the ergonomic Millennia® handle or the elliptical Epicure® handle with anyone of the 36" refrigerator models for a completely customized kitchen. Consumers who desire even further customization can select the integrated model, designed to accept cabinetry panels for a completely seamless look. At 36" wide and 24" deep, the entire Dacor bottom-freezer refrigeration assortment meets the needs of consumers who demand high quality craftsmanship and prefer to slide a premium-performing refrigerator into standard-sized cabinetry space for a professional appearance. To guarantee optimum freshness of produce and meat, a slide-out deli drawer and two crisp drawers feature individual adjustable

temperature/humidity controls that help maintain the ideal preservation environment. Easy-to-navigate, front-mounted electronic controls provide accurate temperature readouts with sensors that alert users when the internal temperature increases, water filter needs to be changed or if the door is left ajar for several minutes, ensuring the freshest food and energy efficiency. An internal water dispenser mounted on the inside wall provides a continued supply of fresh,

cool, filtered water. The bottom freezer drawer glides open effortlessly and boasts a larger capacity than most freezers, with full wire baskets that keep frozen food organized and easily accessible. With fresh food storage on top and the freezer underneath, users will have to bend less frequently to reach the items that are used more often. Rolling out to the authorized Dacor dealers in November 2007, the 36" cabinet-depth units are ENERGY STAR®-qualified and feature Adaptive Defrost, which tracks refrigerator door usage and adjusts defrost patterns accordingly. **RO**



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BSH Home Appliances Corporation Announces Appointments To Key Executive Positions

BSH Home Appliances Corporation President and CEO, Franz Bosshard, announced appointments to several key executive positions within its corporate organization.

Effective September 1, 2007, Mr. Scot Brown has been promoted to Sr. Vice President, Sales. Brown will continue to be responsible for the sales management of all BSH brands in all channels within the U.S., and continue to report directly to Mr. Franz Bosshard.

Effective October 1, 2007, Mr. Michael Murphy has been promoted to General Manager Retail Sales and will be responsible for retail and regional key account sales activity for the US and will report to Scot Brown. Murphy previously held the position of Head of Sales Development at BSH's headquarters in Huntington Beach.

Effective October 1, 2007, BSH is pleased to announce that Mr. Holger Fietz will succeed Michael Bohn as the Director of Brand Marketing for BSH North America. In this position, Fietz will be responsible for all brand marketing of the four BSH brands, Bosch, Siemens, Thermador, and Gaggenau, in all channels within the U.S., and will report directly to Bob Carlson, VP of Marketing. Previously, Fietz held the position of Strategic Consultant focusing on U.S. marketing in Munich. 

Caption correction from September issue

We would like to post a correction to the September "Greening the American Dream" article. The individuals in the photograph on the front cover are Patti Weaver, Matt Belcher and Annette Stelmark, the key speakers for the event featured in the story. We apologize for the error.



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Minnesota NKBA Award Winners Celebrated at Gala

BY DICK ROHLAND

The Minnesota Chapter of the National Kitchen and Bath Association (NKBA) held its annual Award Gala at the historic Landmark Center in downtown St. Paul. Formerly the Federal Courthouse, it housed several criminal justice agencies and held trials in its courtrooms for several well known mobsters of the 1930's era. The local board brought in Mick De Giulio as the featured speaker. De Giulio is an internationally known kitchen designer who has collaborated regularly with Siematic and consults with Sub-Zero/Wolf Appliance on new product introductions. De Giulio owns De Giulio Kitchen Design in Chicago and employs 40 professional staff including architects, interior designers, artisans and craftsmen. Prior to the dinner and

award ceremony, De Giulio spoke on past and current trends in the design industry. Trends in the past "started with the manufacturing industry which led to an evolutionary stream in design," De Giulio remarked. "Designers now are pushing a stylistic trend or personalized design. People want designs that mirror their characteristics," De Giulio added. De Giulio is impressed with the good ideas that keep coming out of the industry. "It amazes me after all the years that we've been doing this, there are still a lot of good ideas out there," De Giulio remarked. De Giulio assisted chapter president Lisa Loushin-Crocker, chapter president with handing out the awards to the winners.

The award categories and winners follow:

SMALL KITCHENS, LESS THAN 35 SQ FT

First Place

Kari Hiltner, CKD
The Woodshop of Avon

Second Place

JoLynn Johnson, CMKBD
Crystal Kitchen Center

Honorable Mention

Steve Holbrook, CKD
Design by Holbrook
Co-designer Michael J. Palkowitsch, CMKBD

Honorable Mention

Araya Jensen, CKD
Crystal Kitchen Center

MEDIUM KITCHENS, 35 TO 50 SQ FT OF COUNTERTOP

First Place

Lynne W. Stryker, CKD
Spaces Into Places, Inc.

Second Place

Mary Ann Falkenberg
North Star Kitchens

Honorable Mention B-1

Lori Jo Kregel, CMKBD
Kitchens by Kregel

LARGE AND OPEN KITCHENS, GREATER THAN 50 SQ FT OF COUNTERTOP

First Place

Lynn Monson, CKD

Monson Interior Design, Inc.
Co-designer Sandy Monson
Monson Interior Design, Inc.
DreamMaker Bath & Kitchen

Second Place

Peter Harms
North Star Kitchens
Co-designer Tom Rauscher
Rauscher & Robichaud

Third Place

Anne Borgstrom, CKD
Bisciglia Construction

POWDER ROOMS AND SMALL BATHROOMS

First Place

Christy Plant
DreamMaker Bath & Kitchen

Honorable Mention

Christine Nelson
Guyer's Builder Supply

LARGE BATHROOMS AND MASTER SUITES, LARGER THAN 55 SQ FT

First Place

Kari Hiltner, CKD
The Woodshop of Avon

UTILIZATION OF CABINETS IN COMMERCIAL OR INSTITUTIONAL APPLICATION

First Place

Tricia Hauer-Tideman
North Star Kitchens

| continued on page 24 |

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Minnesota NKBA Award Winners | *continued from page 22* |

MOST DRAMATIC KITCHEN MAKEOVER

Winner

Lynn Monson, CKD
Monson Interior Design, Inc.
 Co-designer Sandy Monson
Monson Interior Design
DreamMaker Bath & Kitchen



Mick De Giulio speaker at the Annual Minnesota NKBA Award Gala dinner.

MOST DRAMATIC BATHROOM MAKEOVER

Winner

Kari Hiltner, CKD
The Woodshop of Avon **RO**



Lisa Loushin-Crocker, owner of Haute Kitchen, Savage, MN; Terri Ann Johnson, *Midwest Home Magazine* and Kris Cegla, *Midwest Home Magazine*.



Stephanie Jauert and Carmen Hancock, Chaska Building Center, Chaska, MN.



The columned and terraced grand hall of the Landmark Center in downtown, St. Paul.



Genz-Ryan employees Lisa Trnka and Bridget Wenzel. Genz-Ryan is a plumbing supplier out of Burnsville, MN.



Pauline Benson, Amsun and Ash, Fridley, MN with Patti Steele, Twin Cities Home Improvement Magazine.



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New York Chapter NKBA Product Showcase Meeting

(New York, NY) December 4, 2006— Manhattan NKBA Product Showcase for Interior Designers, Architects, Kitchen & Bath stores was held recently in a loft on W. 37th Street in New York City with displays of many of the newest appliance products showcased. There were products from Wolf, Sub Zero, Viking, Techno Chef, Bertazzoni, Vent A Hood, Marvel, Zephyr, American, and Rangecraft.



(From left to right) Benjamin J. Huntington, President of ASID, NY, NY and London, England; Florence Perchuk, Designs by Florence Perchuk, LTD, NY, NY; Marty Friedman, President, Eastern Marketing Corp, Distributors of Luxury Appliances, Roseland, NJ.

Florence Perchuk has specialized for more than twenty years in the design and construction of interior spaces with a focus on kitchen and bathroom design. Her work has been widely published in both consumer and trade magazines and in the newspapers, here and abroad. Her company has been listed among the top fifty remodeling companies in the country by Remodeling magazine. She was the first woman in New York City to be awarded certified Kitchen Designer status, and Ms. Perchuk has served as a lecturer for many organizations and as a spokesman for a number of prominent manufacturers. She has consulted with Time/Life Books on a series of home decorating books and has written extensively on design. Benjamin J. Huntington has studied Feng Shui for over fifteen years in various schools of Feng Shui (pronounced "fung shway"). It is the ancient Chinese practice of placement and arrangement of space to achieve harmony with the environment. Proponents claim that it has an effect on health, wealth, and personal relationships.

Mr. Huntington is a professional member and President of the New York Chapter of the American Society of Interior Designers and a NY state certified interior designer. Benjamin was the first NY state certified FSIA practitioner and teacher. He was Vice President of Feng Shui International Institute and is currently President of Feng Shui Visions, on the faculty of FSIA, the advisory board of FSII, and also heads a New York based interior design practice specializing in residential refurbishment. Benjamin has made several appearances on television including ABC news. He travels all over America teaching Feng Shui at all levels. **RO**



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BUFFALO, NY, June 2007. If your clients prefer cooking with the power and performance of luxury grade appliances in their kitchens, a matched ventilation system is essential. The Sirius SU54 is an outstanding partner to their professional cooking center, delivering incomparable performance and style with classic Italian quality and flair for which Sirius is renowned. Outside, double wall construction of the SU54 means a robust, Euro-style stainless canopy that essentially buffers airflow noise, often associated with high-performance range hoods. Perfectly equipped inside, dual motors rapidly remove air contaminants and grease from the cooktop. "Using the best motor technology available (EBM) ensures that at 1200 cfm on maximum airflow levels, the Sirius SU54 really is whisper quiet at 5.1 sones", says Allen Lombard—President Sirius Range Hoods USA. Translating bland components into contemporary design elements, even the SU54 baffle filter is a work of art! Restaurant-style baffle filters in dish-washer safe polished stainless steel lock effortlessly inside the hood, capturing up to 96% of all grease before contaminated air is expelled. "We are very proud of the exceptional finish and engineering of this product—it even surpasses our celebrated luxury features standard—the unique grease trap design of the baffle filters are an industry first", says Lombard. Halogen lamps for bright and beautiful cooktop illumination are standard in every Sirius range hood. The SU54 36" model features two 20w lamps and the 48" model features four 20w lamps. Other performance features include 4 speed push buttons, a heat overload sensor and ten minute delay off timer to enable the SU54 to continue working, removing odors and contaminants while you enjoy your meal.

For more information on the 2007 Sirius Collection of high performance range hoods including wall, island, built in and professional series, please visit www.siriushoods.com or call toll free 866.528.4987. **RO**



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<p>Innovation BBQ-Grill</p> <p>Created world's first high-end stainless BBQ-grill with infrared rotisserie burner, copied by every BBQ-grill manufacturer in the world</p> <p>1992</p>	<p>Innovation Outdoor Grills</p> <p>Created industry's first versatile BBQ-grill with infrared grill section, stainless burners and night-lights</p> <p>2003</p>	<p>Innovation Patent Pending</p> <p>140° simmer -10,000 BTU's swirl Consumes less gas & produces higher power than any other sealed burner</p> <p>Power-Flo™ Burner System</p> <p>2006/2007</p>	<p>Innovation Patent Pending</p> <p>Puts rollers on the racks and not in the oven, thereby improving the oven's ability to clean itself</p> <p>Flex-Roll™ Oven Racks</p> <p>2006/2007</p>	<p>Innovation Patent Pending</p> <p>Created industry's first motorized rotisserie system in a pro-style range</p> <p>Moto Rotis™ System</p> <p>2006/2007</p>	<p>Innovation</p> <p>Created the Precision Series™ in 30", 36", 48", and 60" ranges and rangetops</p> <p>2006/2007</p>

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2007 NARI National Fall Board of Directors Meeting Highlights



Provided by National Association of the Remodeling Industry (NARI) in its October 2007 Monthly Update

This year, Mandalay Bay in Las Vegas played host to the 2007 Board of Directors Meeting in October. The Board Meetings and Leadership Summit involved the participation of delegates from 48 chapters, 35 representatives from 23 national members, 35 first timers and a total of 247 individuals. The meetings not only provided a venue for members to network and share ideas, but many new member benefits were explained and a governance change was voted on and approved. Here's a brief recap of the results.

Board of Directors—adopted the recommendation made by the Advisory Assembly on Oct. 10 to streamline the governance of NARI with the development of amendments to the bylaws and policy manual for consideration at the next regular meeting. The following individuals were approved to serve on the Nominating Committee: Paul Winans, CR; Carroll Bogard, CGRA; Amy Brown; Kevin Wrynn, CR; Don Sever, CR, CKBR, CLC; and Thomas McKee, CR. Recognized Gwen Biasi, director of marketing & communications, and Michele Heaphy, membership coordinator, for five years of service with NARI.

General Assembly—reviewed the free offering furnished to all NARI members of a premier profile on Kudzu.com through December 2008 (offer not valid in Atlanta, Arizona, San Diego, and Las Vegas); reviewed the new member benefit of the Remodelers' Career Center featured on the NARI Web site; and informed about the development of NARI Peer Network as a new member benefit.

Awards—the work of an Awards Subcommittee is in process to identify green criteria and determine how we may integrate green into the national awards program. The work of this group will continue and information about its progress will be shared when available.

Strategic Planning & Research Committee—reviewed and discussed member comments submitted on the Discussion Board of the NARI Web site regarding proposed change to governance.

Communications Session—reviewed the member lead retrieval feature on the redesigned NARI Web site as a new member benefit; and discussed the value of NARI's involvement with Skills USA.

Government Affairs Committee—reviewed and discussed updates and status reports on the following issues: credit file freeze legislation, state licensing recognition of NARI certification programs, lead and EPA activity, green building standards, work force training, immigration and recycling.

Membership Committee—the membership plan was introduced. Ratified new chapter, NARI of Diablo Valley. Remodelers' Career Center was introduced. Greater Omaha NARI changed their name to Greater Omaha Remodelers-NARI. NARI Arizona changed their name to Greater Phoenix NARI.

2007 Leadership Summit—more than 200 leaders from chapters and national member companies participated in a full day of sessions facilitated by renowned professional presenters on the topics of membership development, association excellence and media outreach. Subsidies for participating and eligible chapters were mailed from the NARI Office to the attention of Chapter Presidents at chapter addresses on Friday, October 19.

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For more information on GE Café, please contact:
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imagination at work

GE Café™

Christy Plant—Woman of the Month

BY DICK ROHLAND



You could easily call Christy Plant, AKBD, an award winning kitchen and bath designer for New Spaces in Chanhassen MN a seasoned veteran in the local design and home improvement industry. New Spaces is an elite design/build firm located in Burnsville, MN and known for awards such as BBB Integrity and Remodeler of the Year.

Plant approaches her work with an easy smile and never ending enthusiasm. In her own words, her work is a “passion.” As a former restaurant manager, Plant knows from solid experience what it is like

to cook in a working kitchen and decided to bring those skills into a new career as a kitchen designer. “I never thought I would be designing extravagant spaces inside people’s homes. It has definitely become a true passion,” Plant added. “As a restaurant manager for several years, I was always in the kitchen and decided to make a career change,” Plant explained. “I moved to Los Angeles in 1996 and enrolled in design school where I graduated with a BA and started my career in early 2000.” Over the last seven years, Plant has been providing excellence in custom kitchen and bath design and remodeling services. Her design philosophy, she said, “is based on providing creative, functional solutions tailored to meet the client’s specific needs”. Plant believes that great design is in the details and enjoys seeing projects evolve from the initial design concept through completion. Becoming involved with industry organizations is an important part of her career, Plant said. She is a member of the NKBA, NARI, AIA and ASID. As vice president of the local NKBA chapter the last three years, Plant organizes all of the programs and events for the chapter. “I cannot stress enough how wonderful it is to be active in the industry. The networking in itself has opened so many doors for me and I have met so many people over the years; now several are dear friends,” Plant remarked. Plant values and emphasizes the benefits of becoming involved with the local NKBA chapter or any organization in the trade and as vice president has become a strong advocate for designers to become members. “There’s always opportunity for people to become members. Many of our programs offer continuing education credits,” Plant explained. “I encourage people to get their certifications and customers look for that.” Her participation on the local NKBA board has also given Plant a front row seat into the growth of the chapter. “Over the last three years, our meeting attendance has doubled, pretty close to tripling since I started,” Plant said. “And our member base has grown tremendously as well. I think that since I’ve been on the board, I have seen 230 new members.” Her networking created a special benefit for Plant when her friend, Stan Pauls owner of Décor Cabinets in Canada, invited her

| continued on page 34 |

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Christy Plant | *continued from page 32* |

to attend the tour at the BLUM factory in Austria and the EuroCucina show in Milan, Italy two years ago. "What an incredible experience, it was fascinating," Plant said. "I have attended the KBIS (Kitchen and Bath Industry Show) for several years. It is ten times larger than the KBIS." Plant added that the vendors at EuroCucina spend an entire month at the convention. The show allowed Plant to peer into the design styles of the future and discover a house moving feature that is quite a bit different from an American house move where the Europeans actually take their kitchens with them when they move, she said. When asked about future trends, Plant replied, "green is in demand, it will only continue to grow. We will see lots of cork flooring, bamboo and teak. From cabinet manufacturers, countertop fabricators and so on, they are all trying to make products that are more environmentally friendly." Plant loves her work and sees a never ending design approach to kitchen, bath and interior design fueled by her own creativity and her client's desires. "I still think to each their own and every client you have walking through the door wants something different," Plant said. "I feel you are always learning in this industry whether you have been in it for 5 years or 15. I look forward to my extended future in the industry."

Texas To License Appliance Installers... Could Your State Be Next?

Some of you will recall the licensing mess that Servicers and installers have gone through in the state of Washington. Well licensing has now arrived in Texas as well. Here is what we know so far. . .

The new statewide residential appliance installers and residential appliance installation contractors' licenses were created by Senate Bill 1222 and enacted by the 80th Texas Legislature to amend Chapter 1305 of the Texas Occupations Code. Beginning March 1, 2008, a person may not perform or offer to perform residential appliance installation or residential appliance installation contracting work without a license. The new state licensing program creates uniform minimum qualifications for all residential appliance installer and residential appliance installation contracting work statewide. The new license will authorize a licensee to work anywhere in the state. The law also provides a grandfathering period which will extend through June 1, 2008. The grandfather period allows qualified applicants who have completed 4,000 hours of electrical work or residential appliance installation under the supervision of a master electrician to apply for a license without passing an exam. After the grandfathering period ends, all applicants will need to present proof of having passed a Texas Department of Licensing and Regulation (TDLR) approved exam evaluating their occupational knowledge. TDLR, in conjunction with the Electrical Safety and Licensing Advisory Board, is developing rules to implement the Residential Appliance Installers and Residential Appliance Installation Contractors program, including the grandfathering procedures for the new state licensing program. **RO**

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Minnesota NKBA Chapter and ReUse Center Team For Garage Sale

BY DICK ROHLAND

The Minnesota NKBA Garage Sale returned to the 17th annual Midwest Home Fall Home and Garden Show and joined forces with the ReUse Center, with retail stores in Minneapolis and Osseo, MN. The Garage Sale has been an annual event at the show in past years. It sells slightly damaged appliances along with a variety of plumbing, wood and cabinetry products under retail costs. In the past, proceeds of the sale have gone to the local Habitat for Humanity organization. This year, proceeds will go to the ReUse Center, a non-profit company that provides deconstruction and retail services. Deconstruction services have crews available to carefully remove building materials for re-use in homes and buildings undergoing remodeling. The retail service sells quality salvaged and reusable materials. Dozens of area home remodeling, design and appliance companies donated cabinetry, appliances, plumb-

ing and wood products to the sale. Stephanie Jauert with Chaska Building Center in Chaska, MN who chaired this year's garage sale said, "We were thrilled that we could benefit not only the ReUse Center and our chapter but all the people that received fabulous deals on quality products." Outside the huge Garage Sale booth, thousands of people strolled the 140,000 sq ft showroom floor to see the latest products offered in the home improvement sector. And, the public received plenty of free, up front home remodeling advice from celebrities Genevieve Gorder, *Trading Spaces* and *Town Haul*; Andrew Dan-Jumbo, *While You Were Out*, *Trading Spaces* and *Take Home Handyman*; Kit Nassauer and Sue Whitney, *the Junkmarket Girls* and founders of the American Junk Club; Lou Manfredini, *Mr. Fix It* on WGN radio in Chicago and Miriam Johnson with Dan Laabs from PBS's *Hometime*. **RO**



Ryan O'Leary with Viking describes a GE refrigerator to a potential customer on the showroom floor.



The Minnesota NKBA and ReUse Center garage sale booth was filled with people looking for a bargain on home appliances, plumbing and cabinetry supplies.



Carmen Hancock, Michael Reel Builders & Remodelers, Stephanie Jauert, Chaska Building Center joined Linda Sigl with LPS Designs to help customers on the last day of the NKBA and ReUse Garage Sale.



Ryan Herzog and Lynn Monson, CKD, CBD, CID represented DreamMaker Bath and Kitchen, St. Louis Park, MN at the home and garden show. DreamMaker Bath and Kitchen also auctioned a traditional style kitchen with appliances during the show.

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OPPORTUNITIES 2008

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Did you ever want the opportunity to be a journalist? Well, this isn't it, but we would like to hear what you have to say anyway. Send us your comments on industry related topics and we will take a look at them. We will compile the ones that won't cause political unrest or global crisis and set them in this new section. Those unused will be filed for a rainy day. Send an e-mail to info@retailobserver.com. Maximum content of 300 words. Deadline for editorial is the 10th of the month previous to the edition.

Calendar section

Attention Buying Groups, NKBA and NARI Chapters, Distributors and Manufacturers: Please submit your meeting schedules to info@retailobserver.com ASAP so they may be included in our Coming Events Column.

Fagor Introduces 24" No Frost Space Saver Refrigerator



Lyndhurst, NJ—In December 2007, Fagor America Inc., a worldwide leader in built-in induction cooktops, will launch the first 24" cabinet deep refrigerator in their US domestic appliance line. Measuring 78 ¾" x 24" x 24", the refrigerator has been styled in true cabinet depth. This space saving unit features a modern design and high-end stainless steel construction, and is a perfect match for condos and apartments in urban areas or anywhere that kitchen space may be limited. The slim depth and width enables the refrigerator to fit flush into a 24" deep installation cutout, allowing for a uniform installation that integrates beautifully with surrounding cabinetry. The doors can be mounted interchangeably to open from either side, creating a custom fit in the kitchen, or, for the option of placing two units side by side, using a union kit. It is a U.L. listed appliance and features finger print resistant Stainless Steel. In addition to these basics, the refrigerator also boasts some major characteristics that make it unique such as unbreakable glass trays and drawer fronts, as well as independent compartments with electronic regulation. The independent Multi Fresh and Double Fresh drawers allow for two unique environments within the refrigerator, ideal for keeping vegetables crisp while meats and seafood can simultaneously be stored at their ideal level of moisture. It is currently the healthiest refrigerator available in the market. Equipped with



a unique BIO Filter; an antibacterial/odor eliminating filter with indicator to keep the refrigerator hygienic by retaining mold and bacteria from the circulating air. The drum additionally contains a protection cover that disables such bacterial particles from settling and growing,

thus allowing foods to remain fresh for longer periods of time. Fagor's exclusive No-Frost System is different than any other competitive product available in the marketplace at the moment as it distributes itself throughout the entire refrigerator (not just the freezer). In addition, the unit is also highly energy efficient because of its ability to evenly circulate air throughout. This capability drastically reduces the condensation level within the unit and eliminates the need to periodically 'de-frost' in order to free it from heavy ice build up. Some other advanced functions include fast cooling of the refrigerator and super-freezing capabilities with a vacation setting. The fast cooling and super-freezing functions allow you to introduce large quantities of food at once, which the refrigerator automatically detects &

adjusts itself to accommodate. An open door alarm and beeper alarm with warning light indicate any sudden interruption of the cold chain. Also, one generator source for fridge and freezer makes the entire unit less noisy. The unit will be available for order through authorized Fagor dealers beginning December 2007. Suggested retail price for this unit is: \$1699.00 USD **RO**

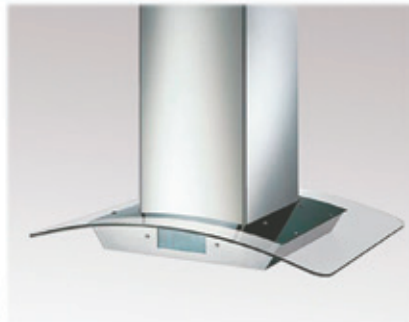
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PRESS RELEASE

Bertazzoni Appoints Almo As Midwest Distributor

125-Year-Old Italian Manufacturer of State-of-the-Art Gas Ranges, Cook Tops, Modular Units and Accessories Enters Distribution Partnership with the Nation's Largest Independent Supplier



CHICAGO (October 2007) — Bertazzoni, the leading Italian manufacturer of precision-engineered kitchen lifestyle products, announced today the appointment of its newest U.S.-based distributor, Almo Corporation. The distribution partnership will extend Bertazzoni's product availability through the Midwest effective immediately — thereby strengthening its North American dealer network which now covers most of the U.S. and Canada. "A carefully-selected group of outstanding distribution partners form the backbone of Bertazzoni's success in the U.S. market," shared Paolo Bertazzoni, the company's fifth generation president. "By joining this group, Almo Corporation will be a valuable partner in our endeavor to further expand our presence in the North American luxury appliance market. We look forward to great success in this exciting new venture with Almo." As the largest distributors of major appliances in the nation, Almo has multiple direct-fulfillment warehouses strategically located across the country. Coupled with their strong commitment to customer service and extensive inventory, warehousing and next-day delivery abilities, Almo Corporation is a perfect fit for Bertazzoni. The company will call on Almo Corporation for fulfillment and delivery of its elegantly-designed stainless steel and boldly-colored high-tech appliances throughout northern Ill., Ind., Ky., S.D., N.D., Mich., Minn., Ohio, W. Va. and Wis. "Almo Corporation is delighted to join in partnership with Bertazzoni as a distributor of its luxury cooking appliances," said Warren Chaiken, President of Almo Corporation. "We appreciate the superior quality of the Bertazzoni line and respect the company's long-held family ownership. As a third-generation family-owned business ourselves, we have been around for more than 60 years and understand the importance of building strong, long term alliances with companies that share the same values." **RO**

PRESS RELEASE

Whirlpool Corporation Develops Break-through High-efficiency Washer Cleaner

BENTON HARBOR, Mich., In an effort to combat odor-causing residue in high-efficiency (HE) washing machines, Whirlpool announces an innovative washer cleaner — Affresh™ tablets. Until now, some HE washing machine owners have attempted to clean mold and mildew stains with everything from bleach to vinegar. Due to the design of HE machines, mold and mildew stains have a higher potential for build-up. Previously, no cleaning product provided a complete solution to effectively combat this problem. Affresh™ tablets, specifically designed for these washing machines, help remove and prevent odor-causing residue build-up in all brands. The oxygenated bubbling action penetrates and dissolves unseen odor-causing residue, providing a more effective cleaning option than bleach alone. **RO**

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

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

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



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



A Sneak Peek

BY MOE LASTFOGEL

Smeg is about to launch a new piece in the US market—here is a sneak peek at their new 36" dishwasher. We hope to get more info soon. Orders are being accepted for the STO905U model, which will be available to the public in December 07. A few of the notable features of the 36" dishwasher are that it can be installed under a cook top or on the

kitchen counter, has a stainless steel tub and filter, stainless steel basket with anti-drip device, holds 12 plate settings and accommodates plates up to 12 ½" diameter. Some other unique features include an interior light, a horizontal half load cycle and a very low noise level of 43db. This new size is going to shake a few designers up. **RO**



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A small town success story: Midway Appliance named Chamber 'Business of the Month'

BY PETER DAY, EDITOR—HESPERIA STAR NEWSPAPER

October 8, 2007—Midway Appliance, one of the Victor Valley's most resilient locally-owned businesses, was honored last week as the Hesperia Chamber of Commerce's October 2007 "Business of the Month." Hesperia Chamber Ambassador Bob Wilson of Bluestar Properties presented the award to Midway owners Don Lager and his daughter Chandra Lager Jones during a ribbon-cutting ceremony on Oct. 4. Midway's history goes back to 1951, soon after the Lager family moved to the Victor Valley. Don Lager's father repaired large appliances, such as washers, dryers and refrigerators, at George Air Force Base, now the site of the Southern California Logistics Airport. Soon he was repairing appliances from the Lager garage on Midway Street in Victorville. With business growing, in 1961 he rented a building on Seventh Street, a block south of Center Street, and began



Bob Wilson, right, a Hesperia Chamber of Commerce ambassador, presents Midway Appliance Solutions owner Don Lager with the Business of the Month plaque.

selling new appliances. Three years later, Midway Appliance moved the Victor Valley Shopping Center. In 1970, the store again moved to Union Plaza, where it stayed for 20 years. With Don Lager at the helm, the store again was ready for a move, so in 1990 the store was moved to a 25,000-square-foot location near the I-15 and Mojave. Finally, in 2003, Midway Appliance Solutions moved into an 86,000-square-foot location at 14444 Atstar Road in Victorville, which formerly housed the Victorville K-Mart. Midway sells an array of wide-screen TVs, including top-of-the-line models from Mitsubishi. Additionally, the store carries appliances from Sub-Zero, Wolf, Viking, Fischer-Paykel and Icon by Frigidaire. But Midway sells more than appliances and TVs. It also has cabinets, furniture, electronics and more. **RO**

PRESS RELEASE

Service Management & Technical Training—November 13 & 14, 2007

Ramada Thunderbird, Bloomington MN—Brand Source Service, in association with North American Retail Dealers Association (NARDA) and the United Servicers Association (USA), is excited to announce a national rotation of regional service seminars. A one and a half day, two-track program geared toward service management and technicians. The events will begin with roundtable discussions on predetermined topics the night before the training sessions. Events will continue throughout the next day with business management training for owners/managers and technical training for technicians. Select manufacturers will provide training on technical operation, diagnosis, tear down, informational resources, service trends, news and current events, and other material. USA's faculty of experts will provide service management training sessions on determining and evaluating statistical and financial benchmarks for a service

business, understanding income and other financial statements, flat rate versus hourly pricing, how to improve parts profitability, business profitability measurement, marketing methodologies, the benefits of servicing all consumers, leveraging technology, etc. The seminars are industry events, and all servicing companies are welcome to attend provided they are not members of a competing buying group. Brand Source Service members will attend for a net zero cost. Other companies will pay a nominal fee, refundable upon joining Brand Source Service or NARDA/USA. **RO**

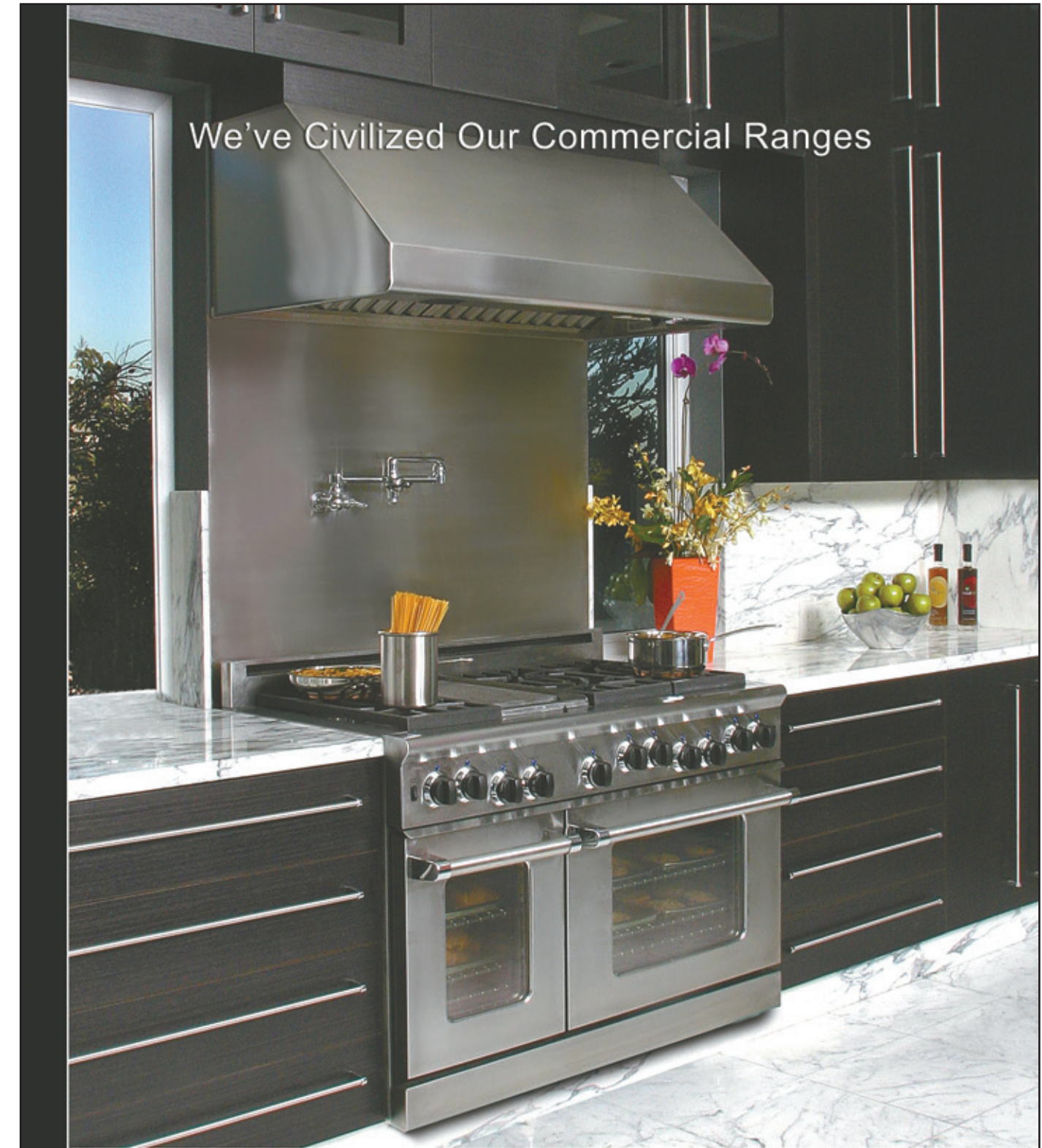
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Nationwide Marketing Group—Confirmed “PrimeTime! Convention” Dates Through 2009

Dates and locations for the “PrimeTime! Convention” are as follows:

<u>Dates</u>	<u>Location</u>	<u>City</u>
March 2-5, 2008	Hilton Anatole	Dallas, TX
August 17-20, 2008	Mandalay Bay Resort	Las Vegas, NV
March 8-11, 2009	Hilton Riverside	New Orleans, LA
August 9-12, 2009	Walt Disney World Dolphin	Orlando, FL

Registration and information regarding the upcoming convention in Dallas, TX will be available soon at www.nationwideprimetime.com. **RO**



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

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

Educational sessions will offer the broadest range of courses being offered at any industry event and will cover Retail Management, Service Management, Technical Training and Personal Development skills. Attendees will take home actionable ideas along with an expanded network of contacts. A mini-trade show will run in conjunction with event.

MARK YOUR CALENDARS—PLAN TO BE THERE! **RO**



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2007 MSA Convention: Game Changers for the Appliance Service Industry

Normally what happens in Vegas “stays in Vegas”! However, if you were one of the over 400 + members of Marcone Servicers Association (MSA) to attend their recent national convention, you not only want to talk about it, you want to bring it home and apply it to your business. This year’s convention, held at Harrah’s Las Vegas Hotel and Casino from September 23 through 26, combined extensive technical training with in-depth business management seminars and the announcement of multiple new programs identified as “Game Changers designed to Increase Profitability”. Attendees mixed all the fun of Las Vegas with three full days of breakout sessions mixing the latest in business strategy and management for the service industry with hands-on technical training for household appliances. As Dan Terfehr of Dan’s Appliance said about MSA and the convention; “In this industry, classroom training is needed badly and where else are we going to get the training unless someone steps up and organizes us? Good job organizing the service industry!” The service training and breakdown sessions included several new courses on high-end appliances by vendors such as Dacor, Fisher & Paykel, Bosch and LG. And perhaps the more talked about business opportunity came from the Water Filtration System class presented by Everpure. Attendees learned about the growing opportunity for service

companies with water filtration and how easily they can get into the business. New benefit announcements included a guaranteed-issue life insurance program, a new health insurance offering to be released at the end of the year, and enhancement of the individual websites MSA provides to its membership. The highlight for attendees who filled out a simple beneficiary form was walking away from the convention with \$10,000 guaranteed-issue life insurance at no cost. Treasured moments included multiple games and quizzes with winners receiving tickets to top Las Vegas shows such as Celine Dion, Cirque du Soleil’s LOVE, Zumanity, new appliances, water filtration systems and a gas grill. Over \$6,000 was raised for the Los Angeles USO by the members and vendors who bought raffle tickets to win a Honda ATV. Michael Teilmann, retired Brigadier General and Executive Director of the Bob Hope Hollywood USO in Los Angeles, gave an inspiring speech during lunch on the first day that helped encouraged participants to donate for the cause. New program announcements, identified as potential “Game Changers to Increase your Profitability”, included MyCycleTime.com, Picture Perfect Service Company and One and You’re Done. For more information on these programs or the annual MSA Convention please e-mail Marketing@MARCONE.com or visit www.msaworld.com.



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Brigadier General Michael R.S. Teilmann was the keynote speaker. The raffle helped raise over \$6,000 for the Los Angeles USO.

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The DTV Transition: A Retailer's Challenge And Opportunity



BY MICHAEL FISCHER—PRESIDENT NIELSEN'S, SPENCER IOWA, NARDA TREASURER

Independent retailers of all sizes and in all markets who sell televisions need to know *right now* the challenges and opportunities that the “DTV Transition” presents to them and their customers. Even if you haven’t sold an “analog-only” TV in years, you have customers with questions about what it will mean for them when analog TV broadcasts end after February 17, 2009. You have the opportunity to become DTV Central for your customers, who are soon to be bombarded with “Public Service Announcements” that might confuse the heck out of them and have them running in to see you for an explanation. You can be a valued source of guidance and referrals – if the information you and your staff give out is both thorough and accurate. This will, however, involve understanding a government program.

The Federal government, since it ordered this transition, will provide subsidy “coupons” (actually, more like gift cards) for basic, inexpensive “Coupon-Eligible Converter Boxes” (“CECBs”) whose only function is to convert HD or standard definition digital broadcasts for reception on standard analog-tuner TVs. Beginning January 1, 2008 through the end of March of 2009, every household in America will have the opportunity to apply for up to two (2) \$40 “coupons” to be applied, at retail, against the cost of a CECB. (They cannot be combined on a purchase, nor can the coupon be used for anything other than an NTIA certified basic converter box.) A few models have been certified and more should be government-approved and available soon.

The basic message to your customers is that on February 17, 2009 essentially *all TV* stations must end their analog broadcasts and utilize only their digital channels. So if

your customer relies on a TV antenna for any set in their house, and if that set has only an analog tuner and is not connected to a paid service (e.g. cable or satellite), it will need a converter (either a CECB or a non-subsidized one built into another product such as some DVD recorders). Once the application is received, coupons will be mailed out to U.S. households beginning in early 2008.

Retailers who choose to sell CECBs and sign up for the government program can accept the \$40 coupon per box and be reimbursed by the government if they register with the Department of Commerce’s National Telecommunications and Information Administration (NTIA) by March 31, 2008. When the NTIA sends out its coupons, it plans to include a list of registered retailers in the recipients’ geographical area. So if you are considering taking part in the program, it is not too early to research your options and get the process started. Information on the CECB program can be found on the NTIA website at: www.ntiadtv.com/ and www.ntia.doc.gov/dtvcoupon/retailer.html.

The Consumer Electronics Retailers Coalition (CERC) has been working with independent retailers through NARDA and has been the leading voice with regard to retailer awareness of the DTV Transition and consumer education. You can obtain a lot of helpful information—for yourself, your sales associates and your customers—at their website located at: www.ceretailers.org or you can also go to the NARDA website to get more information at: www.narda.com. Yes, this process will be a challenge for everyone, but also a unique opportunity for *independent* retailers. **RO**

NARDA Thanks Garey Alimia for His Service to the Association

Garey Alimia from A-1 Home Appliance Center, Harvey, Louisiana has completed his final term on NARDA’s Board of Directors. Garey is a long-time NARDA member and successful multi-store dealer who battled back after the Katrina storm and rebuilt his company. NARDA’s Board and staff thank Garey for his many years of outstanding efforts on behalf of the association as a director and board president. We wish Garey and his family the best for the future.

NARDA Thanks Mike Grimes for His Service to the Association

Mike Grimes, a very successful dealer from GH Home Furnishings, Charleston, Missouri has completed his final term on NARDA’s Board of Directors. NARDA’s Board and staff thank Mike for his many years of outstanding efforts on behalf of the association as a director, secretary of the Board and an instructor at various NARDA educational programs. We wish Mike and his family the best for the future. **RO**

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SPR601-OS-RC SCR600L-OS-RC

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2007 NARI Meeting Highlights | *continued from page 30*

Evening of Excellence Task Force—is in high gear in preparation for the Evening of Excellence on March 15, 2008, at the Hilton Bayfront St Petersburg Hotel in St Petersburg, Fla. Pre-production filming took place during our visit to Las Vegas and The Remodeling Show. A subcommittee is in place to integrate the efforts of the Tampa/St Pete Chapter of NARI.

National Member Council—formed several working groups to address raising the value and establish recruiting methods as follows: more inclusive annual “meet and greet” to include The Remodeling Show vendors; development a “buddy system” for both existing and new members; development of formal value proposition for National Membership; explore a policy change linking sponsorship to membership.

Chapter Executive Forum—reviewed newly provided chapter retention rates and discussed how they would influence chapter’s membership action plans; introduced these new chapter tools, which include member development planning tool, membership retention and enhancing committee effectiveness PowerPoint presentations and nationally supported membership recruitment program; held panel and Q & A-themed chapter retention and recruiting success discussion; and held facilitated discussion of ideas chapters implemented from Mark Levin’s book, which was distributed to chapters and/or from his presentation at the spring board meeting.

Marketing Committee—reiterated that the countdown to logo compliance campaign is in its final half year with compliancy due on March 31, 2008; encouraged logo usage with new logoed vehicle magnets for member use. Reviewed new Web site features, including lead retrieval, enhanced member listings and career center. Announced that creative concepting for consumer outreach ad campaign will begin this winter after ad agency is hired.

Education Committee—established a committee to investigate the possibility of developing a Remodeling Apprenticeship program; Certification Committee presented its two-year plan to achieve accreditation of the Certified Remodeler certification program; launch of the Green Certified Professional (GCP) was presented—designation is now available with instruction and application available on the NARI Web site; reviewed the Universal Remodeling Education Program progress—Expected completion of the education program is spring of 2008 with a certification program to follow on a date to be determined; discussed the pilot program of a Peer Networking model that would be available for NARI members—pilot program will debut in early 2008; committee reviewed our alliances with E-myth Worldwide, Affordable Comfort, Inc. (ACI), Green Home Guide and the American Lighting Association.

The goal of the National Association of the Remodeling Industry (NARI) is to help homeowners find the right professional partner to do their remodeling. Whether it is updating a kitchen to make it more efficient, turning an ordinary bathroom into a haven of rest and relaxation, or adding a room to meet the needs of a growing family, NARI wants each homeowner to get the maximum value or enjoyment for the dollars they invest in their remodeling. NARI represents professional remodeling contractors, product manufacturers, distributors, wholesalers, trade publications, utilities and lending institutions. The association is committed to enhancing the professionalism of the remodeling industry and serving as an ally to homeowners. For more information on NARI or to become a member go to www.NARI.org. **RO**

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Eastern Marketing Corporation Thanks Dealers Hosts 2007 Golf Classic at Crestmont Country Club

West Orange, NJ, October 2nd, 2007—Eastern Marketing Corporation, exclusive distributors of major luxury appliance brands from Maine to Virginia, recently held their 2007 Golf Classic Event at Crestmont Country Club in West Orange, NJ for a group of 50 dealers. The golf course at the private Crestmont Country Club was Donald Ross, the world famous golf architect who began his

career as the assistant professional at St. Andrews Golf Club in Scotland.

The event included lunch, golf, hors d'oeuvres, cocktails, and a barbecue dinner on the patio. The prizes for longest drives, closest to the lines, closest to the holes, team low gross and low net included golf bags, putters, drivers, and golf shirts. All participants received a golf jacket. **RO**



George Stohrer, Sales Manager, Eastern Marketing Corp, Roseland, NJ
Neal Mistral, Appliance World, Huntington, Long Island, NY
Manny Velez, Liebert's Royal Green, White Plains, NY
Craig Friedman, VP, Eastern Marketing Corp, Roseland, NJ



Dan Schwartz, Karls Sales, Fairfield, NJ 8 stores in NJ
Mark Howard, Plessers, West Islip, Long Island, NY
David Pia, Associated Appliance, Stamford, CT & Monroe, CT
Craig Friedman, VP, Eastern Marketing Corp, Roseland, NJ
Gary Press, GMM, Art Handler's Appliance, Pleasantville, [Atlantic City], NJ



At the steak & lobster cookout on the patio:
Gerry Reda, Marvel & AGA VP Sales, Richmond, IN
Craig Friedman, Eastern Marketing Corp, Roseland, NJ



Gerry Gerhard, Gerhard's Appliance, Glenside, Doylestown, Frazer, Ardmore, PA
Bob Walsh, GMM, Karl's Appliance, Fairfield, NJ - 8 NJ stores
Marty Friedman, President, Eastern Marketing Corp., Roseland, NJ
Gary Press, GMM, Art Handler's Appliance, Pleasantville, [Atlantic City], NJ



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COMING EVENTS

CALENDAR 2007

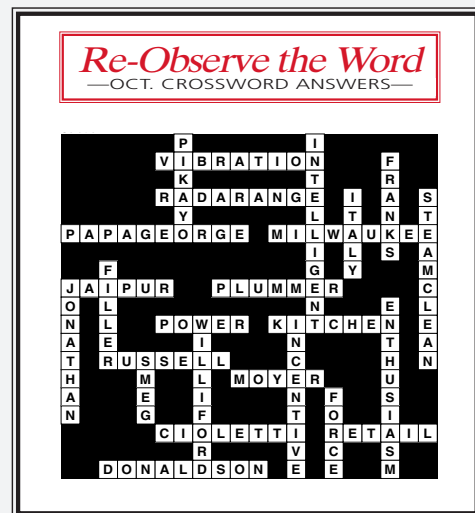
NOVEMBER

- 13 NKBA Phoenix Arizona Chapter-Facings of America, Scottsdale, AZ
- 13-15 Brand Source Northwest- Embassy Suites South Center, Tukwila, WA
- 14 NKBA Sierra Nevada Chapter-M Home Supply, Reno, NV
- 14 NKBA Central California/Nevada- Central Wholesale Electric, Sacramento, CA
- 15 Brand Source Pacific Rim- Regional, Pleasanton, CA
- 29 NKBA Alaska Chapter-Allen & Peterson, Anchorage, AK

DECEMBER

- 6 NKBA Columbia River Chapter- Holiday Party-Pental Granite, Portland, OR
- 11 NKBA Phoenix Arizona Chapter-Central Arizona Supply, Scottsdale AZ (Holiday Party)
- 12 NARI San Jose Chapter- META Awards, Doubletree, San Jose, CA

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



COMING EVENTS

CALENDAR 2008

JANUARY 2008

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

MARCH 2008

2-5 Nationwide Primetime Spring-Hilton Anatole, Dallas, TX

12-15 NARI Spring BOD Meeting-Hilton St. Petersburg, St. Petersburg, FL

15 NARI Evening of Excellence- Hilton St. Petersburg, St. Petersburg, FL

15-19 Brandsource "The Summit"- Hilton Anatole, Dallas, TX

MARCH/APRIL 2008

30-2 NARDA Service and Retail Convention (SRC)-Flamingo Hotel, Las Vegas, NV

APRIL 2008

11-13 KBIS-Chicago, IL

AUGUST 2008

17-20 Nationwide Primetime Fall-Mandalay Bay Resort, Las Vegas, NV

24-28 Brandsource National Convention- Paris Casino and Resort, Las Vegas, NV

SEPTEMBER 2008

7-11 NARI Fall BOD Meeting-TBD, Baltimore, MD

9-12 The Remodeling Show-Baltimore Convention Center in Baltimore, MD



Are You Ready to Retire?

BY LEE BOUCHER



For decades and decades the automatic time to retire was when you reached the age of 65. For most corporations it was mandatory. It was a time for you to stop working, travel the United States, take a cruise then come home and die. Times have changed.

I have been to manufacturers and distributors retirement parties and they are fun, celebrating the careers of the retirees. There is a pattern. After the accolades, the person being retired gets a gold watch or a golf cart and clubs and we all applaud. The MC says, "Come by the office anytime, Sam, we would all like to see you." But when Sam comes by a few weeks later and walks into the office, another man is sitting at his executive desk. Sam is now a has-been and after a few perfunctory remarks from the person who has taken his place. He leaves and never returns.

A few Sundays ago I watched Mike Wallace interview Dr. Kervorkian on "60 Minutes". Mike Wallace is in his upper-eighties and is still the best interviewer on TV in my opinion. I'm so glad he didn't retire at age 65. Dr. Kervorkian is now 79 years of age and had just been released from prison after 8 and one-half years having been convicted of second degree murder for his assisting in the suicide of a terminally ill man in constant pain. Although he can't practice medicine for at least two years while he is on parole, he is still full of vitality. Andy Rooney, who is in his eighties, said, "One of the reasons I like Mike Wallace is because he is older than I am!"

I sold our appliance business when I was 67 years old. I felt sort of proud of myself because I had passed the age of 65 when I did it. However, three weeks after the transaction I had seller's remorse. I found out that I was happier working with my employees and facing the challenges that every independent retailer faces than I was without anything

important to do. I felt I was a nobody. Chuck Edmonds, publisher of the *Retail Observer* at the time, saved me by taking me on as the editor in 1990.

The appliance dealers that have sons and daughters working in their stores are lucky—especially if they are interested in continuing the business. The retailers that don't are mostly out of luck. Unless you are a huge appliance dealer like Standards of Excellence that was purchased by Sears you'll find it hard to find a buyer. That is not just true of independent appliance dealers it is true of all independent retailers. I have witnessed manufacturer executives forced to retire at age 65 who were at

their peak performance. They had gone through all the chairs successfully, learned a lot along the way, were respected by their peers and had helped make their firms very profitable. Why, then, make them retire? On the other hand, there are people working that just hate their jobs and can't wait to retire. I feel sorry for them. Most of the over 120 independent appliance dealers that I have interviewed over the years love what they are doing in spite of the ups and down of business. When we are in the twilight of our years we think back of some of the things we did that we regret and some of the things we wished we had done, but can't

IF YOU ARE ABOUT
TO RETIRE, OR ARE
RETIRED AND YOU
HAVE ALWAYS WISHED
TO DO SOMETHING
YOU HAVEN'T DONE,
DO IT **NOW** WHILE
YOU STILL CAN.

do now. I'll give you my example. I live in the San Francisco Bay Area and one of the annual events in S.F. is the Bay to Breakers run. You've all seen it on TV. It is a huge party with some trying to win the race, but the majority of them are just there to have fun. Some are dressed up in costumes, some carry political signs, other just walk and run from Market Street to Golden Gate Park. My sons have done that. I haven't. Now I can't because of arthritis and a bad hip. Damn! My message is: if there is something you want to do, do it NOW before it's too late. The most important thing is to keep the brain cells working. Take an interest in volunteer work, read a lot, go on vacations and keep a journal to give to your kids. **RO**



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Trivia

BY CHUCK EDMONDS



The dictionary defines “trivia” as matters and things that are of no importance. Just read along with me and you will find lots of trivia but also, I hope you’ll find some entertaining ideas and maybe some stupid jokes.

An interesting sign we saw recently:

Those of you who think you know everything are annoying to us who do!

A few random thoughts about golf and definitions:

- **Stymie:** *an object directly in line between your ball and the green. Like a five story apartment house that is built while the ball is in flight!*
- **Green:** *a far-off oasis featured by an alien flag on a stick. Also called “never-never land.”*
- **Relaxation:** *A state no golfer can afford if he wants to win. The proper emotional state is tension, sometimes hatred (I want to throw my clubs in the lake.) and humiliation.*

Old Joke:

This guy met a new girlfriend and they became friends immediately. She invited him over for the evening and told him she had a mirror over her bed. She also suggested he should bring a bottle with him, so he brought Windex!

Old College Reunion

The class of 1957 was having their fiftieth reunion. The topic got around to “I wonder what ever happened to Dumb Freddie. Freddie was a really nice guy but very stupid and flunked most of his classes, but particularly in math. He had trouble adding two plus two and couldn’t fathom an asset from a liability. While everyone was discussing Freddie and others, a big limousine pulled into the college grounds and out came Dumb Freddie, dressed to kill, looking like a multi-millionaire, and very lean, tan, and fit. Everybody in the class crowded around Dumb Freddie and asked him what he had done to become rich and famous. “You flunked every course, specially in math, while your were here but obviously you

are doing very well financially. What do you do?” he was asked. Dumb Freddie said, “Not much. I make this little gadget that costs me a dollar and I sell for \$3.00 and I just keep the 2%!”

How’s Business?

Very good—except for home sales and real estate, including commercial buildings. Despite the downslide of home sales and appears that some big bail-out’s will take place with many home builders—the economy, however, remains strong. The DOW remains high and keeps climbing and unemployment, except in some areas such as Detroit, is down. Nationally, the last figures were 4.7% unemployed which is very low. If the job market doesn’t shrink the economy should keep on rolling as the American consumer is going to keep on spending. Profit margins remain high and inventories are low and corporate spending continues. The housing problem is not, as yet, affecting the

average consumer. Most consumers have owned their homes and bought at financial levels acceptable to their ability to pay the mortgage every month. With an adjustment for inflation consumer spending continues to grow. Most appliance dealers and distributors I have talked with tell me that business is slow but it has not stopped or come to a dead end. The high level of speculative buying in the housing market is



From left to right: Chuck Edmonds and Ruth Edmonds, and Jeanelle and Lee Boucher.

going to result in a lot of bankruptcies, for not only the builders but also the home buyers. How much these problems will result in problems to our economy are problematic BUT to date it has not severely affected the economy.

Happy Days in years past!

The picture above was taken on my 80th birthday when my youngest daughter, Dianne, gave me a birthday party on a sailing ship on San Francisco bay. From r to l, Chuck Edmonds and Ruth Edmonds, and Jeanelle

and Lee Boucher. Jeanelle recently passed away after a long bout with cancer. **RO**



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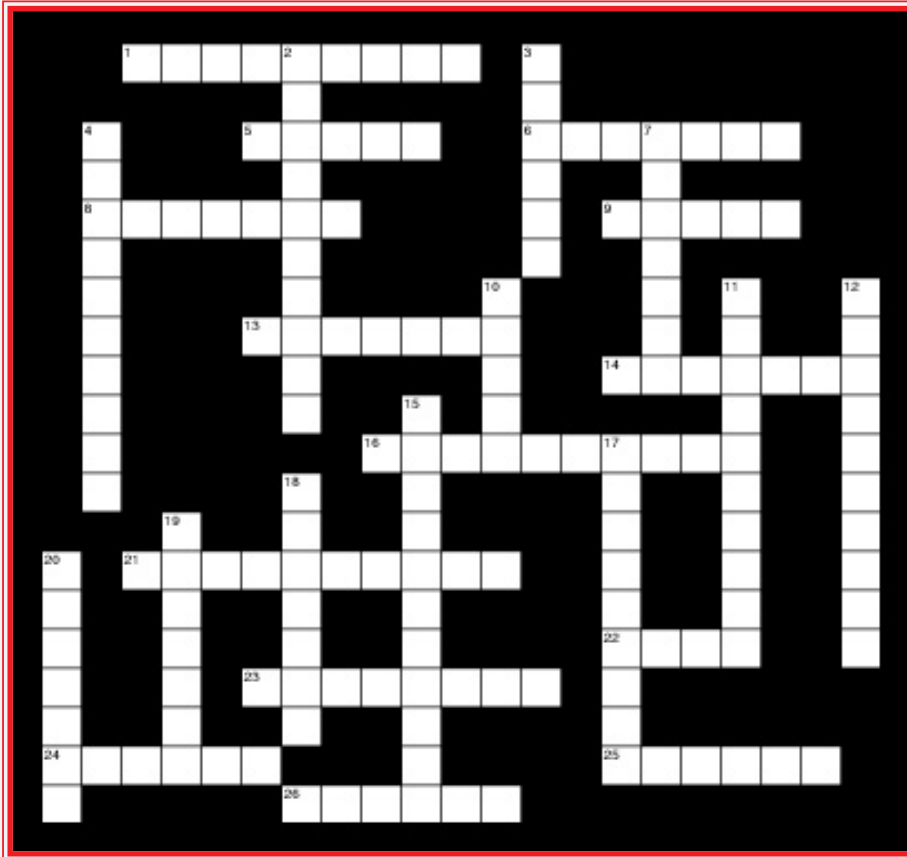
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Re-Observe the Word

—NOVEMBER CROSSWORD—

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



ACROSS

- 1 Eastern Marketing 2007 Golf Classic Course
- 5 Chairman NAHBR
- 6 Consulted with Time/Life Books
- 8 Whirlpool Cleaning Tablet
- 9 Director of Brand Marketing for BSH North America
- 13 Most Dramatic Bathroom Makeover Winner
- 14 Dynamic _____ appliances
- 16 Smegs STO905U
- 21 Almo's new product line
- 22 Texas Occupations _____
- 23 NARDA convention location
- 24 Remodelers' _____ Center
- 25 Allen Lombard - President _____ Range Hoods
- 26 Chair of NKBA Garage Sale

DOWN

- 2 The DTV
- 3 Cheng Collection by
- 4 Woman of the month works in _____ MN.
- 7 Next KBIS city
- 10 Fagors Double _____ Drawers
- 11 Dacors new Grey
- 12 A state no golfer can afford if he wants to win
- 15 Midway Appliances location
- 17 Marcone _____ Association
- 18 Nationwide hotel in March 2008
- 19 Marvel's new _____ Sink
- 20 Best interviewer on TV

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

PRIZE PUZZLE

Test your power of observation

The online functionality of the crossword has been delayed, so starting with the 2008 issues of the *Retail Observer*, you will be able to go on-line to complete the crossword for submission.

The first 50 puzzles submitted through the online process will be entered into a drawing for the sponsored product that month. For this month, please enjoy the reading, and we'll see you in 2008 for the prize puzzle online at www.retailobserver.com. A test puzzle is available at <http://www.MyCrosswords.com/549/RetailObserver/Re-ObserveTheWordNov2007.html>

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