

The RetailObserver

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The Monthly News Magazine with Personality

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MEGA GROUP USA CONVENTION

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IFA PROVIDES DRIVING FORCE FOR ECONOMY

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EDUCATION AND TRAINING KEY TO A SUCCESSFUL DEALER BUSINESS — PAGE 36



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Diversification in Changing Times

With everything we see today—a teetering economy, stocks on a virtual rollercoaster and retail indicators bouncing around like a warped superball—we need to stop and think about what we are doing to help ourselves in our current state, as well as how we are going to prepare for what is yet to come. I'm not a soothsayer, but I do see no matter where we are in our economic cycle that change will always happen. How we handle that change today will be what takes us into the future.

How many of you stick to one product? Are you a White Goods only dealer or Consumer Electronics house? Do you only sell furniture? With the various buying groups we cover, I have been afforded the opportunity to speak with many dealers and the ones who weather the storms the best seem to have a diverse line list or marketing strategy. They sell many, not just in one category or two, or they sell the optional added value products with their main lines.

If you are a White Goods dealer, why not sell pots and pans, small appliances, vacuums and even laundry detergent? The customer who is doing a full kitchen remodel is likely to end up buying pots and pans and would jump at the option of buying them new from someone they trust. If you are doing in-house cooking demos, why not offer the specialty products and food items that you use? Gourmet food products might also be a nice addition. A spatula bearing your company logo actually goes a long way towards developing loyal customers.

If you are selling consumer electronics, why not sell the cables, installation, and furniture for a home theater including popcorn machines and hot dog cookers? Why not put a video rental kiosk in your store to generate passive income? What about throwing Monday night football parties in your store, with specials on products? Furniture stores also have a great opportunity to sell all the accessories to create a complete package: lamps, pictures, vases and bedding products, all high margin items and will all help with your bottom line.

But why stop there? Don't forget a salesman's best friend, the warranty, which is the most forgotten high-profit piece that we miss in the excitement of the sale. I'm not suggesting you go out tomorrow and open your own Sears-style store, but why not look at what you sell, ask your customer what they would buy and act on it? Many vendors today would jump on the opportunity to open these new markets and help you get going.



Happy Retailing,

Moe Lastfogel

Just Bounce



"THE SIGNIFICANT PROBLEMS WE ARE FACING CANNOT BE SOLVED AT THE SAME LEVEL OF THINKING WE WERE AT WHEN WE CREATED THEM" – ALBERT EINSTEIN

Last week, while speaking with a girlfriend she said to me, "just bounce" in response to the issue at hand. I laughed—and immediately felt light-hearted, able to focus more on creating a solution to the problem. I wrote it on a post-a-note and stuck it on my computer monitor to remind me of my new mantra of the week to help me deal with crisis management in business.

I started thinking about *resiliency* and the ability to 'bounce back' from any given situation. This time last year I was in Germany when the devastating U.S. economic news hit the wires on CNN. I've heard the period before the downturn referred to as "the good 'ol days". It seems to me that a whole lot of people out there have been living in denial of the situation, navigating forward by looking in the rear view mirror.

It starts with one person, one corporate leader at the top who is willing to look at reality and begin to make the changes and minor adjustments necessary to effect change and bounce back again. Has your company got bounce?

If not, a simple book called *Bounce—The Art of Turning Tough Times into Triumph* by Keith McFarland should be on your reading list. "When the going gets tough, leaders must know how to adapt in the face of stress—how to bounce. Keith McFarland's book will show managers how to stop blaming, face reality, and take control. This book may be just what your company needs to turn things around!"—says Ken Blanchard, Coauthor of *The One Minute Manager™* and *Leading at a Higher Level*.

McFarland highlights these six key principles for creating increased levels of bounce:

1. Embrace the bounce
2. Manage the anxiety
3. Manage the mental factors
4. Manage the money
5. Manage the mission
6. Manage the morale

What a fantastic find. This book addresses key points to develop the strategy necessary to take your business from survive to thrive, a concept we have been focusing on a lot in recent issues. McFarland lays out a simple theory of powerful lessons in storytelling fashion, about why many people and companies crumble in the face of difficulty, while others use adversity to bounce back even stronger than before through a process of disintegration and reintegration, thus creating the bounce effect.

"When faced with a new challenge, some people will keep doing the same things they have done in the past, only harder and faster," says McFarland. He explains through his six key principles, "increasing the bounce first requires that people or organizations *embrace* the bounce, that is, accept the notion that environments are always changing in ways that require people and groups to adapt. Embracing the bounce leads to an understanding that anxiety can either help or hinder bounce—depending upon how you manage it. Effective management of anxiety sets you up to see things as they really are

and stay out of a state of denial and able to effectively manage money, mission, and morale", which ultimately affects your bottom line. How resilient is your company?

Are you feeling the bounce yet?

“ People want to be around others who see things as they are, but who also keep one eye on the light at the end of the tunnel ”

Keith McFarland

Eliana Barriga

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MEGA GROUP Semi-Annual

STRONG MEMBER TURNOUT IN

MEGA
SAN ANTONIO
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September 2009

MEGA Group USA hosted its fall semi-annual convention in beautiful downtown San Antonio, Texas September 2 - 5, 2009. Attendance by group members was strong and those that came showed up to do business. Supplier partners of MEGA Group were pleased by either hitting or exceeding their sales expectations at the show. Members arrived with cautious optimism for fourth quarter sales and reflected that attitude in the substantial orders they placed. The buying segment of the show took place over the final two days of the convention. Prior to that, two days were spent sharing industry information, education and enjoying a golf tournament played on a unique property called "The Quarry", an actual quarry turned into a spectacular golf course.

During the preceding days, members were inspired with a keynote presentation by Bob Langdon on Managing Your Business in Turbulent Times. The address suggested ways that members could deliver high performance even in difficult

1. G.E. line up 2. Keynote speaker 3. Registration 4. Educational series 5. Briggs & Stratton 6. Poulan

GAP P USA l Convention

BEAUTIFUL SAN ANTONIO, TEXAS



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09

economic times. The importance of measuring results was stressed. “Measure everything”, Langdon said. How many times a day does the front door open? How many customers are your people talking to? How many sales tickets are being written? How many lines are being filled on those tickets? Are you including the product Protection Plans and other high margin accessories? “Only by measuring all of these sales elements will you truly be able to judge your efficiency” added Langdon.

Marketing presentations reviewed the power of MEGA Group’s custom advertising programs. How to build an affordable advertising budget was discussed. The importance of frequency and consistency of advertising was stressed. Enhancements to MEGA Group’s adCentral were reviewed. adCentral is an on line advertising resource center that enables members to view upcoming events and place orders for circulars day or night.

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6



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8



9



10

Pro outdoor products 7. Circular signup 8. Serta sheep 9. Whirlpool 10. Onward Manufacturing



Debuted at the convention was also the latest upgraded version of Webfronts 2.0. This is an exclusive and custom website made available to members only that features powerful web marketing tools that accelerates a members presence with page dominance on such popular search engines as Google, Yahoo & MSN. Members can also customize their own website, add photos and change or write new copy. Another great new feature is a Shopping Cart. Members can now offer product and services right on their website... all for less than \$30 a month!

Managing your vendor co-op was yet another workshop. All too often dealers let thousands of dollars that they earned slip through their fingers. Every available precious dollar of advertising must be spent efficiently to help fight the competitive battle and keep the highest level of visibility in the marketplace.

Sales, margin & bottom line performance were the key subjects of many other presentations and workshops hosted by MEGA staff and industry professionals. How to sell more add-ons such as the all-important Product Protection Plan and major accessories was the topic of much conversation. If you don't suggest add-on purchases and why they are important to your customers, you'll never sell them!

2009 has been a tremendous growth year for MEGA Group. The group has certainly lost members, most of which are due to early-retirement brought on by this challenging economy. However, in the plus column, the group has added more than twice the number of lost members with new members netting a significant gain. For those who attended the San Antonio convention, the group hosted several special events and meetings designed specifically to help make its newest members feel welcomed and be able to quickly get up-to-speed regarding group practices and programs.

Rick Bellows, President of MEGA Group USA commented, "all in all, the Fall Convention pleasantly exceeded everyone's expectations from attendance and business conducted to the quality of San Antonio as a destination and host city for the event. We definitely plan on returning here for a future MEGA Group convention." For further information, contact: Jerry Honea, MEGA Group USA, by phone (901)753-8243, and by fax (901)755-3076. **RO**

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Faber Rangehoods Hosts Dealers at Cheers in Boston

FABER Faber Rangehoods hosted a 2-day dealer training event in September at their national showroom located in Wayland, Massachusetts just outside of Boston. Pacific Specialty Brands, the Faber distributor for the Pacific Northwest and Western Canada brought dealers from Washington state and Western Canada to the training. Highlights of the trip included: a tour of the ventilation showroom, sight seeing tour of downtown Boston on a Duck Tour and a trip to historic Fenway park for a baseball game. Faber Rangehoods is the premium ventilation company with their world headquarters located in Fabriano, Italy since 1955.

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Whirlpool Corporation Account Manager Achieves Certified Green Professional Designation from NAHB



Whirlpool Corporation recently announced that its Senior Account Manager of the Southern States

Division, Jamie Stroud, has earned a Certified Green Professional (CGP) designation from the National Association of Home Builders (NAHB). The CGP distinction recognizes Stroud as a building industry professional with knowledge of the best strategies for incorporating green building principles into home building.

"We are proud to announce Jamie's most recent accomplishment, which reinforces our commitment to being a comprehensive resource for building sustainably," said Tracy Frye, Senior Contract Marketing Manager at Whirlpool Corporation. "Her new designation helps to distinguish the company as a knowledgeable source for the sustainable construction and building community."

The CGP curriculum incorporates training by leading building industry practitioners on a range of topics, including strategies for incorporating green building principles into homes using cost-effective methods of construction, and how green homes provide homeowners with lower maintenance and good indoor air quality. Stroud is required to maintain the designation by completing 12 hours of continuing education every three years, a portion of which pertains to green building activities.

ABOUT WHIRLPOOL CORPORATION

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

Whirlpool Corporation is the world's leading manufacturer and marketer of major home appliances, with annual sales of approximately \$19 billion in 2008, 70,000 employees, and 67 manufacturing and technology research centers around the world. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Consul, Bauknecht and other major brand names to consumers in nearly every country around the world.

For more information on Whirlpool Corporation and its offerings for building professionals, please visit insideadvantage.com or call 1-800-952-2537. Follow The Inside Advantage™ on Twitter at <http://twitter.com/InsideAdvantage>.

Follow Whirlpool Corporation's dedicated program for the building and design community: <http://twitter.com/insideadvantage>.

Thermador Launches a Revolutionary Three-Part Star Partner Program

EMPOWERS DESIGNERS WITH VALUABLE DESIGN TOOLS, SUPPORT AND PROMOTIONS

Thermador® Thermador, the appliance brand known for empowering culinary enthusiasts, launches an exciting new three-part Star Partner Program. Thermador is inviting designers and other trade professionals to join its Star Partner Program and become eligible for industry-only offers, promotions and design tools. Core elements of this innovative designer program include the Kitchen Design and Planning Guide, Star Partner Personal Use Program and Star Partner Rewards Program.

“Thermador’s goal with this program is to give professionals industry leading tools that will help them better understand and gain personal experience with our



products to strengthen their businesses,” said Zach Elkin, Director, Luxury Division, BCD Group (Builders, Contractors and Designers), BSH Home Appliances Corporation. “The Star Partner Program is part of an overarching effort by Thermador to enhance our support of professionals and their relationships with the brand.”

The first component of the Star Partner Program is the Kitchen Design and Planning Guide. The guide features 300 pages of comprehensive design guidance and product specifications and dimensions for every Thermador appliance model. It enables design professionals to easily distinguish their projects and simplifies the process to build the ultimate Thermador kitchen.

The second element is the Personal Use Program, where trade professionals can experience the luxury of Thermador appliances with a significant discount on product for their own home kitchens.

The third element is the Rewards Program, which makes kitchen designers eligible to receive a Thermador Visa card when specifying Thermador appliances in their kitchen designs.

Trade professionals can also get information on the Star Partner Program by visiting www.thermador.com/star-partner. Once online, you will be able to order free copies of the Kitchen Design and Planning Guide and register for Star Partner membership.

ABOUT THERMADOR

Thermador is part of BSH Home Appliances Corporation, a fully-owned subsidiary of Bosch and Siemens Home Appliance Group, the third largest appliance manufacturer in the world. For more than 75 years, Thermador has been empowering America’s cooking enthusiasts with revolutionary products – from the world’s first wall ovens to gas cooktops with the patented Star® Burner and a speedcooking oven that reduces cooking time by 50%. Today, Thermador continues to fuse state-of-the-art cooking functionality with classic American style to create the ultimate in powerful luxury kitchen appliances. For more information, please visit www.thermador.com or call 800.656.9226 to request a catalog. Thermador® and An American Icon™ are trademarks of BSH Home Appliances Corporation; all rights reserved.

Follow us at @ThermadorHome.

A. O. Smith Donates Water Heaters to Low-Income Homeowners

WATER HEATING MANUFACTURER GIVES TO NEW HABITAT FOR HUMANITY PROGRAM



A. O. Smith Water Products Company (www.hotwater.com) will be donating high-efficiency water heaters to the newest Habitat for Humanity International Initiative, a weatherization program intended to improve low-income households.

Habitat for Humanity, in conjunction with Exelon Corporation, launched a pilot program aimed to weatherize 70 homes, helping homeowners reduce energy use and utility bills. Along with installing A. O. Smith water heaters in some of the homes, other improvements include weather stripping, caulking, showerhead replacements, attic insulation, and other energy-saving projects.

“A. O. Smith is excited to be donating to this cause,” said David Chisolm, A. O. Smith Brand Manager. “Not only are our water heaters perfect for this program, but we truly value community service and love to see it paired with energy efficiency.”

Habitat for Humanity intends for the initial program, which will serve homes in northern Illinois, southeastern Pennsylvania, and Texas, to serve as a model for future programs in other cities, beginning in 2010.

ABOUT A. O. SMITH

Headquartered in Ashland City, TN., A. O. Smith Water Products Company is North America’s leading manufacturer and marketer of residential and commercial water heaters and hydronic boilers. A. O. Smith offers contractors an additional competitive advantage in | *continued on page 10* |

that the company designs, builds, distributes and field supports the world's broadest and deepest line of residential and commercial water heaters, as well as commercial boilers. This single-source concept simplifies ordering, installation and service and is backed by more than 70 years of research and innovation. For more information, visit www.hotwater.com.

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Company-wide Improvements at SUMMIT



This month, SUMMIT is pleased to announce continued improvements throughout the company, from innovative new products in induction cooking and beer storage to a renovated office space. Our unique line of beer frosters looks even better with professional decals, now available in English and Spanish. Recent additions to our website include a new page for our popular beer dispensers, plus an online product database that grants our dealers up-to-date access to all our models and photography. From the building walls to a growing product line, the renovation continues this season.

INSTANT ACCESS TO ONLINE PRODUCT DATABASE

Keep your website up to date by displaying the most current information and imagery for all your SUMMIT appliances. Our entire product database is now available for our dealers to download and use in marketing, with full descriptions, precise specifications, and improved photography. To access the database, log into your SUMMIT account through the Dealer News page and click the Product Data box on the right. Select the product categories that pertain to your company and download (note that choosing multiple categories may take more time to load). The information is packaged in a zip file, with all photos in JPEG form and descriptions in the universally accepted XML format.

NEW PRODUCT: PORTABLE INDUCTION COOKTOP



Our built-in induction cooktops have been making a splash in the high end kitchen market, and now we're pleased to introduce a freestanding addition to our line. SUMMIT SINCFS1 brings the convenience of portability to the induction experience with cutting edge features in a luxury design:

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- Stainless steel base for added elegance
- Digital controls for instant heat with precision control
- A complimentary 7-piece set of induction cookware, shipped with the cooktop in a single point-of-sale box

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Liebherr is Green Refrigerator of Choice

PRESTIGIOUS SOLAR DECATHLON AND WHO'S WHO OF GREEN

Achieving the highest ENERGY STAR® ratings and being a world leader in responsible manufacturing of appliances has not only earned Liebherr refrigeration the respect of eco organizations across North America, but has made Liebherr the green fridge of choice. Ground breaking organizations such as Global Green USA and Earth Island Institute chose Liebherr refrigeration for their own corporate headquarters, and today, until the end of the competition October 18, 2009 in Washington, D.C., Liebherr refrigerators were used in four of the 20 entries in the U.S. Department of Energy's prestigious Solar Decathlon – proof that Liebherr's reputation as the leader in green refrigeration continues to grow.

"Today is the first day of the Solar Decathlon and we've had an amazing amount of traffic through our house. The reaction to the fully integrated 24 inch fridge from Liebherr has been impressive," said Maun Demchenko, Media and Public Relations Director for one of the entries—Team North—a team comprised of bright minds from the Canadian universities of University of Waterloo, Ryerson University and Simon Fraser. "The way we were able to integrate the appliance in the kitchen makes the space seem like a piece of art, not a kitchen!" Demchenko said, speaking live from D.C. "And with Liebherr's energy consumption and green story, the HC 1060 model that we are using meets every single criteria of the overall project."

In addition to Team North, other universities using Liebherr refrigeration at the Solar Decathlon include Boston University, Cornell University and the University of Kentucky. The competition challenges 20 teams of college and university students to design, build, and operate the most attractive, effective, and energy-efficient solar-powered house. According to the event's official website, www.solardecathlon.org, the Solar Decathlon is also an event to which the public is invited to "observe the powerful combination of solar energy, energy efficiency, and the best in home design".

Organizations such as Global Green USA, the national environmental non-profit that works for global climate change by creating green buildings and cities, uses Liebherr refrigeration in their Santa Monica headquarters, and Liebherr recently worked with Earth Island Institute to provide refrigeration at their headquarters located in the David Brower Center in Berkeley, California, a building that is on its way to Platinum LEED certification. "After research on energy efficiency and green practices in appliances, and speaking to our colleagues at Global Green, the fridge we wanted for our new space was definitely Liebherr. It's a perfect fit," states John Knox, Executive Director of Earth Island.

Liebherr's eco-friendly actions are longstanding. 100% of Liebherr's refrigeration products are ENERGY STAR® rated. Liebherr is also the first refrigeration manufacturer to be RoHS (Restriction of Hazardous Substances) compliant worldwide, and since 2000 have employed such forward-thinking practices as recovering and reutilizing energy to heat manufacturing environments, using 100% recyclable packaging, purifying water used in production and ensuring it is pollution free, and significantly reducing the use of chemicals, solvents and energy consumption. **RO**



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THE COLDEST BEER FOR EVERY OCCASION

For many beer drinkers, nothing tastes better than an ice cold bottle served near freezing. SUMMIT's unique line of beer frosters are equipped with a digital thermostat preset to 24°F, the ideal temperature for lighter domestic brews. Conveniently sized at counter and compact

height, these beer frosters are specially designed for the beer lover looking to bring the full bar experience into the home. Exclusive door decals are now available for all SUMMIT beer frosters in your choice of English or Spanish. Both feature professional high resolution imagery that captures the refreshing chill of a frosted beer.

Our newest froster, the SCFF44FROST, adds the convenience of a top compressor and frost-free operation to a counter height unit. This commercially approved model has a stainless steel door and can be ordered with or without SUMMIT's new Frosted decal.

WHAT'S NEW IN BEER

When it comes to beer dispensers, SUMMIT offers the most choice at the best value for residential or commercial settings. Now, our new product page features everything you need to market our popular series of SBC490BI beer dispensers, with striking new photography that fully captures the allure of these built-in and freestanding units. In addition to new marketing materials, we have also expanded our SBC490 series to include new looks on the same high quality unit. The "BF" option features a brass tap (single or twin) and a two-piece brass door frame that accepts slide-in panels, letting users customize the door with the look of their choice. We also now offer a thin "HV" handle on all stainless steel wrapped doors, a sleek alternative to our signature "TB" towel bar handle.



EXPANDED FACILITIES

Following the launch of our website this summer, October marks the successful completion of a company wide renovation in our Bronx home. At the start of the year, we doubled our warehouse capacity by acquiring a state of the art warehouse in Edison, NJ, and now, we've tripled the size of our office. For the past several months, our | *continued on page 16* |



BOSCH

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For more information on our full line of home appliances, go to www.bosch-home.com/us



© 2009 Bosch Home Appliances. *Based on the average energy consumption by brand for full-sized 27" front-loaders, as listed on the ENERGY STAR® website (www.energystar.gov), April 2009. **Industry average based on non-ENERGY STAR® qualified clothes washer per-cycle water consumption.

headquarters have been undergoing construction as we moved our parts & services department into our HQ building with our sales and marketing staff. By centralizing and expanding our operations, we hope to continue to improve the SUMMIT customer experience. The office was just the start for SUMMIT's new direction, as we expanded our shop to meet the needs of increased production. With more room in our factory, the new shop layout will help our technicians reduce lead time while maintaining the same level of top quality put into each piece.



Viking Introduces the 30" W. Induction Range



Viking Range Corporation is pleased to introduce its new one-of-a-kind Viking Professional Electric 30" W. Induction Range. The Viking Induction Range couples the innovative technology of induction power with the professional performance of a Viking range.

"The introduction of the Viking Induction Range follows the immense success of our induction cooktops and rangetops," said Liston Durden, Viking Senior Vice President-marketing. "Induction cooking is the wave of

the future, and Viking is committed to leading that trend with the greatest number of induction products available."

The Viking induction range marries professional performance with exceptional efficiency. MagneQuick™ induction elements utilize magnetic power to actually transform your cookware into its own heat source – and an amazingly powerful one at that. Caused by a reaction with the iron in your cookware, induction heat is nearly instantaneous, incredibly precise, and extremely safe, since the heat transfer stops as soon as the cookware is removed from the element. Induction cooking also delivers 90% heat efficiency. This efficiency reduces the amount of heat released into the kitchen, making the kitchen a safer, more comfortable, and more enjoyable working environment.

The range's oven also features the largest self-cleaning oven cavity in the industry and a dual concealed bake element. The Rapid Ready™ preheat system quickly heats the ovens to the desired temperature setting within minutes, making it one of the fastest in the industry. The Vari-Speed Dual Flow™ convection system, patented specifically by Viking, features a two-speed reversing system with the largest convection fan in the industry and ensures balanced airflow for even heat distribution. The oven also has an electric Gourmet-Glo™ glass enclosed infrared broiler which provides intense searing heat in a variety of broiling applications.

In keeping with the new line of Viking Custom Ranges, the induction range's exterior design features include updated | continued on page 18 |



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oven door styling, zinc die-cast knobs with updated chrome bezel, and laser-etched control panel graphics. This range also has a full-width, larger diameter oven door handle and end caps. A larger window in the door allows consumers to get a better view of their dishes as they cook. And finally, larger diameter legs and an eight-inch high backguard give these ranges a heavier, more robust appearance.

Additional new features which enhance the range's oven performance and increase its value for consumers include three broil settings, a TruGlide™ full-extension oven rack, and additional halogen oven lights.

The Viking Professional Electric 30" W. Induction Range is offered in all 24 exclusive color finishes with brass trim option and is available now. An island trim ships standard with all new 30" W. induction range models.

Sub Zero and Wolf 2008-09 Kitchen Design Contest



Sub-Zero and Wolf invite you to showcase your best. For 2008-09, we again honor the professionals who have helped make Sub-Zero and Wolf the quintessential components of the uncompromised kitchen. This contest is the most respected within the design industry and is judged by a panel of professional designers representing the various disciplines under kitchen design.

Entry is free, the rules are simple, the time frame ample and the prize

money lavish—over \$115,000 in cash prizes for regional, national and international winners. Winners also receive a luxurious trip for two to The Breakers in Palm Beach, Florida for an exotic four-day celebration March 24-28, 2010.

Entering is easy! To submit and upload files and digital images to the 2008-2009 Sub Zero and Wolf Kitchen Design Contest, register at <http://www.subzero.com/KDC2008/register.aspx>.

WHAT'S NEW FOR 2008-09

New for the 2008-09 contest, two first place national winners will be selected—one for a traditional/transitional kitchen and one for a contemporary/minimalist kitchen. Also, for the second time since the inception of our contest in 1993, the Designers' Choice Award has been included to give regional (and for this contest, international) winners an opportunity to be judged by their peer group via online judging. The cash prize for the Designers' Choice Award has been increased to \$15,000 from \$5,000 awarded in the last contest. We have also added a Sustainable "Green" Category recognizing the use of sustainable, energy efficient and recyclable products and materials. See page 22 for additional information on submitting your entries.

| *continued on page 22* |



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Laundry — it's all we do.

How Küppersbusch Can Help You Achieve LEED Certification

The U.S. Green Building Council (USGBC) created the Leadership in Energy and Environmental Design (LEED) Green Building Rating System. This is a third-party certification program that is the nationally accepted benchmark for green building. LEED certification provides verification that a building is environmentally responsible as well as a healthy place to live and work. Küppersbusch is working directly with the USGBC to become the only registered appliance manufacturer to become LEED certified.

There are both environmental and financial benefits, LEED buildings have lower operating costs and conserve energy and water. The LEED rating system includes credits for energy performance and use as well as stewardship of the land. You can reduce appliance energy consumption by using Küppersbusch high efficiency appliances. For instance, our energy star rated dishwasher, if ran three times a week, only costs \$16 A YEAR with a gas connection and only \$12 A YEAR with electric. It also consumes only 6 gallons of water per cycle or less. It achieves this through sophisticated technology and superb craftsmanship.

Induction cooking is another eco-friendly technology that Küppersbusch offers. There are three factors that make it good for the environment. If you were to compare it to gas and electric cooktops, it's 90% efficient in its use of energy. Gas is 55% and electric is 65%. Because of this you can bring 2 liters of water to a boil in a 7 inch pan in about half the time it takes gas and electric (4.46 minutes instead of 8) so you use less energy. Unlike electric and gas the cooking surface (glass or steel) doesn't get hot so food doesn't stick to it. This means that you don't need harsh chemicals to clean it. It also means it is safe—the pan gets hot but the glass stays cool. Küppersbusch Induction cooktops use less power than others; the 36" (90cm) only uses 40 amps.

Küppersbusch ovens run on an industry low 15 amps and the Ökotherm system continuously cleans the oven while you cook.) The system acts as a catalytic converter and changes the byproducts of the cooking process (grease and odors) into clean air. Therefore there is no grease build up in the oven or on your cabinets. You avoid using harsh cleaning chemicals and the high temperatures of the self-cleaning cycle are not needed. Imagine how nice it would be to not have to clean grease off your cabinets and you're in a Küppersbusch kitchen. With the US market increasing the demand for eco-friendly products; Küppersbusch is considered a leader in environmentally friendly appliances.

To find out more information call 800-419-9344 or visits us at www.kuppersbuschusa.com.

Bon Appétit. **RO**

Al Fritz, Kitchen Appliance Expert—www.kuppersbuschusa.com

Küppersbusch

THE FUTURE OF COOKING SINCE 1875

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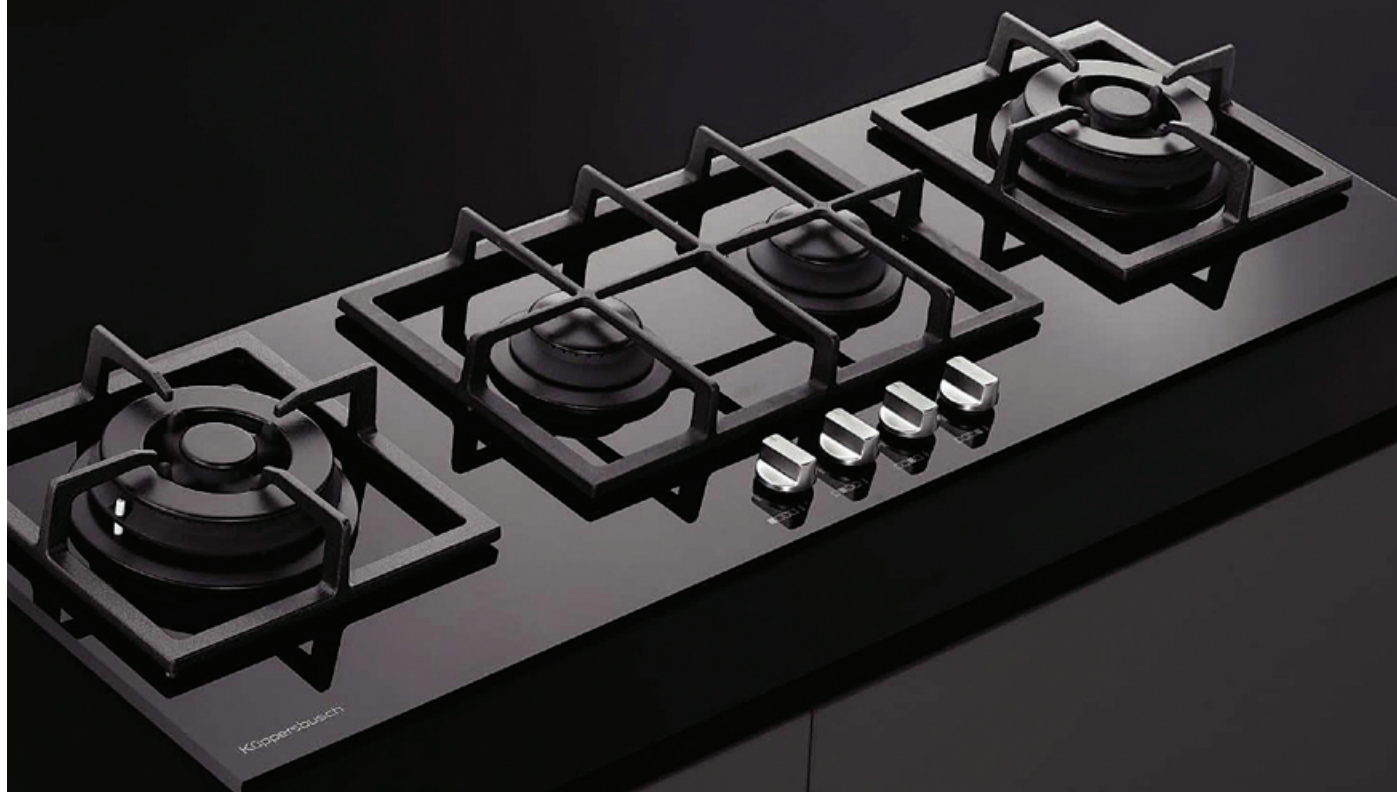
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OFFICIAL CONTEST RULES

All design and construction must be fully completed within the contest period of January 1, 2008, to December 31, 2009. The individual entrant must be the person who designed the kitchen. If a team of two or more designers enters the contest and is selected as a regional winner, only one trip for two and one cash prize of \$500 will be awarded. The designers must decide who will attend the contest celebration.

PRIZE STRUCTURE AND CATEGORIES

Regional winners competing within distributor territories will receive \$500 cash and will compete for national awards in the categories listed below. In addition to cash prizes, all regional, national and international winners receive a trip for two to The Breakers in Palm Beach, Florida for the four-day celebration March 24–28, 2010. International winners will also be eligible to win national awards.

- Best Use of Sub-Zero and Wolf in the Kitchen. Two first place national winners will be selected—one for a traditional/transitional kitchen and one for contemporary/minimalist—both will carry a cash prize of \$15,000 and include the trip for two. A second place national winner (any style kitchen) will receive \$10,000 and the trip for two. A third place winner (any style kitchen) will receive \$5,000 and the trip for two.
- Designers' Choice Award. One national winner, selected by peers, via an online voting system (any style kitchen), will receive a cash prize of \$15,000 and the trip for two.
- Best Use of Integrated, Wine Storage and/or Wolf Equipment Outside the Kitchen. One national winner will receive a cash prize of \$5,000 and the trip for two.
- Best Use of Sub-Zero and Wolf in an Outdoor Kitchen. One national winner will receive a cash prize of \$5,000 and the trip for two.
- Sustainable "Green" Kitchen Using Sub-Zero and Wolf. One national winner will receive a cash prize of \$5,000 and the trip for two.
- International Award. Three winners will be selected—one for Europe, one for Central/South America and the third for Middle East/Asia Pacific—all three will receive a cash prize of \$5,000 and the trip for two. Winners will also have the chance to compete for the top four national awards.
- Student Award. One national winner will receive a cash prize of \$2,500 and the trip for two.

BEST USE AND INTERNATIONAL CATEGORY ENTRY DETAILS

Kitchen entries must include at least one full-size Sub-Zero built-in or integrated unit for refrigeration and Wolf cooking appliance as its primary food preparation equipment. This includes ranges, rangetops, ovens and cooktops. Wolf ventilation, microwave ovens and warming drawers are not included.

Only professionals, including kitchen dealers, kitchen designers, architects, interior designers and Builders/remodelers, are eligible to participate in the Sub-Zero and Wolf 2008-09 Kitchen Design Contest.

For more information or to obtain an entry form, please visit subzero.com/contest or call your distributor. **RO**



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Miele Opens New Gallery in Scottsdale

A new Miele Gallery opened September 17th in the Airpark Design Center at 7550 E. Greenway Road in Scottsdale, Arizona. Markus Miele, family owner and Managing Director of the global appliance giant performed the official opening ceremony with Scottsdale Mayor W.J. "Jim" Lane, cut the ceremonial ribbon—opening Miele's new and innovative appliance Gallery to rave reviews from over 250 designers, builders, dealers and press who sampled gourmet delicacies prepared in the showroom's live test kitchens while touring the stunning product displays.

According to Dr. Markus Miele, 4th generation family representative and co-proprietor of Miele & Cie, "Scottsdale now joins a spectacular line-up of Miele Galleries around the world. As Sky Harbor Airport in Phoenix is a central hub with direct flights from many major cities, this gallery is predestined to become a main training facility for our dealers in Colorado, Utah, New Mexico, Nevada and beyond. At the same time, the Gallery is set to become a popular resource center in which designers, builders and homeowners can experience, first hand, the world of innovation that Miele has to offer. All our showrooms and galleries around the globe have one thing in common: Visitors come face to face with a deeply rooted tradition on the one hand to state-of-the-art technology on the other. The company founded by my great-grandfather Carl Miele and his partner Reinhard Zinkann in 1899 has remained true to its philosophy of 'Immer Besser' [a German phrase meaning 'Forever Better'] for more than a century now. 'Immer Besser' is both an ambitious target and a challenge which must be mastered afresh each day."

Scottsdale Mayor W.J. "Jim" Lane was quoted as saying, "The City of Scottsdale welcomes this elegant Miele

Gallery. This is a great partnering of great brands. Miele and the Scottsdale community share the values of quality design and environmental awareness. Both offer beautiful visual character at the same time we continuously reduce resource consumption and enhance sustainability."

ABOUT MIELE'S SCOTTSDALE GALLERY

The new 5,000 square foot Scottsdale Gallery will display an extensive selection of Miele appliance products in a unique minimalist environment - free from distractions of the typical kitchen vignette styling. This unique visual strategy allows customers to obtain a clear, uncluttered

view of the appliances, making it easier to imagine them incorporated in their specific kitchen design. Scottsdale is Miele's tenth U.S. appliance Gallery, joining Beverly Hills, Boca Raton, Boston, Chicago, Dallas, Princeton, New York, San Francisco and Seattle.

The consumers and designers who visit the Scottsdale Gallery will experience Miele's innovative, live product displays and may further their know-how through cooking programs and educa-

tional seminars. Miele's Gallery offers a fully functional kitchen area for classes, an elegant dining area for events and a coffee bar for customers to enjoy a perfect espresso or coffee while they visit. Classes and events for the design community and general public will be listed online at miele.com.

The Gallery is part of Miele's total brand experience—communicating the quality, design and technology their products are known for around the world. From Prague to Hong Kong—Gütersloh, Germany (the location of Miele's global headquarters) to New York... the Scottsdale Gallery joins a growing list of successful Miele Gallery properties. **RO**



Hal Ellison, Gallery Showroom Assistant Scottsdale; Juliana Adams, Gallery Showroom Manager Scottsdale; Dr. Markus Miele, family owner and Managing Director of Miele & Cie; W.J. "Jim" Lane, Scottsdale Mayor; Cortney Winger, Regional Sales Manager; Adam Samford, Senior Field Technician
Photo: Miele



For centuries people beat clothes against a hard surface to clean them. Most washing machines still do.

Other washing machines batter the life out of clothes. Not Miele. A unique patented Honeycomb Care™ drum cradles clothing on a cushion of water so they're guaranteed to wash cleaner and proven to last longer.¹ In addition, machine intelligence saves water and energy with smart cycle programs that conserve as they protect. It's time to provide your clients with a 21st century solution to cleaning clothes better. It's time for Miele. miele.com



BlueStar™ Cooking Ranges to be Featured on Season 2 of ‘The Next Iron Chef’

We have very exciting news to share – BlueStar will be featured on season 2 of The Next Iron Chef!

Each episode the contestants will compete in various cooking challenges using one of five ruby red, BlueStar 48” RNB Ranges. BlueStar, manufacturer of high-performance cooking equipment for the home, announced that the company’s line of BlueStar ranges will be featured on season 2 of The Next Iron Chef. The show pits 10 world-class chefs from around the United States against each other in cooking challenges each week, with the winner crowned the Next Iron Chef.

Throughout the series, the contestants will complete some of their challenges on one of five high-performance, ruby red BlueStar 48” ranges. Each of the 48” ranges feature four 15,000 BTU open burners, one BlueStar® UltraNova® 22,000 BTU power burner,

owners to watch some of the best chefs in the world cook on the same brand of range they have in their own homes.”

BlueStar has long been recognized as the only true professional quality range for the home. The unique 22,000 BTU burner system is the highest powered open burner on the market.



The five 48-inch Residential Nova Burner (RNB) stoves from BlueStar Cooking Equipment. BlueStar’s 22,000 BTUs of cooking power is the highest powered open burner on the residential market, resulting in shorter cooking times and an even simmer.



one 130 degree simmer burner, and a 12” charbroiler.

“We were approached by the show’s designers because they were looking for a true high performance product for the chefs to cook on. BlueStar was up for the challenge, since we have always stood for delivering premium, professional-quality performance in a home kitchen environment,” said Keith Wolf, Vice President of Marketing at BlueStar.

Mr. Wolf continued, “It’s an exciting opportunity to be able to showcase the cooking performance of the ranges and I think it’s going to be fun for BlueStar

For lighter cooking, the ranges also feature a 130 degree simmer burner, perfect for preparing delicate sauces and soups. It boasts an extremely large oven capacity, powerful convection fan, and a roll out rack that will support even the largest and heaviest turkey. The line offers 24”, 30”, 36”, 48” and 60” ranges and is available in more than 190 colors. Each BlueStar range is hand-crafted in Reading, Pennsylvania.

To watch a preview of The Next Iron Chef, visit: http://www.foodnetwork.com/food/video/player/0,1000011,FOOD_32079_5962_25942-43042,00.html

For additional information about BlueStar – The Only Genuine Restaurant Range for the Home™, visit www.bluestarcooking.com. **RO**

Introducing BlueStar's New Wall Ovens

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



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

Incomparable Performance Meets Beautiful Design

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



Masdar City and GE Partner on a First-of-Its-Kind Smart Appliance Pilot Program

Masdar City and GE Consumer & Industrial announced today a landmark pilot program that will investigate the reduction of peak power demand through the use of smart home appliances. Involving some of the first residents of Masdar City—whose goal it is to become the world's first carbon neutral, zero waste city being built in the UAE capital Abu Dhabi—the program will test how GE smart (or demand response enabled) appliances and Home Energy Manager (HEM) can lower power demand in the home and across the city.

GE specifically designed and manufactured the appliances and networks for this pilot, which leverages Masdar City's status as a cleantech cluster and one-of-a-kind "living laboratory" for exciting new sustainability technologies. The equipment will be installed in early 2010 in the first building to be completed at Masdar City, the Masdar Institute of Science and Technology.

"The GE smart appliances used in the pilot will be the first in the world to provide two-way communication and built-in advanced energy management functionality that will reduce power demand in response to notification of changing utility prices and energy demand, while also measuring and transmitting real-time power consumption data," explained GE Consumer & Industrial President and CEO James Campbell. "Participating in such a significant, globally relevant experience by bringing leadership technology to this program is extremely exciting for our business."

"This is truly a historic venture for both GE and Masdar," explained Steve Fludder, Vice President of GE's ecomagination initiative. "We are building on the commitment GE and Masdar announced the first of this year to collaborate on sustainable business solutions and to develop new and innovative technologies. This pilot program will provide a residential technology solution that supports broader GE ecomagination and Masdar goals."

Ten of the Masdar Institute's 100 residences will

participate in the two-year pilot project. The information developed from the program will not only provide important early feedback in testing consumers' energy-consumption behavior in the face of Demand-Response technology, but it also will assist Masdar City in planning and designing its smart power grid in order to achieve its carbon-neutral, zero-waste, 100%-renewable-energy-powered objectives.

"This is a significant milestone in the realization of our vision to see Masdar City become not only a global centre of research and development in renewable energy and clean technologies but also a unique metropolitan-scale test bed for these new technologies," said Masdar CEO Dr. Sultan Al Jaber. "Working with industry-leading partners such as GE, Masdar City is creating a community of prominent companies, organizations and academic institutions committed to finding solutions to humankind's toughest challenges."

The Masdar City pilot project comes as part of the broader relationship between GE and the Mubudala Development Company, of which Masdar is a wholly owned subsidiary, which extends

to a broad range of initiatives in the fields of aviation, commercial finance, industry and corporate learning.

Masdar City, whose first phase of construction is set to finish by 2013, has already attracted a number of leading international entities. In addition to GE—an anchor partner that will build in the city its first ecomagination Center focused on sustainable business solutions—the International Renewable Energy Agency (IRENA) announced in June that it would locate its new global headquarters in Masdar City. As well, the Masdar Institute is cooperating with the Massachusetts Institute of Technology (MIT) to offer courses focused on education and research in advanced energy solutions and sustainable technologies. For more information, please visit www.masdarcity.ae, www.masdar.ae, consumers may visit www.ge.com. **RO**



Why add detergent 365 times a year when you could just add it twice?

GE Profile's new frontload washer with the SmartDispense™ pedestal holds up to six months of detergent* and conveniently dispenses the right amount for each load. And now you can reduce wrinkles, refresh fabrics and improve cleaning with the addition of Steam technology to the washer and dryer. Just a few of the many features that will ensure your clothes are well taken care of. To learn more, visit geappliances.com/profilefrontload.

100 years of innovation. And we're just getting started.



For more information on GE Cafe™ appliances, please contact:

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*Based on an 8-lb. AHAM load, 10 loads per week.

Small Steps Can Have a Big Impact on Customer Loyalty

Often times there are small steps a retailer can take to have a big impact on customer loyalty. One of these steps is to offer quality products that will build customer loyalty, which can lead to increased revenue overtime. Marcone Supply has 5 products that are proven best sellers with customers. These products will save your customers time and money and help you earn their future business. They are the Marcone Revive Top 5.

These products may not have a huge impact on your revenue, but they will instill a sense of loyalty and appreciation in your customers. For instance, let's say you sold a customer a new washing machine and two months down the road they're unhappy because it starts emitting a strange odor. They may think you sold them a faulty machine, and they may even try to buy another one (somewhere else). A simple solution? Add in Affresh to the sale of the washing machine. The customer will appreciate the fact that you have taken an extra step to save them time, money and frustration in the future, and they'll think of you the next time they to need purchase an appliance or recommend a store to their friends.

Here are the Top 5 products to help you develop your customer loyalty and build your revenue:

DISHWASHER MAGIC

This product is the easiest way to clean a dishwasher...and a clean dishwasher means cleaner dishes. Simply place one 12fl.oz bottle of Dishwasher Magic in the machine, set to normal wash cycle and start the dishwasher. Dishwasher Magic will safely and effectively remove lime scale, iron and food stains that can build-up inside the dishwasher with everyday use. Plus, Dishwasher Magic is the only dishwasher cleaner that kills 99.9% of bacteria like e-coli and salmonella. It is safe for all dishwasher models, plumbing and septic systems. Using it once a month will ensure the dishwasher runs at optimum efficiency, delivering sparkling dishes every time.

SMELLS BEGONE

Instead of simply masking odors with a haze of flowery scent, you can get rid of them for good with Smells BeGone. This versatile spray eliminates odors safely and quickly, without leaving a fragrance. Just spray directly on the source of the odor and say goodbye to all funky smells. Smells BeGone is safe to use anywhere in the home: the bathroom, living room, kitchen and it's a great way to freshen a car or truck.

AFFRESH

Over time, dirt and detergent residue can build up in your washer, particularly in hoses and hard-to-clean places. This can result in an odor, or even mold or mildew, in you washer. Affresh is recommended by leading washer brands to power away that residue and help prevent those odors in all types of washers. In addition to its incredible cleaning power, it's extremely easy to use: just drop 1 tablet in the washer, once a month, and let the machine run through a regular cycle. (It's safe to use in all washers.) Affresh will get rid of odor, and the residues that cause it.

DISPOSER CARE

The garbage disposer is one of the hardest working parts in a kitchen, and one that is often neglected when cleaning. This is where the foul odors come in. Disposer Care cleans the entire disposer with a powerful foaming action, removing the residue caused by food and grease, the only thing left behind is a fresh lemon scent. Just put 1 packet in the disposer, let the water run and turn it on. The foaming action will let you know it's working. There is no mess and no clean up. One packet of Disposer Care a week is guaranteed to prevent build-up and odors.

STAINLESS STEEL HOSES

It is a simple fact that rubber hoses can burst. This can cause severe damage to the home, which can cost the homeowner thousands of dollars in repairs. Stainless Steel Hoses won't rupture and could save the owner a great deal of trouble and money. Changing from rubber to steel hoses is quick and easy, just make sure the water is turned off and switch them out. Best of all, it's a one-time fix—stainless steel hoses come with a lifetime guarantee!

To stock up on your Top 5 products, call 800.842.4939 or visit www.marcone.com.



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5 WAYS TO REJUVENATE AND REVIVE YOUR CUSTOMERS' HOMES!



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The Drive for the Entire

DURING TIMES OF CRISIS, DOUBLE-DIGIT INCREASE



The volume of orders confirms that the organizers were right: exhibitors' expectations have again been exceeded. More than 3 billion Euros worth of orders were generated at this year's IFA, surpassing the record set in 2008. At the opening of the fair Federal Chancellor Dr. Angela Merkel described IFA as the driving force for the entire economy during times of crisis.

"The IFA's concept proved a complete success this year – and was reflected in a more international dimension, increased numbers of visitors and the response in the media. Ordering is becoming an almost continuous process at IFA, providing dealers and manufacturers with a more reliable basis for their planning and better opportunities for successful business", confirmed Dr. Rainer Hecker, Chairman of the Supervisory Board of the organizers.

There has been a significant increase in the attendance by trade visitors to a total of 119,000 (+ 14 %) of them 25,500 (about 20%) from abroad. "Once again we received confirmation that we occupy an outstanding position in the world for the various industries involved. As the trade fair with the most product premieres we have been able to strengthen the international position of IFA even further", explained Dr. Christian Göke, COO of Messe Berlin.

Dr. Reinhard Zinkann, Chairman of the trade association Fachverband Elektrohausgeräte im ZVEI: "We are very satisfied with events at the fair, and our expectations have been more than met. Without exception exhibitors are reporting a very good level of orders. We had more visitors than we did last year, and we are particularly pleased with the presence of more dealers from abroad."

IFA has thus consolidated its position as the world's leading trade fair for the consumer electronics sector. I am firmly convinced that the manufacturers of home appliances will be returning next year, and that as a consequence, white goods will be a major attraction for visitors again in 2010.

A total of some 228,600 visitors (+ 8 %) came to the Berlin Exhibition Grounds to find out about the latest products making their

1. Samsung Electronics GmbH 2. IFA 2009 Press Conference: LG Home Appliances — Young-Ha Lee, President and CEO of the Home Appliance Company at LG Electronics 3. IFA 2009 Press Conference: Dr. Reinhard Zinkann, Managing Partner Miele & Cie. KG 4. The presentation booth

ing Force re Economy

EASES SEEN AMONG DEALERS AND VISITORS

debut at IFA. The outstanding program of entertainment in the Summer Garden again delighted many trade visitors and members of the public. The organizers, gfu and Messe Berlin, are both positive in their assessments of the 49th IFA. “We begin our preparations for the 50th IFA in 2010 with confidence, and will be focusing on the continued development of those factors which have made this international trade fair such a success”, stated Dr. Rainer Hecker.

A total of 1,164 exhibitors occupied 121,000 square meters to display their innovations and product premieres from the sectors of consumer electronics and electrical home appliances at IFA 2009. Products ranged from giant flat screen HD televisions with even clearer pictures, to 3D prototypes, tiny mobile phones with built-in TV receivers, mobile video players and wireless systems for carrying signals in the home, as well as high performance note-book and netbook computers, navigation systems and smart-phones, and complete home cinema systems, covering every aspect of entertainment and communication.

The manufacturers of home appliances presented their innovations in seven halls. Ecology and, in particular, energy efficiency were among the main themes at IFA. The latest domestic appliances such as washing machines, dishwashers and refrigerators make very economical use of resources of electricity and water, helping consumers to save money. Compared with ten-year old appliances, the savings are between 30 and 50 per cent, accompanied by substantially improved performance characteristics and much simpler controls.

Medium-sized brand name manufacturers of small home appliances were represented for the first time at IFA. “It was well worth our while to come to Berlin, IFA is an ideal platform for presenting lifestyle products. The response was excellent”, was the assessment by Georg Walkenbach, Chairman of the Small Appliance Division of ZVEI. “We are really looking forward to IFA 2010.”

Whereas in Germany, the markets for consumer electronics and home appliances have stood up well in the face of the economic and financial crisis, many other European countries | *continued on page 34* |

of Miele & Cie. KG at the IFA 2009 International Press Conference in Malta **5**. Miele & Cie. KG **6**. The presentation booth of Bosch at the IFA 2009 International Press Conference in Malta **7**. IFA opening press conference **8**. LG Electronics Deutschland GmbH



have reported declining sales. “In Germany we continue to expect consumption to benefit from a positive situation in both sectors over the whole of 2009, with very good business in the run-up to Christmas. On a European level we are expecting the markets to recover, with corresponding improved results for the whole of 2009”, according to Hans-Joachim Kamp, Chairman of the Consumer Electronics Division of the ZVEI and Vice President of the ZVEI.

COMPANY STATEMENTS

Volker Klodwig, *General Manager, Robert Bosch Hausgeräte GmbH*: “For six days on our stand the volume of orders was several percentage points above last year’s level. This enabled us to attain our objectives and we are positive about the second half of the year. Our success at the fair makes it clear that the future will be based on today’s ideas, and that our innovations will provide a positive impetus for the market. The rate at which the volume of orders has grown, and the increased numbers of visitors from Germany and abroad confirm that IFA is a world class event”, according to Klodwig.

Klaus Wührl, *Chairman of the Board of Management, Electrolux*: “The fantastic debut by the home appliance industry at IFA last year set the standards very high for this year’s event. In every respect we were again delighted with IFA. We are very satisfied with the results: not only with the significant double-digit rise in attendance, in particular on the part of international visitors, but also with the quality of the discussions. The mood was very positive right from the start, and this was reflected in financial terms. The volume of orders far exceeded our expectations. I am convinced that the industry has found a new leading international trade fair here. The concept whereby consumer electronics brands are brought together

with those of the home appliance industry has proved effective and makes sense in particular because of the substantial customer overlap between these two sectors.”

Günther Sproll, *Marketing Manager, Liebherr*: “Following the positive response by dealers and end users to the inclusion of white goods for the first time in IFA, in 2009 we have seen a further increase in the numbers of trade visitors and consumers on the Liebherr stand at the fair. IFA has again provided confirmation that there is keen demand for appliances with many functional benefits, that are easy to use and offer good energy efficiency.”

Christan Gerwens, *Director, Miele - Vertriebsgesellschaft Deutschland*: “We are very satisfied with the response from dealers at the fair. In view of the crisis we did not know whether the confidence shown by dealers over the past weeks and months would carry over to IFA, leading to the same sort of positive arrangements as last year. However, I can confirm that we are very satisfied with ordering patterns, with the orders received, and with visitor numbers. Like the first, our second IFA has been a complete success. All these factors have led to the decision by Miele to attend IFA next year.”

Georg R. Rötzer, *Head of Corporate Marketing, Samsung Electronics GmbH in Germany*: “This year’s IFA was a massive success for Samsung. All our visitors were delighted with our spectacular presentation with the artistic LED TV monument and the opportunities to experience our different products. Our themes of networking, environment and design are in keeping with current trends and struck a nerve with consumers too. One of the real highlights was the presentation of our new type of LED TV. The extremely positive response by our trading partners also confirmed that our product solutions satisfy consumers’ wishes and meet their requirements. We are already looking forward to IFA 2010.” **RO**

1. Beats by Dre Studio- High Definition Headphones from Monster 2. Liebherr Hausgeräte GmbH



distribution on a personal level



- Home Entertainment
- Portable Entertainment
- Communications
- Photo/Video
- Mobile Electronics
- Small Appliances



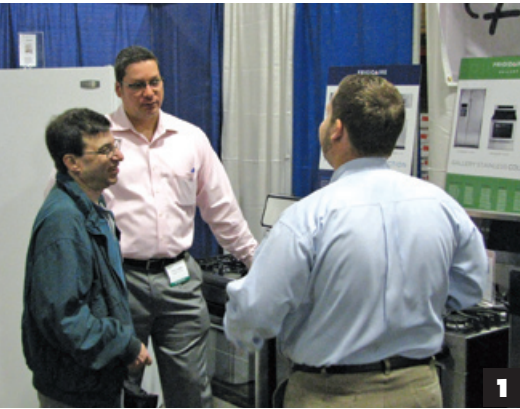
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Consumer & Appliance

EDUCATION AND TO A SUCCESSFUL



1. Frigidaire's Ed Cadena showing SK Seidman new Gallery line 2. Almo Expo NY Registration Desk

With another year of its popular Consumer Electronics & Appliance Expos winding down, the sales and marketing team from Almo Corporation is reflecting on the success of its 2009 events and surrounding activities, and is already looking ahead to 2010.

Each year, Almo provides valuable hands-on training to its dealers through the Consumer Electronics & Appliance Expos. Held in major markets throughout the U.S., Almo brought the 2009 program to its most densely-populated dealer regions including Philadelphia, Cincinnati and St. Paul, as well as locations in New York and Missouri.

"When we started the Expos back in 2004, they were set up more like open houses and used as a way to locally introduce Almo to dealers throughout the nation," remembered Warren Chaiken, President and CEO of Almo Corporation. "Over the years, they began to evolve into in-depth product and technology trainings with more manufacturers and a larger show floor." Chaiken noted, and in 2007, Almo settled on five key locations designed to touch key regions of its U.S. dealer base.

Running six years strong, Almo's expos provide dealers an opportunity to gain valuable knowledge from hands-on

demonstrations, in-depth technical trainings and timely seminars. Almo dealers can speak with manufacturer's first-hand as well as network with their peers throughout the events, which typically last one-to-two business days.

Almo's Consumer Electronics & Appliance Expo features some of the biggest brand names in the business, such as Frigidaire, Panasonic, Samsung, Monster and Motorola to name a few. Along with the more than 30 participating vendor partners, many of whom deliver in-depth, personalized product trainings, the events also include new product line "sneak peeks," and show specials designed exclusively for attendees, with financing deals right on the show floor. The events are sponsored by participating manufacturers and offered free of charge to Almo dealers.

Even in this year's tight economy, vendor and dealer attendance remained consistent. This year, some of the expos included vendor auctions that were a mix of fun and business. Personal items, such as golf clubs and gas grills were up for bid. At the same time, there were exclusive product offers made available both by participating manufacturers and Almo.

Chaiken noted that based on the continued success of the

5. PA-Samsung Appliance key dealer new product intro meeting 6. OH-Pete Finnerty of Sharp trains Larry Brown of Brown's TV 7. NY-Claudia of Ray's Appliance playing the Almo prize wheel 8. NY-Ed Cadena with





Electronics Expo Series

TRAINING IS KEY DEALER BUSINESS



3. NY- Stewart Libby of Stew's Rentown with Almo's Steve Clancy



4. RCA booth at Almo Expo Philadelphia

expo program, the same five locations are on tap for next year's expo schedule. "Each event will basically run the same, but expect the 2010 format to be a lot more experience-oriented," he hinted.

Today, Almo is the only distributor to facilitate training for appliance retailers. The company also offers consistent electronics product trainings to all dealers. "We don't discriminate by business size; all of our dealers are welcome to attend all of the trainings," said Chaiken.

In addition to the traveling expos, Almo hosts regional training sessions throughout the country on an as-needed basis, particularly in areas that are not served by an expo. So, if Almo has a new brand or an existing brand with a new technology, then the distributor will bring together the manufacturer with small groups of dealers for hands-on training.

To complement the expos and educational opportunities, Almo has developed a database of training materials that are customized for its dealers. "We've worked closely with our vendor partners over the years to build this collection of product and sales training materials for their use," according to Chaiken who said the database also includes links to sales

sheets, selling tips and add-on opportunities. It's updated on a regular basis with fresh tools and information.

"Unlike most distributors whose core objective is making the sale, our goal is to help our dealers grow their businesses," explained Chaiken. "We believe in training our dealers to become better business people and retailers to improve their level of success. We are constantly adding new tools and programs that help them stay current in the retail business climate and make their company's more profitable."

At the end of the day, Almo's ultimate goal is simple: to provide its dealers with business stability. "We strive to offer only the top brands that provide value and visibility for dealers. This philosophy gives them peace-of-mind because the products they offer have names that attract consumers, contain features and benefits that practically sell themselves, and give them an edge over the competition." Chaiken added, "Operating our business for more than 60 years has been challenging yet rewarding for Almo stakeholders – our vendors, customers, employees and stockholders. We have proven again and again to be an efficient distributor with a growing cadre of bright, dedicated employees. After all, it's the people that make great companies. Plain and simple, Almo has great people." **RO**

Ray Rothrock of Ray's Appliances 9. OH- Stacia Turney of Samsung with Laverne and Pat of Schmiesing Refrigeration 10. OH- Ed Cadena of Electrolux with Barry Bindel of Bindel's Appliance on new Frigidaire line





2010 CES Announces New Conference Partners and Tracks

NEW PROGRAMS INCLUDE UP NEXT AT CES, ENTERTAINMENT TECHNOLOGY@CES, DIGITAL HEALTH SUMMIT AND MORE

The Consumer Electronics Association (CEA)[®] today announced its new lineup of 250 conference sessions and 800 industry experts at the 2010 International CES. Registration for all conference sessions is now open. Owned and produced by CEA, the 2010 International CES[®], the world's largest tradeshow for consumer technology, returns to Las Vegas, January 7-10, 2010.

The CES conference program unites the industry's most respected experts with conference sessions that address the latest trends, strategies and profit opportunities in consumer technology. The 2010 program will have nine Knowledge Tracks, including; Emerging Technology, Home Entertainment and Lifestyle Technologies, Issues and Attitudes, In-Vehicle Technology, Just the Facts: Research, Reports and Revelation, Technology and The Environment, Wireless Communications, Wireless Retail and brand new UP NEXT at CES: Creativity, Content and Cash.

New partner programs in the 2010 CES Conference line-up:

- **DIGITAL HEALTH SUMMIT** — Showcases solutions that will enhance traditional consumer healthcare by changing how we manage health and wellness and monitor care giving. Over 600 million people worldwide manage a chronic disease. The number of persons age 60 and older is expected to double by 2025. More than 44 million Americans care for an ailing family member. Those numbers point to new, vast market opportunities for home-based, wireless and telehealth devices that can greatly improve care, outcomes and quality of life.
- **ENTERTAINMENT TECHNOLOGY@CES** — 3D for the home, over-the-top services and mobile distribution of content are some of the most pressing issues and opportunities facing the entertainment industry. The Entertainment Technology Center brings together the major Hollywood studios, consumer electronics and technology/services companies to collaborate on solutions for next-generation content delivery. Senior executives from the content and CE industries will discuss the future of entertainment creation, distribution and consumption.
- **HIGHERED TECH** — The ivory tower of academia is being wired with high-tech devices, virtual learning and social media. An estimated 4.5 million students took online courses in fall 2008, and that number is growing fast. From e-recruitment, e-classes and e-books to open-source curricula and global universities, technology is changing what it means to go to college. HigherEd TECH brings you the people who are leading this change, the most promising innovations and the latest thinking

in 21st century education.

- **MPEGIF MASTER CLASS: TV X.0 - PRESENT AND FUTURE** — The MPEGIF Master Classes formerly held at NAB and IBC are now at the 2010 CES. This event features senior executives and experts with a wealth of knowledge about digital media and television. Speakers will provide unique insights into progress with the latest technology, new business models and regulatory issues facing next generation digital video entertainment.
- **MOMMY TECH** — Moms have become ardent consumers of technology as they preserve and share family memories, run homes and businesses, juggle appointments, multitask and shop online. Moms will spend \$90+ billion on smartphones, netbooks, digital cameras, in-car technology, home monitoring and other gadgets and services that make life enjoyable, safe and organized. Meet top mommy bloggers and the companies that design products especially for moms and their families.
- **TECH POLICY SUMMIT** — This nonpartisan executive conference brings together prominent leaders from the public and private sectors to examine critical policy issues impacting technology innovation and economic growth. For the first time Tech Policy Summit is teaming up with the Consumer Electronics Association to host a series of in-depth sessions at CES featuring key policymakers and technologists.
- **UP NEXT AT CES** — For all CES attendees focused on the content and entertainment opportunities, UP NEXT at CES is a series of sessions that cuts through the new media hype and presents real-world strategies for monetizing all forms of media content across the most promising platforms. From smartphones to broadband-enabled HDTVs, consumer electronics are a vital part of the value chain. UP NEXT is where the best creative, business and technical talent shares and compares the smartest ways to produce, promote and profit from media content.

A host of partner programs will also be offered, including; CES Game Power Conference, CES Mobile Entertainment, CES Reinventing Advertising Conference, CES Government 2010, CONNECTIONS™ Summit, Consumer Electronics Supply Chain Academy 2010, Digital Hollywood, IEEE: International Conference on Consumer Electronics (ICCE), Kids@Play, P2P MEDIA SUMMIT at CES, Silvers Summit, Storage Solutions: Flash Memory in Consumer Products, Storage Visions™ 2010, Technology and Emerging Countries, The Cable Conference at CES, THX Education Program: Home Theater and THX—Home Theater 1. **RO**

12
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Ford CEO Alan Mulally to Keynote 2010 International CES



TOP AUTOMAKER TO UNVEIL AUTOMOTIVE INDUSTRY INNOVATIONS

The Consumer Electronics Association (CEA)[®] announced today that the President and Chief Executive Officer of Ford Motor Company, Alan Mulally, will deliver the opening keynote address at the 2010 International CES[®]. The world's largest consumer technology tradeshow will take place January 7-10, 2010, in Las Vegas, NV.



"Alan Mulally has positioned Ford as a leading innovator in the automotive industry, and we are pleased to welcome him back to CES," said Gary Shapiro, President and CEO, CEA. "For the auto industry and all other businesses that use technology, CES is the single must-attend event where business gets done." Mulally will deliver his keynote

address at 8:30 a.m. on Thursday, January 7, 2010, in the Hilton Center, following a State of the CE Industry keynote address delivered by Gary Shapiro, President and CEO, CEA.

Mulally joined Ford in 2006, after serving as Executive Vice President of The Boeing Company and President and Chief Executive Officer of Boeing Commercial Airplanes. Mulally is known for his innovation and focused leadership, while working to transform Ford into a lean, global enterprise. He has served as a past President of the American Institute of Aeronautics and Astronautics (AIAA) and is a former President of its Foundation. Additionally, Mulally served as a past Chairman of the Board of Governors of the Aerospace Industries Association. He was named to *Time Magazine's* 100 Most Influential People in 2009, "Person of the Year" in 2006 by *Aviation Week* magazine and one of "The Best Leaders of 2005" by *BusinessWeek* magazine.

In addition to the Ford keynote stage, the 2010 CES will prominently feature the latest in-vehicle technologies

including advancements in portable GPS, location based services, in-car video, wireless technology and integrated products for combining entertainment with navigation and security. Sales of in-vehicle technology are expected to top \$9.3 billion in 2009.

Some of CES' major in-vehicle electronics exhibitors include: AT&T CruiseCast by RaySat Broadcasting Corp., Directed Electronics, Dual Electronics Corporation, InstallerNet Inc., Kenwood USA, Kia Motors, Metra, Mitek, Pioneer and Scosche.

For more information and to register for the 2010 International CES, please visit www.CE.org.

Specialty Electronics Nationwide (SEN) Announces Partnership with Online Search Marketing Experts AV NetResults



Specialty Electronics Nationwide (SEN), the buying group, unveiled details of its partnership with AV NetResults, the leading provider of online search marketing for the audio and video (A/V) industry. AV NetResults specializes in innovative,

localized online search marketing programs which help dealers drive more qualified sales leads and online exposure. SEN will be promoting AV NetResults to its dealers as a special, A/V-industry focused online marketing service.

After launching successful programs for dozens of A/V dealers around the country, AV NetResults has partnered with Specialty Electronics Nationwide to offer a program to all SEN dealers in order to help them with their marketing strategy and increase sales. A/V NetResults will provide to SEN dealers its A/V-specific online marketing program to target consumers which are local to each dealer.

Jeannette Howe, Executive Director of SEN remarked, "As our dealer members continue to build a larger online presence in their respective markets, we are excited to bring them this unique program from AV NetResults, which unites deep A/V expertise with online marketing prowess. The SEN roster of Internet-based marketing benefits now includes every tool required to have a professional but reasonably priced web presence. We can provide dealer members with customized websites, a continuously growing library of product e-catalogs, video options through HDHomes.tv, and opt-in e.mail traffic builders. Our new

partnership with AV NetResults completes the package with A/V optimized clicks-to-bricks solutions.”

Brendan Morrissey, CEO at AV NetResults commented: “We are thrilled by the opportunity to work with SEN and its A/V dealers through this new partnership. By localizing the online advertising and focusing on the A/V industry we provide a results-driven program which makes very efficient use of a dealer’s marketing dollars. Dealers, in turn, are telling us that they are achieving a far greater ROI with our program than with traditional media.”

Deborah Smith, an A/V industry veteran and President of the Deborah Smith Group, will be working closely with SEN as an AV NetResults sales partner to bring the benefits to SEN dealers. Smith noted: “In a time where traditional media vehicles (including the Yellow Pages) are not working for independent dealers, this smart and affordable program helps dealers attract qualified customers - while building an online presence in their local marketplace.”

Almo Debuts New Full-Line Electronics Catalog

COMPREHENSIVE ELECTRONICS PRODUCT REFERENCE TOOL NOW AVAILABLE FROM ALMO



Almo Corporation, the major national consumer electronics and appliance distributor, debut their new full-line electronics catalog. With this product packed version, Almo is offering their dealers a better way to visualize and share product information with their sales teams and customers.

“Almo’s business model focuses on partnering strictly with best-in-class manufacturers that provide powerful

brand awareness and stability for its dealer base,” stated Warren Chaiken, Almo President and COO. “This new catalog format captures these leading brands within one easy-to-use reference – whether it’s in-hand or online.”

Designed as a dual purpose tool, the 2009 Almo CE Catalog offers MSRP pricing, product and technical information along with a separate dealer price sheet. Therefore, dealers can use the catalog as a reference tool



on their show floors when working with a customer. Product categories included in this version are Home Entertainment, Portable Entertainment, Photo/Video, Communications, Mobile Electronics and Small Appliances.

2010 CES Puts Spotlight on Digital Imaging Showcase

SHOW TO INCLUDE ATP, KODAK, IOMEGA, TIFFEN, WACOM AND WYNIT



The 2010 International CES® will feature top companies with the latest products in digital imaging hardware and software in its Digital Imaging Showcase. Produced by the Consumer Electronics Association (CEA)®, the 2010 International CES, the world’s largest tradeshow for consumer technology, returns to Las Vegas, January 7-10, 2010.

“Digital imaging connects consumers and their memories across multiple product categories,” said Karen Chupka, senior vice president, events and conferences, CEA. “With consumers looking to improve the quality of their digital libraries, the Digital Imaging Showcase at this year’s CES will be bigger than ever before, as innovative companies exhibit their latest products.”

Digital imaging—and high quality digital cameras in particular—remain a central focus for consumers, as household penetration of digital cameras reaches nearly 80 percent and shipments of digital cameras featuring more than 10 megapixels are projected to increase by 237 percent in 2009. Shipments of digital cameras will generate \$6 billion in sales in 2009, with more than 30.5 million units sold.

The Digital Imaging Showcase will feature more than 37,000 square feet of exhibit space, with more than 60 exhibitors in South Hall 3 of the Las Vegas Convention Center. This dedicated exhibit area will feature all aspects of the imaging product category, including cameras and capture devices, storage, software, printers, kiosks, bags and accessories.

Top imaging companies will be featured at the 2010 CES such as ATP, Kodak, Iomega, Tiffen, Wacom and WYNIT. Other major imaging companies exhibiting at the 2010 CES include Canon, Casio, Fuji, JVC, Lowepro, Nikon, Olympus, Panasonic, Samsung and Sony.

The 2010 International CES will feature the latest consumer technology products throughout 30 product categories including digital entertainment, high-performance audio, digital imaging, electronic gaming and more. For more information and to register to attend the 2010 International CES visit www.CESweb.org, the interactive source for CES information. **RO**

Back to the Future

Once upon a time, before the housing boom at the beginning of this century, retailers actually sold their products directly to consumers. It was a time before dealers' courted builders, designers and architects to do their bidding for them. Way back then, products were sold one by one, not in complete kitchen and laundry packages. In those days, selling a \$799 range or a \$399 television was how our ancestors built their business and made their fortunes.

Then the boom came and with it the frenzy of \$25,000 home theater installations and \$40,000 kitchens. Stores became showrooms replete with elegant vignettes in every corner. During the boom era, advertising was replaced by marketing. Instead of sending messages to past customers, retailers held celebrity chef events for their best contractors and interior designers. Glossy brochures showing their best installations replaced the weekly newspaper ad or quarterly promotional event. Where does that leave us now? Many retailers have lost touch with their customers. Folks in their community no longer think of them first when they're looking to buy appliances or electronics; out of sight - out of mind.

As one dealer told me, "we almost should start running ads apologizing to our customers for neglecting them over the past five or six years. It's hard to go back and tell them that we miss them now that the building business is slow. We really weren't there for the family that only needed a refrigerator or a laundry pair because our associates were just too busy with the bigger deals."

Ouch... Fast forward a few years and you're thinking, "Wow, that's me." Now what do you do?

- **Analyze your merchandise assortment.** Have you moved your entire product line-up to high-end, full-featured luxury products? If so, you may have to consider that customers are "trading down" to more modestly priced items. If your average selling price for front-load laundry was \$1000, you need to recognize that the sweet spot of the market is now closer to \$649. In the market today, you'll need a wide selection of price points from leader to value to top of the line. If customers only see high prices, you'll lose them at the door.
- **Retrain your team.** Sales associates who are used to making big commissions and huge spiffs from large deals may not even want to greet the customer who wants to replace a broken washer. They may not treat

those customers with respect and appreciate their business. Yet, those are the same customers who built your business.

Go back to the basics and hold meetings about greeting customers, getting to know them, asking enough questions to find out what they need and providing a demonstration based on benefits, not features. Done well, this process often leads the customer from a low-priced leader into a feature-packed product.

- **Advertise and promote.** If you've abandoned traditional advertising like newspaper, TV and radio, customers may have forgotten that you're still in business. Let local buyers know that you're competitive, experienced and that you want their business. Advertise low prices to get customers into the store. Advertise your 30-day price guarantee and when you have to issue a refund, do it quickly and painlessly. If you have to, increase your advertising budget to get your name back out.

Hold events that brought traffic to your store in the past. Create some noise in the market. Tent sales, anniversary sales, warehouse sales and three-day sales do create buzz in the marketplace. Don't forget the private sales that were always successful. Let your best customers know how important they are to you. Take advantage of the fast approaching holidays and offer "employee" or "friends and family" pricing for those shopping early.

You may not see it clearly right now, but your move into the builder or luxury business didn't happen overnight. You put a toe in the water before you jumped in, changed your line-up and remodeled your showroom. Unfortunately, you don't have that luxury now. If you didn't see the market changing you're already behind the curve. As Jason Jennings said in the title of his book *"It's Not the Big That Eat the Small, It's the Fast that Eat the Slow"*. Change happened while you weren't looking. The time to meet that change head-on is now. **RO**

*Elly Valas is an author, retail consultant and speaker. She is the co-author of *Guerrilla Retailing*. She can be contacted at elly@ellyvalas.com or visit her website www.ellyvalas.com.*



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The 4.2 cubic foot oven is spacious enough to hold multiple dishes at the same time, while the convection feature ensures even cooking temperatures throughout the oven cavity.
22,000 Oven BTU Burner.



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Create a Service Culture—You will be Rewarded

Superior customer service is the key to success in any organization. I've been preaching that for three decades to organizations throughout the world. It's a simple statement and one that most CEOs agree with, but they inevitably ask, "How do we do that?" My answer is this: create a service culture. It's not as difficult as you might think, but it does take commitment from everyone in the organization. And it involves training, not a one-shot training session but a series of new and exciting programs that will keep employees on top of their customer service game.

Customer service is not complicated. Customers want to be treated with warmth, respect, speed, and accuracy. They want to feel important. They want to do business with an organization that has customer-friendly policies and procedures. And they want to do business with employees who are empowered to take care of any problems they might have.

When you create a service culture, you are developing a team of employees that is committed to doing whatever it takes to satisfy your customers. At the core of that culture is the belief that no transaction is complete unless the service your customers receive is so exceptional that they wouldn't dream of doing business with anyone else.

Follow these four steps and you will create a service culture that will drive your organization—and your profits—to new heights.

Top management must believe in customer service and lead the charge. Advertising will get a customer to walk through your door or visit your web site once, but you must provide exceptional service if you want to earn their loyalty. You must be committed to service and drive that commitment strategically. You must develop management teams that are zealous about service. You must value your employees and be willing to invest the time and money to train them. If you want your employees to provide the best service possible to your customers, you must reinforce its importance. Reward those employees who go above and beyond the call to serve your customers; terminate those employees who do not. Send the message that service is critical.

Train the entire workforce. When it comes to providing customer service that will wow your customers, the most important person in the organization is not the CEO, it's the frontline employee who has constant contact with your customers. Unfortunately, this is the employee who most often is the least trained, least paid, and least appreciated. Train that employee, as well as everyone in the organization, in the art of customer service. Give them the tools they need to handle difficult situations and irate customers. When you do so, you send a message to all employees that they are valued. When

they feel valued, they will perform at their very best.

Use training tools that are fresh and new. Use a combination of print and video materials to keep employees' attention. Use role playing exercises to teach them how to interact effectively with your customers and how to deal with customer complaints. When employees are actively involved in the learning process, they will retain and use the information. Training programs must be fresh and new in order to keep employees interested and excited about providing your customers with exceptional service.

Introduce a new training program every four to six months. You can't dust off the same old training program you've used for the past 10 years and expect to change the behaviors and attitudes of your employees. It's just not possible. In order to create a customer service culture, you have to keep your foot on the accelerator. You must keep the momentum going by introducing new training programs that will challenge employees and maintain their commitment to providing the best service possible to your customers.

If you want to be a service leader and reap the financial rewards that go along with that designation, look at Southwest Airlines, Amazon.com, Costco, Banco G&T Continental in Guatemala, and Northeast Delta Dental Plans. They have created service cultures that have crushed their competition. You can compete on many levels—price, product, and quality—but it is service that will give you and your organization the edge.

Treat your customers well and they will continue to turn to you for the products and services they need. They will be loyal to you, and that loyalty will translate to increased profits. **RO**

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



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Press Kit Basics: The “Do’s and the Do Not’s”

In this age of digital this and social networking that, the lowly press kit remains as one of the most useful tools for generating publicity. Press kits are invaluable for providing information to the media about your company, products and people. Journalists often keep them for up to a year as a reference tool when they’re researching stories. Having a good, well-thought-out press kit can mean the difference between being featured and being forgotten.

Like with anything else, there are good ways to do press kits, and there are bad ways. Luckily, it’s pretty simple to create a good press kit that will serve you well. Here are some tips for what to do, and what not to do, when developing a press kit:

Do: Include only essential and “new” information

Don’t: Stuff your press kits with too much stuff

A good press kit contains a few press releases about new products, services or other news, high-quality photography, some company background information and contact information. That’s it!

However, too often companies see the press kit as a chance to get everything they can into the hands of journalists, who for the most part don’t like it. “I don’t need catalogs for the company’s entire product line, I only want what’s new” said one editor, who also said that sending unsolicited product samples is a big no-no. “New information in the form of a press release and information sheets must also be dated to be useful.” said another contributing editor.

Do: Keep your press kits simple and easy to use with pertinent information

Don’t: Get too cute with fancy designs or packaging

When developing your press kit, it’s important to remember that it is first and foremost a reference tool. It will sit in an editor’s file drawer for up to a year, and she will refer back to it when she needs to.

For that reason, press kits should typically be very simple and utilitarian in their design. Sure, you can design the folder so it looks nice and represents your brand well. But it should still be easy to use and file and find. In recent years, electronic press kits have become more prevalent. A CD or a USB drive with all of the releases and photos in digital form is the ultimate in user-friendliness. Please resist

the urge to “over-design” your press kit. “Fancy press kits with lots of unnecessary flair, gimmicks, and frilly packaging are a waste of time, it’s the information that matters” said an editor.

Do: Include high-resolution, professional photography

Don’t: Send thumbnails, snapshots or color copies

Photography might be the most crucial element of your press kit. Good images can get your product featured inside a magazine, but high-quality, professional photographs can land you on the cover. Of course, good photography is expensive, so you’ll want to choose which products you photograph and include wisely. Then again, if you followed the first rule and only included new products, you won’t have a problem.

The best way to provide images is digitally—usually through an FTP service like (YouSendIt.com) or website you maintain or on a CD, DVD or some Flash Drive. Be sure the images you include are high-resolution (300 dpi at 5”x7”) and in an easy-to-read file format—JPG being the easiest or TIFF. Otherwise, the editor may not be able to use them.

Finally, if you do include a lot of images—like if your product is complex and you want to show a lot of views—make sure you make them easy to identify. “Press kits with a million photos with names like ‘284777J’ are all but impossible to match up to the product descriptions,” said an editor.

Creating effective press kits is not difficult, despite what your PR agency might say. The thing to remember is to keep it simple and keep your audience—editors and journalists—in mind. Think about what is important and interesting to them. Stick to that and you’ll be successful.

Of course, there are more “Do’s & Do Not’s” of press kits, but I only have so much room here. You can see more, and join the discussion on my blog. [RO](#)

Christopher Thiede owns BUILD Communications, a branding and PR firm. Read Christopher’s blog at www.ideas2cheer.com.



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500th Home Achieves National Green Building Certification

The home building industry reached an important milestone this week when the 500th project earned National Green Building Certification by the NAHB Research Center (www.nahbrc.org), a subsidiary of the National Association of Home Builders.

The project is a new home in The Villages of White Oak in Arlington, TN, an entry in the Memphis Area Home Builders Association's annual Parade of Homes and built by Chamberlain & McCreery of Cordova, TN.

The certification recognizes new homes, remodeling projects and housing developments that have met stringent benchmarks in energy, water and resource efficiency, indoor environmental quality and lot and site design, as well as the education that home owners receive to help ensure that their homes operate as efficiently as they were built.

"This is great news for home buyers," said NAHB Chairman Joe Robson, a builder and developer in Tulsa, OK. "National Green Building Certification through NAHB-Green is the sensible, affordable approach to ensuring that a new home or remodeling project has been completed with sustainability in mind. It's the voluntary green scoring system that ensures choice for both the builder and the consumer."

The NAHB National Green Building Program, or NAHBGreen (www.nahbgreen.org), educates the public and the home building industry on the benefits of green building and includes the Certified Green Professional designation (www.nahb.org/cgpinfo), the National Green Building Awards (www.nahb.org/greenbuildingawards) and the annual National Green Building Conference (www.nahb.org/greenbuildingconference) as well as independent project certification from the NAHB Research Center.

The NAHB Research Center administers National Green Building Certification by training and accrediting local verifiers who inspect each new home during the construction process and after the home is completed.

There are more than 360 accredited verifiers nationwide.

With 99 completed certifications, North Carolina is the state with the most green-certified homes. More than a quarter of those homes were constructed by a single builder, Shugart Enterprises, which has had more homes certified to the National Green Building Standard than any other builder in the country.

Additionally, local verifiers have completed their initial inspections of 45 more homes constructed by Shugart. "We wanted to do something to separate ourselves from the competition," said Shugart Enterprises spokesman Les Frye.

The National Green Building Standard is the only green residential building rating system approved by the American National Standards Institute, making it the industry benchmark.

Jim Pepitone, President of Ark Contractors, LLC, in Madison, Conn., is building a home he hopes will be certified to the Emerald, or highest, level of the standard. "Certification ensures the

home buyer, the bank, or the appraiser that I've done everything I've claimed to make the home green," Pepitone said.

"The high standards and rigor of third-party certification are part of our corporate culture," said Michael Luzier, President of the NAHB Research Center. "We've been providing certification services to the home building industry for over 45 years."

"I'm proud of the work of these green building industry leaders," said Michigan builder Bob Jones, the NAHB First Vice Chairman who oversees the work of the Research Center and also has led the association's green building initiatives for the past three years.

"In fact, I'm proud of all our members who have paved the way for this achievement and who are building homes today that reflect advances in building science unheard of even a generation ago," Jones said.

For additional information, visit www.nahbgreen.org. **RO**



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Does Your Business Need New Technology, or Just a Picnic?



PICNIC (**pik-nik**) noun: *excursion or outing in which the participants carry food with them and share a meal in the open air. Informal: an enjoyable experience or time, an easy task.*

Any discussion about business process efficiency must include consideration of the technology being used—or not used in your operation. For many businesses, technology, computers, systems, software, enterprise solutions, ERP—or any variation thereof—are all four letter words. As long as no one is complaining, and the computer system appears to work, unless I am the IT guy, do I even need to think about the technology running behind the scenes? For most, the strategy is simple: “if it ain’t broke, don’t fix it.” That’s a risky plan in today’s business climate. If your technology optimization strategy is based on the user complaint test, you are potentially missing one of the best opportunities to streamline your operations, drive bottom line results, and create a competitive advantage for your business. For most leaders, however, sinking into the details of business process analysis and the systems that make them work is “no picnic”.

The common misunderstanding in the wacky world of IT is that the only way to truly optimize your systems is to employ the proverbial out with the old, in with the new strategy. There are many technology providers out there whose very survival is predicated on selling you on that concept. In many cases, the best solution is a new solution. There are a many new systems available that offer the latest technology to streamline processes, with flexibility to customize to any unique business need. Maybe the right answer is the current system solution just needs some polish—upgrading to the latest version or implementing new modules to allow greater functionality (e.g. implement bar code scanning or warehouse management granules from the current provider). This is a much more cost effective, less intrusive way to implement better technology for your business.

One of the best, most cost effective, (and overlooked) solutions, however is right under your nose. Have you really analyzed your current system, and compared the functionality to how it is actually being used? Come on, be honest. When was the last time you picked up the manual—all 550 pages of it—or reviewed the on-line training? (I can actually hear the latest “cure for insomnia

jokes” as I type this). When was the last time your business offered formal training to the end users...and no, I’m not referring to the 10 minute new hire “here are the buttons you push to make the stupid thing work to do your stupid job” training. I’m talking about real hands-on training for ALL of the employees...provided by the system vendor? If your business is like the vast majority of businesses in our industry, the answer to all of the above is—when you implemented the system. It’s ok. Confession is good for the soul.

If your employees are like most, they will find their own way to “optimize” the system and get things done. They will circumvent and find alternate means to “manage” the process. Keep in mind, these alternate routes often manipulate policy, and create inefficiencies upstream. Worst case, they create inaccuracies in inventory management and accounting. Salespeople are notorious for “finding a better way to get the job done... i.e. make it easier for me to get the stuff in the computer so I can go do something where I actually make money”. In most instances, there are no nefarious motives. People just don’t understand the logic, the policies or the procedures for data capture in the system. The solution might be as simple as reviewing the system manuals, understanding the logic, end user training, and enhancing the system with upgrades, resulting in...here’s a novel thought... actually using the system as it was designed to get what you paid for when you bought and implemented in the first place.

There are many things to consider when you are looking at optimizing technology for your business. “How much can I afford to spend” is not an effective IT strategy. Analyzing and understanding your current systems might reveal that you don’t need new technology. Your problem might just be a PICNIC: Problem In Chair Not In Computer. **RO**

Kelly M. Rigdon and David LaFollette are business consulting partners in R2: Rigdon Resources, a firm specializing in working with both manufacturers and distributors to cut costs, increase revenue, embrace technology and grow the bottom line. These two industry veterans represent over 43 years of consumer products business experience, and have a lifelong passion for the appliance industry. Learn more at www.r2-online.com



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CALENDAR 2009-2010

NOVEMBER 2009

- 6-8 **Custom Builder Symposium + Design Institute** - Hilton San Diego Bayfront, San Diego, CA
- 11-13..... **Greenbuild International Conference and Expo** - Phoenix Convention Center, Phoenix, AZ
- 11-15..... **Backyard Living Expo** - Mandalay Bay Convention Center, Las Vegas, NV
- 15-17..... **AHRI 2009 Annual Meeting** - J.W. Marriott, Washington D.C.

DECEMBER 2009

- 5-6 **LeisureLiving Annual Dealer Market and Conference** - Hilton Anatole, Dallas, TX

JANUARY 2010

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

FEBRUARY 2010

- 1-5 **Winter 2010 Las Vegas Market** - Las Vegas Market, Las Vegas, NV
- 17-20..... **ASTI 2010** - PSA/USA National Joint Convention - Disney Coronado Springs Hotel, Orlando, FL
- 28- Mar. 3..... **Nationwide Marketing Group Prime Time! Convention** - MGM Grand, Las Vegas, NV

MARCH 2010

- 11-13..... **HPB (Hearth, Patio & Barbecue) Expo** - Orange County Convention Center, Orlando, FL
- 11-14..... **MEGA Group USA Spring National Convention** - Rosen Shingle Creek Hotel, Orlando, FL
- 14-16..... **International Home & Housewares Show 2010** - McCormick Place, Chicago, IL
- 24-27..... **EHX Electronic House Expo** - Orange County Convention Center, Orlando, FL
- 27-31..... **BrandSource Summit Convention** - Hilton Anatole, Dallas, TX

APRIL 2010

- 14-18..... **K/BIS 2010** - McCormick Place, Chicago, IL
- 17-20..... **2010 NARMS Spring Conference & Exposition** - Saddlebrook Resort, Wesley Chapel, FL
- 25-26..... **2010 AHAM Annual Member Meeting** - Wigwam Hotel, Litchfield Park, Arizona

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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 calendar. If you would like to receive the Retail Observer please go to www.retailobserver.com to subscribe.

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*The course will run seven to ten times through April 2010, beginning on April 30, 2009 at the Kitchen/Bath Industry Show & Conference (K/BISSM) in Atlanta.

Registration Opens For 2010 Kitchen & Bath Industry Show

The National Kitchen & Bath Association (NKBA) today opened registration for the 2010 Kitchen & Bath Industry Show (KBIS®), which will be held from April 14-18 at Chicago's McCormick Place. To register for KBIS 2010, industry professionals should visit KBIS.com and click Attendee Registration below the Attendee tab.

The KBIS Conference Program has been completely redeveloped for 2010. All conference sessions, industry segment seminars, professional development courses, and complimentary Center Stage presentations will be marked with an icon for one of four knowledge paths: Sales & Marketing, Design & Inspiration, Trends & Insight, and Business & Leadership. This will enable attendees to quickly find all the KBIS events that are vital to the growth of their businesses and careers.

"Attending the 2010 Kitchen & Bath Industry Show is essential for anyone who's serious about the kitchen and bath industry," said 2009 NKBA President-Elect Mark Karas, CMKBD. "There's no better way to see all the latest products and learn how your business can thrive now that we've turned the corner on a recession into a recovering economy. KBIS 2010 offers an incredible lineup of speakers and events designed to specifically meet the needs of today's kitchen and bath professional."

CONFERENCE SPEAKERS

Sergio Zyman, who was made the world's first Chief Marketing Officer while at Coca-Cola, is KBIS 2010's opening keynote speaker. In addition, Kohler President and Chief Operating Officer David Kohler will speak at the first-ever State of the Industry Address at KBIS. At the Business & Leadership session, former Disney Institute and Disney University manager Dennis Snow will discuss "Delivering World-Class Customer Service."

Home remodeling expert David Lupberger will explain the secrets to "Managing the Emotional Customer" in the Trends & Insight Session, while the Sales & Marketing Session will feature multigenerational communications consultant Cam Marston, as he discusses how businesses can increase profits by "Selling Across Generations." HGTV Dream Home and Green Home planner Jack Thomasson, will share his tips for environmentally-friendly design and construction at the Design & Inspiration Session.

The Center Stage presentations at KBIS, which will take

place right on the show floor in the NKBA booth, will cover topics including consumer trends, appliances, ventilation, lighting, and green design and remodeling, as well as sales and marketing strategies. The industry segment seminars, meanwhile, are targeted at specific groups of kitchen and bath professionals: designers, dealers, builders and remodelers, manufacturers and reps, distributors, and decorative plumbing and hardware professionals.

KBIS HOTELS

The Palmer House Hilton, located at 17 East Monroe Street in Chicago, has been selected as the NKBA's Headquarters Hotel. This hotel offers historic charm in a great location, and recently completed a \$200 million restoration and renovation program.

Two NKBA Preferred Hotels have also been selected: The Hilton Chicago, a 4-diamond AAA property with historic luxury and contemporary amenities, and The InterContinental, a 4-diamond hotel located just steps away from the exclusive shopping of the Magnificent Mile.

To reserve a hotel room for KBIS 2010, visit KBIS.com and go to Hotel Registration under the Hotel & Travel Tab. Ambassadors Travel is the official hotel reservation service for KBIS 2010.

Complimentary press registration for KBIS 2010 is available at <https://www.xpressreg.net/register/kbis040/inquiry/start.asp>.

For more information; to interview 2009 NKBA President-Elect Mark Karas, CMKBD; or for photos of KBIS events and speakers, contact NKBA Editorial Coordinator Annette Gray at agray@nkba.org or at 908-813-3773.

ABOUT THE NATIONAL KITCHEN & BATH ASSOCIATION

The National Kitchen & Bath Association (NKBA) is a non-profit trade association that owns the Kitchen/Bath Industry Show (K/BIS®). With nearly 40,000 members, the NKBA has educated and led the kitchen and bath industry for more than 45 years. The mission of the NKBA is to enhance member success and excellence, promote professionalism and ethical business practices, and provide leadership and direction for the kitchen and bath industry worldwide. To learn more, visit the NKBA Press Room at NKBA.org/Press or call 1-800-THE-NKBA (843-6522). **RO**



“Networking through the NKBA has helped my business grow.”

Maria Martina, CKD, CBD
Reno's Appliance, Fairfield, NJ

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Favorite Member Benefit:
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Salvatore Ferro, CKD, CR

Alure Home Improvements, Plainview, NY

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Brand Source Adds Marketing Tools

Nine years ago Brand Source developed an internal document to sort out details of all of the appliance programs available to Brand Source members. “The programs we were developing were changing quickly and we needed a score card to keep track of all of the different offers we had available,” said Marketing GM Bob Donaldson. “The information was so vital to our members that the document became a one or two page weekly update that was e-mailed to all members every Thursday evening. When Brand Source added Expert Warehouse, the group’s distribution system for consumer electronics products, there were more deals, lower pricing coming weekly and exciting new products and brands, nearly doubling the size of the news letter.

With the addition of Furniture Advantage, the Brand Source furniture container buy program, and with the expansion of furniture brands and products, the update grew again. “Today the Weekly Update can be five full pages long, with links to additional information important to our members,” Donaldson continued. It is still sent out to arrive at members stores Friday mornings in time for weekend strategy meetings at over 4,000 member stores.

At the end of 2007, Brand Source VP of Appliances, John White, asked to have a weekly report of competitive offers for appliance dealers. Today that has become the Weekly Competitive Appliance Report, which details specific promotions of the national box stores such as Sears, Lowe’s, Home Depot and Best Buy, and it contains additional regional players, such as hhgregg and ABC Appliance. “Our members know what each of these competitors is offering in promotions, including zero percent offers, delivery offers, consumer rebates and we include all print and internet prices for each weekend,” said White.

The CE Custom Installation division also had different needs. First, CE Specialists don’t care about refrigerator rebates, they only care about the products they sell and

install. Today, the Home Entertainment Source (HES) members receive their own specialty news letter every Monday afternoon. Two months ago Brand Source launched a similar newsletter, published three times a month, for consumer electronics products. It too contains all promotional offers by competitor and advertised and Internet pricing offered to consumers.

“Brand Source members are the most informed retailers in the market today,” said Donaldson.

How well read are these newsletters? “Our Email program shows who reads the updates, how often they opened their newsletters, who forwarded the newsletters and to whom and how often buttons were clicked. We know that on average 60 to 70 percent of our members are reading these newsletters. As an industry, the average is about 25 percent open rate, so we know our members are well above average in reading what is directed to them. By tracking the links that are clicked we also see a trend in which articles are most important to our members,” Donaldson continued. Brand Source has reacted to these trends by adding more business training as well as new individual improvement training articles.

Additional newsletters are written weekly for Brand Source Service members while every two weeks the Maytag Source division receives their own information update. “We are seeing manufacturers in all product categories developing programs and special buys

with very short notice these days,” said Donaldson. These messages are valuable comprehensive marketing tools that no one else offers. Donaldson offered one last thought, “We were a bit surprised to see how many newsletters are opened at 5:00 AM, and after 10:00 PM at night. Members who don’t have time during the day take time at home to discover what is happening in this industry and how they can be better prepared to make their next sale.” **RO**



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New Alliance Between Nationwide Marketing Group and Ayr1 Means More Web Solutions for Independents



AYR1.com CEO, Ron Goswell and Director of Sales, Zak O'Connor present the importance of a strong retail web presence for independents at a PrimeTime! group meeting in Orlando

Nationwide Marketing Group (NMG) announced their new alliance with AYR1.com.com at PrimeTime! buying show and conference in Orlando, Florida.

"We are very excited about our partnership with NMG, which gives us access to a solid network of independent retailers who are looking for a stronger web presence to compete with big box chains," said Zak O'Connor, Director of Sales for AYR1.com.

"We re-launched our BrandsDirect.com site which gives members a solid entry level web solution," said Frank Sandtner, Director of Member Services Operations for NMG. "However, with the addition of the Classic and Pro programs offered through AYR1.com, we now have a program for every size retailer."

AYR1.com, the world's largest retail web solution provider, showcased their two website platforms exclusively to Nationwide members alongside BrandsDirect.com at PrimeTime!, the largest buying show and conference for appliance, electronics and furniture independent retailers.

Since 1999, AYR1.com has been known for building retail websites and their impressive library of 2,400 manufacturer eCatalogs proves that they are farther along than their competitors.

"Prior to our partnership, several of our members were already clients of AYR1.com and over the past 6 months we have received outstanding feedback on the company's web development and customer support services," said Sandtner.

"The advertising world has changed, the online catalog is

key to attracting consumers and keeping them on your site longer," said O'Connor. "It is a must have to compete in today's retail market."

eCatalogs allows consumers to easily research and pre-shop by product, size, color or price eliminating the need for searching outside of a retailers' site. Additional features of AYR1.com's website solutions include an advanced buyer inquiry program and content management system (CMS).

CMS allows retailers to make numerous changes to their websites including simple uploads of radio, television commercials and print ads. With the buyer inquiry program, retailers have the capability to assign inquiries to individual show room representatives and track these inquiries all the way through to the closing of the sale.

"NMG is providing the best web solutions for our members with the relaunch of BrandsDirect.com and our new partnership with AYR1.com," said Sandtner. "We encourage all of our members to take advantage of these services in order to boost their website exposure and attract the growing number of consumers who conduct product research online before they shop in a store."

For more information on BrandsDirect.com or AYR1.com web solutions, email Maria Ballas at maria@Nationwidemarketinggroup.org or call 1-800-471-8952.

To learn more about the many benefits of Nationwide Marketing Group, membership including affordable website solutions tailored to the independent dealer, go to www.nationwidemarketinggroup.org or call (336) 722-4681 **RO**

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The current recession has affected all industry; no one will argue this point. Part of creating a turn-around strategy is recognizing how it has affected the industry, and just what to do about it. Prior to the downturn, budgetary cuts were already affecting OEM factory training on how to repair new and current appliances. Many manufacturers continued to cut their training budgets to the point that there is simply not enough training to keep up to today's rapidly evolving technological advances in the appliance industry. How is a field technician expected to perform flawless repairs when he has not been trained on new models and new technology? Will these new appliances be self repairing? Don't laugh. I'll bet those very plans are on the table in many R&D departments worldwide. It's important to have service and repair in mind during these times because the consumer's brand loyalty rests heavily on their after sales service experience. It continues to puzzle me how manufacturers can overlook the need to train the repair workforce as they develop strategies to protect their brand.

Trade Associations such as United Servicers Association (USA) and Professional Service Association (PSA) were created to fill this training void. For years these two groups have existed - picking up where the manufacturers leave off—to fulfil the training needs of their membership. In recognition of the current economic situation, USA and PSA have joined forces to hold one large training event (instead of multiple events) to lower the cost of participation for all. It appears that the industry approves of this joint venture, as participation and support has been strong. For USA and PSA it's the first time these two groups have ever joined forces for the common good of the industry. The result of the combined effort is the Appliance Service Training Institute or ASTI. The ASTI will be held at the Walt Disney World Resort® in Buena Vista Florida February 16-20, 2010. The Disney Coronado Springs Convention Hotel will be the host for the expected 600 independent service providers from around the country.

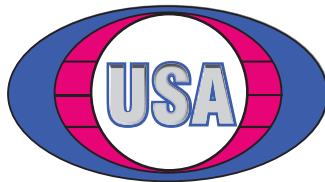
Attendees of the premier training event will have 5 days of intense, hands-on training from many appliance manufacturers who will conduct factory training during the convention. Servicers' will be trained on current and new models from most manufacturers; all gathered under one roof for five days. Training will cover the distance between basic refrigeration,

entitled "From the Ground Up", delivered by Whirlpool to advanced solder-free brazing from American LokRing—the latest technology in refrigeration repair. Viking will deliver a full day of basic electricity, entitled "Mastering Electrical in 6 Steps." Participants will be shown how to work with ladder diagrams and how to read wiring diagrams. Technical hands-on training will be also provided by Samsung, Sub-Zero, Whirlpool, ASKO, U-Line, Dacor, Viking, Fisher & Paykel, Bosch, GE, LG, Electrolux, Haier, Wolf, Scotsman and American LokRing. This very impressive line-up from 16 OEM factory trainers is offering 48 unique 90-minute classes.

How could any service provider seeking training miss this event? But it's not just technical training on the schedule at the ASTI. Attendees can also choose from a full complement of business management training. 25 different classes on how to better run your business are sure to benefit even

the most astute entrepreneur. Management classes include *Calculating Cost of Doing Business, Business Plans & How to Develop One, Service Management Productivity, Penalizing Efficiency & Experience: Charging Hourly Rates, Asset Protection & Tax Cutting Strategies, Understanding People, Parts Inventory Management,*

Preparing to Sell Your Business, Maximizing Your Web Presence and Profitable Service Strategies. These classes—and more—are amongst a very impressive training curriculum for both service managers and technicians alike. But it doesn't stop there. Several free certifications will be provided during the ASTI. Technicians can take the MCAP (Master Certified Appliance Professional) test. Service managers can take the CSM (Certified Service Manager) test and customer service reps can take the CCS (Certified Consumer Specialists) test. That's a \$139.00 savings per certificate. The ASTI provides a solid line-up of training at a reasonable price of only \$399. (Includes breakfasts and lunches). It is a highly anticipated event and an unrivalled opportunity to improve your business. It's also expected to sell-out, so if you're considering attending the ASTI training, register now to avoid disappointment. Learn more about the ASTI and register online at www.ASTI.us. **RO**



United Servicers Association

Paul Mac Donald is the Executive Director United Servicers Association

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AHAM Elects Electrolux and LG Executives to Board of Directors

The Association of Home Appliance Manufacturers (AHAM) is pleased to announce the election of two new Directors. Thomas Vining, Vice President, Engineering, Electrolux Home Products NA and John I. Taylor, Vice President, Public Affairs and Communications, LG Electronics, Inc., USA were elected to the AHAM Board of Directors. Mr. Vining's term expires in 2011, and Mr. Taylor's term expires in 2010.

Joseph M. McGuire, AHAM President stated, "Tom and John are joining the Board with many years of invaluable industry experience. We are looking forward to their contributions at the AHAM Board level, helping to direct the Association's mission in the coming years."

AHAM Officers include Board Chair Jerry G. Ryder, President, InSinkErator Division, Emerson Appliance Solutions; First Vice Chair Mark J. Bissell, President and CEO, BISSELL Inc.; Second Vice Chair Robert P. Scaglione, SVP, Marketing, Sharp Electronics Corporation; and Treasurer Paul Sikir, Vice President of Design Engineering, Sub-Zero Inc. who also serves as Chair of the Major Appliance Division.

Members of the AHAM Board of Directors with terms expiring in 2010 include Thomas F. Catania, Vice President, Whirlpool Corporation; Liston P. Durden, Senior Vice President, Marketing, Viking Range Corporation; Donald E.

Hoeschen, Vice President, Sales, National Presto Industries, Inc.; and Alvise Ricoveri, Managing Director, DeLonghi America, Inc.

Members of the AHAM Board with terms expiring in 2011 include John R. Arganbright, Vice President, Sales and Marketing, Panasonic Home Appliances Company; Mark L. Balcunas, President, Americas & APAC, Invensys Controls, and Chair of the Supplier Division; Gerald J. Lozinski, Vice President, Global Product Development, Jarden Consumer Solutions; Gordon L. Stauffer, Sr. Vice President, O.E.M. Sales, Northland-Marvel, an Aga Company.

Members of the AHAM Board with terms expiring in 2012 are Franz J. Bosshard, Senior Vice President, BSH Home Appliances Corporation; Earl F. Jones, Senior Counsel, Regulatory Compliance, GE Consumer & Industrial; and Edward V. McAssey, III, COO, Lasko Products, Inc.

Ex-officio members of the AHAM Board of Directors include Manuel Cortez, SVP, Operations & IT, Groupe SEB USA, and Chair of the Portable Appliance Division and Scott Bolbock, Senior Director, Marketing, Electrolux Home Care Products and Chair of the Floor Care Division.

AHAM President, Joseph M. McGuire, also serves as a member of the Board coincident with his term as President. **RO**



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NARMS Partners with UW's Executive Education Effort

NARMS International and the University of Wisconsin School of Business Executive Education program have announced a partnership that will enhance educational programming for the retail industry gathering at the 15th annual NARMS Annual Meeting and Spring Conference, April 17-20, 2010 at Wesley Chapel, FL.

This joint effort will allow NARMS to extend a new level of quality educational opportunities of excellence under the NARMS-U "brand" as part of the agreement with the UW School of Business who will assist in the programming targeting the continuing educational needs of retail support service companies, manufacturers, retailers and all those affiliated with the retailing process.

"We're extremely excited about the chance to partner with NARMS (www.narms.com) in developing a series of professional oriented workshops that will help elevate the level of execution within the retailing industry," says Jerry O'Brien, Director of UW Center for Retailing Excellence program (www.sohe.wisc.edu/centers/cre/index.html) launched on the UW Madison campus. "Allowing our current students the chance to attend the NARMS Spring Conference gives each student an excellent chance to interact and deepen their understanding and will better prepare them for their career futures,"

Topics among consideration for the NARMS-U sessions are: Three Principles for Marketing in a Down (and Up) Economy; The Flight to "Free" – Implications for the Retail Sector; Partnering with Your Customer to Create Superior Value; Consumers, "More" and "Less": Leveraging the Psychology of Choice; Branding Up and Down the Value Chain; The Values-based Retailer and Neuromarketing and the Future of Retail. Presenting will be Jerry O'Brien, Director of Kohl's Department Stores Center for Retailing

Excellence (gobrien@wisc.edu); Deborah Mitchell, Executive Fellow, Center for Brand and Product Management (dmitchell@bus.wisc.edu) and other UW School of Business staff.

Additionally, some 12-16 UW-Madison students in the retailing/business program will attend the NARMS Spring Conference, allowing for interaction between NARMS member companies and these students of today/ workforce of tomorrow. The academic program group will also host a booth in the integrated trade show at the NARMS event.

ABOUT NARMS INTERNATIONAL –

NARMS' nearly 450 member companies perform well over \$3 billion in merchandising services, sales marketing, event marketing, demonstration and other retail services annually. The international trade association serves as a "central gathering point" for the retailing industry; promoting and establishing industry standards; providing critical industry research studies and educational information about the industry while acting as a voice for its diverse membership of service providers, manufacturers, retailers and associates. NARMS represents all classes of trade including: grocery, drug, mass, department, home and building centers, computer and office supply, electronic, value retailers, specialty, and convenience retailers.

The varied educational offerings supporting improvement and excellence in the retailing industry are all parts of NARMS – U, the educational arm of NARMS International. More NARMS information is available at www.narms.com, including details about the 15th NARMS Spring Conference & Exposition at Saddlebrook Resort in Wesley Chapel, FL on April 17-20, 2010. **RO**



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