

The RetailObserver

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The Monthly News Magazine with Personality

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MIELE GERMANY

A FAMILY OWNED COMPANY RICH IN TRADITION AND HISTORY — PAGE 4

CONSUMER ELECTRONICS SHOW PREVIEW — PAGE 40

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Publisher's Statement
Celebrating Our 19th Year!

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POLITICALLY CORRECT HOLIDAY WISHES

I found this holiday greeting on a blog site when I was looking for the correct spelling of the holiday saying “Chrismahanukwanzakah”. In today’s society we find ourselves overrun with the fear of being politically, socially and environmentally correct. Kris, the young lady blogger, stated it all very well in utmost detail that I could not have come up with better myself, she wrote:

“Please accept with no obligation, implied or implicit, my best wishes for an environmentally conscious, socially responsible, low stress, non-addictive, gender neutral celebration of the winter solstice holiday, practiced within the most enjoyable traditions of the religious persuasion or secular practices of your choice, with respect for the religious/secular persuasions and/or traditions of others, or their choice not to practice religious or secular traditions at all.” “Additionally, a fiscally successful, personally fulfilling, and medically uncomplicated recognition of the onset of the generally accepted calendar year, but not without due respect for the calendars of choice of other cultures whose contributions to society have helped make America great, (not to imply that America is necessarily greater than any other country or is the only “America” in the western hemisphere), and without regard to the race, creed, color, age, physical ability, religious faith, or sexual preference of the wisher.”

“(Disclaimer: By accepting this greeting, you are accepting these terms. This greeting is subject to clarification or withdrawal. It is freely transferable with no alteration to the original greeting. It implies no promise by the wisher to actually implement any of the wishes for her/him or others, and is void where prohibited by law, and is revocable at the sole discretion of the wisher. This wish is warranted to perform as expected within the usual application of good tidings for a period of one year, or until the issuance of a subsequent holiday greeting, whichever comes first, and warranty is limited to replacement of this wish or issuance of a new wish at the sole discretion of the wisher who assumes no responsibility for any unintended emotional stress these greetings may bring to those not caught up in the holiday spirit.)”

Enjoy your holidays with your family, your friends, your fellow employees and most of all yourself. Our time here on earth is short lived, cherish all the moments you have.

Happy Chrismahanukwanzakah!

Moe Lastfogel



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Miele G

A FAMILY OWNED COMPANY—

BY MOE



While in Germany, Eliana and I had the opportunity to visit the Miele factory in Gutersloh. What an experience! We stayed at the beautiful Park Hotel where we enjoyed an incredible taste of German hospitality. On the morning of our tour we were picked up by taxi and taken to the Miele factory just a few minutes away. Upon our arrival we were greeted by Michael Prempert of the Public Relations Office, who showed us around a very impressive showroom full of multiple vignettes highlighting Miele's vast array of products. Our cover photo and the accompanying shots in these articles highlight a small speck of what the facilities had to offer. Elle and I were both like kids in a candy store on our hour long tour of this spectacular showroom and its demo kitchens. I can only say, "spectacular!"

After our tour we were taken to the office of Dr. Eduard Sailer, Managing Director of Miele & Cie. KG. We had a nice conversation about Miele and an informative Q&A session and here are some of the things he had to share:

RO: What is the current status of new product development?

DR: *In the Series 5000 we have introduced new ovens with a wireless RF - style temperature probe that uses a SAW-sensor (surface-acoustic-wave-sensor) to operate.*

RO: As a company over 109 years old, what do you see coming over the next 100 years?

DR: *Our vision is to be the 1st choice in Premium Brands.*

RO: What is the current US market strategy of Miele?

DR: *For the last 25 years it was the vacuum and dishwasher market and now it's bringing the appropriate size products to the American market, like the 30" wall ovens and built-in refrigeration.*

RO: How do you feel the current production of your own parts and equipment aids in the success of Miele?

DR: *Yes of course, we can control quality this way and as part of that, we life test our products to a minimum of 20 years.*

RO: Do you ever think you will solely produce your own refrigeration?

DR: *The only part of the refrigeration that we don't produce is the*

1. Wall of colors 2. Display of various Miele products 3. Miele founders 4. Dr. Eduard Sailer—Managing Director, Miele 5. Classic canister vacuum 6. First products produced: butter churner and

ermany

RICH IN TRADITION AND HISTORY

LASTFOGEL

box at the moment - all the electronic components we produce ourselves.

RO: What is the greatest accomplishment you feel Miele has made globally?

DR: *We are seen as a premium brand worldwide because of satisfaction and innovation.*

RO: If Miele ever had a failure what was it, and what was learned from it?

DR: *We sometimes get too far ahead of what the market is asking for, i.e. gas dryers in Europe 10 years ago.*

RO: What is the key to Miele's success both in the US and abroad?

DR: *Simple... Innovation.*

RO: What is the human resource policy towards advancement from within your company?

DR: *We try to grow talent from inside, but since growth has been so rapid, we sometimes have to exploit the market and seek help from the outside.*

RO: If you personally had to start your career over again, what do you think you would be doing today and why?

DR: *Hopefully the same thing I am doing today.*

RO: What did you originally want to do with your life?

DR: *I wanted to be a designer and innovator. Miele has allowed me to live that dream.*

RO: What do you think the biggest factor is that gives Miele its drive?

DR: *Innovation, and the ability to adapt, create and implement.*

RO: Where do you feel Miele ranks in the global market with other manufacturers?

DR: *We aim to be the best and that is all that we can hope for.*

RO: What does it take to compete in today's global economy?

DR: *Again, that would be quality and innovation of course, along with cost management optimization.*

RO: Does Miele have an exit strategy? If so, what is it?

DR: *We don't need one at the moment. As you remember, we started with milking equipment, bicycles and cars. We are able to adjust ourselves to the needs of the market.*

RO: How do you consider your role in the "Green World" today?

| continued on page 6 |



7



8



9



10



11

cream separator 7. Original butter churner 8. Original sticker price for Miele's automobile
9. Miele's favorite museum piece — Das Miele Auto 10. Steam display 11. At Miele



DR: *We feel we were "Green" before green was a coined phrase. As an example, we have our own foundry on site and work with the German railway to recycle old rail iron for the counterweights on our washers.*

RO: Do you make your products under any other name or for any other manufacturer?

DR: *We believe in one brand strategy only, Miele. We did acquire Imperial, a small German company specializing in built-in appliances fifteen years ago, but that name is no longer used.*

RO: Do you have a message you'd like to convey to our readers?

DR: *Yes, the world is becoming more and more similar. World travel has now opened up more market opportunities for our products. This gives us the ability to again come up with more innovations.*

After our time together we said our auf Wiedersehens and were off to the employee cafeteria. We had a great lunch of Wiener schnitzel and dumplings and were then introduced to Jorg Huckenbeck from Miele customer service. He started our factory tour with a brief history of Miele's famous "Miele Museum." What a rich history this family owned company has, from butter churners to motorcycles, in this vast collection of memorabilia. Elle took numerous photos but there is only room here for a few. I think my favorite was the Miele car they had on display which was found in a garage and restored, and Elle's was how they showed the progression from butter churner to wringer washer and how they displayed and documented this metamorphosis.

We were off for the much awaited factory tour next. I am not allowed to go into great detail, but I can tell you this... robotics is an amazing thing. We were allowed to follow a washer from start to finish through the factory and that included a tour of one of the world's most advanced loading and unloading warehouses in the world. I was told about this warehouse by Mike Tatro of Sierra Select Distributors 10+ years ago. Until I saw it with my own eyes, it was hard to comprehend how in less than 4 minutes an entire truck can be unloaded! Again, no other details, just WOW!

This company, with its rich tradition and strong values has grown organically under its own steam over its 109-year history. It was founded in 1899 by Carl Miele and Reinhard Zinkann and has always been a family-owned, family-run company. The financial independence of their company has enabled them to think and act for the long-term, encouraging development of new products and consistent expansion of new world-wide marketing structures. The previous fiscal year alone, Miele achieved the highest sales in the history of the company by producing a turnover record of 2.74 billion Euros (3.5 Billion US), giving them strength and allowing them to maintain their independence as they grow. India and

1. Wringer Washer **2.** Immer Besser—a mark that still exists today **3.** Top loader
4. Vacuum center **5.** Engineering illustrated—exploded view of washer **6.** A work of art

South America show great potential for new subsidiaries. The Baltic States, Chile, China and New Zealand are already featured on Miele's map of the world. Subsidiaries in these countries ensure that they offer customers the best possible service. Conversations with trade partners over the last few months have confirmed that the Generation 5000 built-in appliance series will captivate the minds of cookery fans from all over the world.

A commitment to preserving and protecting the environment is one of the prime corporate missions driving Miele. For decades, Miele has successfully reduced the energy and water consumption of its products. As the company's innovation cycle has sped up over the years, the Gallery's unique modular designs are no exception, allowing them to integrate new graphics and new products easily without having to make major renovations.

There are only a few brands in the world that have sustained their vision, traditions and quality for more than a century. Fewer still, that can claim consistent family ownership and international brand name integrity. Forever Better ('Immer Besser'), Miele has dynamically grown to become the world's largest family-owned and operated appliance company with over 16,000 employees in 40 countries.

As a premium appliance brand represented on all five continents, Miele is steadfastly committed to the highest quality, performance and environmental standards. The company's innovative heritage, state-of-the-art design and engineering aesthetics have inspired comparison to other German brands synonymous with innovation such as Mercedes-Benz and BMW.

Miele's range of exceptional consumer appliances includes vacuum cleaners, laundry systems, rotary irons, dishwashers, built-in convection, speed and steam ovens, cooktops, ventilation hoods, refrigeration, wine storage and coffee systems. In addition, Miele Professional offers commercial cleaning equipment such as laboratory glassware washers, industrial parts cleaning systems, dental disinfectors and commercial wet cleaning systems.

Miele has a long history of environmental leadership. They consider every detail from the production process and shipping, to household use and to the appliance's ultimate disposal. In operation, Miele constantly strives to make every product respect our natural resources. As an example, since 1990 Miele has reduced water consumption by 42.4% and electricity by 29.2% in domestic washing machines. The same environmental ingenuity has been applied to domestic dishwashers where in the last 15 years water consumption has been reduced by 50.3% and energy use cut by 33.8%. Additionally, from 1990-2002 advancements in Miele oven technology led to a 29% reduction in energy consumption. Miele's active leadership role in global organizations like the International Electrotechnical Commission (IEC), Energy Star® | *continued on page 28* |



7. Artistic museum display of dishwashers 8. Too much work 9. Diversified production during wartime 10. Miele moped 11. Green employee transport



sales tool box

25 reasons to buy a better laundry system

Yes, it's tough out there. But that doesn't mean that every customer coming through the door is willing to compromise on quality, performance or the environment. Ask questions. Show your customers a quality product that is better. Here's 25 great reasons for them to buy Miele!



1 Miele is the first appliance manufacturer in the world to gain certification to the stringent International Environment Standard DIN EN ISO14001.

2 With a Miele Honeycomb™ washer, you save enough clean drinking water for 10 people for life.

3 Independent studies prove fabrics cared for in the patented Honeycomb Drum™ will last 4x longer.

4 Operating Miele laundry will save about \$70 a year in energy.

5 If everyone in the U.S. owned a Miele, we'd save the equivalent of 40 million barrels of oil a year!

6 Quality parts mean that 90% of a Miele is recyclable after 20+ years of use.

7 Even the packaging is 100% recyclable.

8 Every Miele washing machine qualifies for the U.S. Department of Energy's EnergyStar® Program.



9 Have the customer look closely and compare. Feel the quality of the Stability Hinge™, the thick glass door, rubber seals and exclusive Honeycomb Drum™.

10 Engineered in Germany for superior quality.

11 Superior quality and engineered details are found deep inside. That's why independent tests prove a Miele washing machine will outlast other machines by 45% – that's nearly a decade longer!

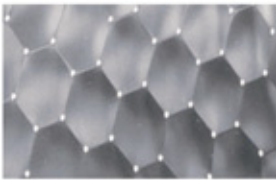
12 The design life of a Miele tumble dryer is more than 5,000 cycles, which is equivalent to a 20-year life expectancy.

13 The new Honeycomb Care™ washer also comes equipped with a child lock, self-diagnostics that tell you when there's a problem and a PC Update so that programming can be enhanced to add additional settings in the future as technology changes.

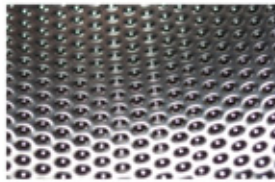
25
reasons



14 The Honeycomb Drum™ has smaller and fewer holes that reduce fabric wear during the spin cycles when clothing rubs and pushes through these openings.



Miele Honeycomb Drum™ – Fewer, smaller holes in a unique pattern protects clothes.



Other Drums – Large, rough holes tear and pill fabrics over time.

15 The honeycomb pattern cushions clothes by creating a thin water layer to further prevent wear and tear.

16 Miele's signature Touchtronic™ microprocessor in the dryer monitors everything from moisture levels to drying temperatures making adjustments as needed to prevent over drying and over heating fabrics.

17 Miele's new aerodynamic dryer filter technology, aids overall drying consistency and reduces the total dry time by keeping a continuous airflow.

18 The Miele laundry system, with its innovative technology, design and quality has been recognized by prestigious award bodies around the world including the Innovation Foundation, red dot, Focus Energy, iF, *Robb Report's* "Best of the Best" and has earned the coveted *Reader's Digest* "Most Trusted Brand" award every year the survey has been conducted.

19 Miele's Quality Cleaning (QC) Guarantee offers the customer complete peace of mind. If after 90-days, their Miele doesn't clean better than their previous washer/dryer – Miele will refund the entire purchase price.

20 Miele's exclusive RemoteVision™ technology protects a customer's laundry investment. Working with a home's WiFi, RemoteVision™ immediately detects if something goes wrong and then contacts the homeowner to help correct the fault.

21 For a limited time, Miele is offering lifetime RemoteVision™ monitoring, a \$2,000 value. With purchase of the optional module, Miele will provide free service monitoring for the life of the appliance.

22 Complimentary five-year extended warranty for customers who register their product at miele.com, that's a \$500 retail value!

23 Once registered at miele.com, customers continue to receive periodic values only available to Miele owners.



24 Miele's eco-friendly Care Collection detergents are highly concentrated and bio-degradable so your wash gets cleaner and so does the planet.

25 With Miele's specialty Care Collection, professional laundry solutions are now available to consumers for softening, waterproofing and washing delicates, down and sportswear.

For more information ☎ 800.843.7231 🌐 miele.com

Miele

THE DUBAI MALL OPENS

LARGEST NUMBER OF RETAILERS IN THE WORLD'S LARGEST MALL OPENING



The Dubai Mall, opened on November 4th 2008 with close to 600 retailers—marking the world's largest-ever mall opening in retail history.

Besides its retail attractions, including the Middle East debut of several global brands such as Waitrose and Hamleys, The Dubai Mall has varied lifestyle and leisure offerings including a Gold Souk, the Olympic-sized Dubai Ice Rink and the Fashion Catwalk atrium. The Dubai Aquarium & Discovery Centre is already in the global spotlight having clinched the Guinness World Record for the 'World's Largest Acrylic Panel.'

The Dubai Mall is the flagship development of Emaar Malls Group, the shopping malls subsidiary of global property developer Emaar Properties. When fully operational, it will have over 1,200 stores. The retail mix includes two anchor department stores – Galleries Lafayette and Bloomingdale's; 220 gold & jewelry outlets; 160 food & beverage outlets; a supermarket and an organic food mart.

Mr. Mohamed Ali Alabbar, Chairman, Emaar Properties added: "We are thankful to His Highness Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President & Prime Minister and Ruler of Dubai for encouraging us to stretch our business model, and create a shopping destination that is among the elite malls of the world. The Dubai Mall will address the world-class shopping needs of a population of over 2 billion people in the catchment markets of the Middle East, Asia, Africa and Europe."

Mr. Jim Badour, Chief Executive Officer, Emaar Malls Group, said: "With the opening of The Dubai Mall, we have the largest ever number of retailers together for the first time in a mall opening."

Mr. Yousif Al Ali, General Manager, The Dubai Mall,

added: "With The Dubai Mall, what matters is not the size but the qualitative difference that we offer to our visitors. Our world-class attractions will redefine the shopping mall experience."

Emaar's expansion into shopping malls is in line with its Vision 2010 to become one of the most valuable companies in the world. Emaar Malls Group has already opened Souk Al Bahar, a modern mall with Arabesque architectural features in Downtown Burj Dubai, and will open the Dubai Marina Mall, in the vibrant Dubai Marina in late 2008.

SUR LA TABLE AND THERMADOR CREATE IN-STORE PARTNERSHIP

SUR LA TABLE COOKING CLASS KITCHENS FEATURE THERMADOR APPLIANCES

Thermador® *Sur La Table*

Sur La Table, the premier retailer for creative cooking and artful entertaining, and Thermador, the quintessential luxury cooking brand, have created a national partnership to outfit Sur La Table cooking class kitchens with Thermador's state-of-the-art appliances.

Sur La Table operates cooking class programs in many of its retail stores, teaching 50,000 cooking enthusiasts a year how and what to cook. Most classes are "hands-on" providing students the opportunity to cook alongside professional chef instructors. Ten stores, including the recently-opened Palo Alto, CA location have been outfitted with Thermador appliances; additional stores are slated for equipping at a later date.

"Sur La Table customers know they'll find the best kitchenware equipment in our stores," said Jeff Gottlieb, Vice President of Retail Stores. "Now, through our partnership with Thermador, our customers will cook on some of the best appliances available in today's marketplace."

Thermador appliances featured in select Sur La Table stores include:

Pro Grand Gas Range: Thermador's powerful Pro Grand Ranges allow cooking enthusiasts to prepare delicious gourmet meals without the hassle. All have been engineered with advanced features, including the legendary Star Burner®, a Thermador exclusive, for a higher standard of performance. The 3-in-1 Star Burner's triple advantages include 15,000 BTU/hr for fast boiling and high performance; a unique brass on five-point design for more even and

powerful heat distribution; and the patented ExtraLow® simmer, which electronically cycles the flame on and off for precise simmer control for melting chocolate or keeping delicate sauces warm without scorching.

Professional Series Triple Combination Wall Oven: The Professional Series wall ovens feature a heavy-duty, professional-style design with stainless steel knobs; an elegant, luxurious chronometer; and restaurant-style controls. In addition to its alluring appearance, the oven also offers unique performance capabilities including an exclusive lightning fast 7 minute pre-heat and the largest rotisserie on the market. The 5,000 watt MaxBroil™ element – the most powerful in the industry – provides rapid, event heat to perfectly broil a variety of meats.

Freedom® Collection Refrigeration and Freezer Columns: The award-winning Freedom Collection features the industry's first fully integrated and Truly Flush Mounted modular fresh food, freezer and wine preservation columns. Finally, consumers have the total Freedom of Choice in creating the ultimate custom kitchen with columns that can be placed anywhere in the kitchen – instead of designing the entire kitchen around traditional and bulky refrigerator/freezer combinations.

“We are extremely excited about our new partnership with Sur La Table because it affords opportunities for passionate cooks to experience the uncompromising performance and style of Thermador appliances.” said Beatriz Sandoval, Thermador brand manager. “As a result, we’re sure that this hands-on experience will lead these consumers to want Thermador appliances for their own home.”

ABOUT SUR LA TABLE

Sur La Table provides inspiration, tools and techniques for those who wish to enhance their lives through creative cooking and artful entertaining. Founded in 1972, the Seattle-based company currently employs over 1,900 employees nationwide. It operates more than 65 retail locations throughout the country, many with cooking class programs, a direct-mail division and an e-commerce site. Sur La Table shops the world for new products providing the unexpected and a sense of discovery, whether you step into one of its stores nationwide, open the pages of its catalog or visit surlatable.com.

THE SRC '09 COMING TO DALLAS

United Servicers Association has coordinated the 2009 Service and Retail Convention (SRC09) with merchandising group Brand Source at the group's 2009 Summit. The joint conventions will be held March 22 – 24, 2009 at the Hilton Anatole in Dallas, TX. USA will provide business

management classes covering flat rate pricing, calculating your cost of doing business, negotiating fair warranty rates, best marketing practices, industry round table discussions, and much, much more. Technical classes will include all the major brands as well as many boutique and high end manufacturers, with hands on tear down and other pertinent instruction.

It's time to get excited! There is strength in numbers. This combined event could draw well over 1700 attendees! The basic registration fee is \$399 and includes the opening reception, meals served during the convention and entertainment. If you would also like to stay at the Hilton Anatole for the three convention nights the total cost, including the registration fee will be \$1000. This is a great value! The amenities at the Anatole are many, including a beautiful walking path amidst lovely gardens, the largest health spa attached to a hotel in the country, and great access to the downtown attractions. There are several hotels in very close proximity to the Anatole (2 – 3 block walk) if you would like to spend less on accommodations.

USA is in the process of coordinating the specific class schedule. Make plans to attend now. Stay tuned for more details over the next several weeks. Check the web site at www.unitedservicers.com. There is a registration page along with mail-in directions. E-mail any of the board members (their e-mail addresses are listed on the web site) or call the USA office at 800 683-2558 with any questions.

dacor DACOR® WELCOMES COOKING ENTHUSIASTS TO EXPLORE CULINARY EXCELLENCE WITH THE NEW EPICURE® 30" GAS RANGE

SIGNATURE LED KNOB DESIGN AND PRECISION
PERFORMANCE PROVIDE UNMATCHED POWER
FOR THE DEFINITIVE LUXURY COOKING EXPERIENCE

Dacor®, a market leader in luxury kitchen appliance design, manufacturing and distribution, introduced the Epicure® 30" Gas Range, expanding the brand's collection of premium performance cooking appliances for both consumers and builders.

The commercial-inspired stainless steel style of the Epicure 30" Gas Range offers home chefs all the durability and control preferred in professional cooking appliances, with exclusive details that will appeal to distinguished cooks and design savvy consumers alike, including features that make cooking safer and clean-up easier.

Additionally, homeowners restricted to only gas heat sources now have the choice of a powerful, luxury alternative with more cooking flexibility and a BTU output greater than the competition.

| *continued on page 16* |

CELEBRATE THE HOLIDAYS WITH MARVEL® WITH SENTRY SYSTEM™ AND MICROSENTRY™

NEXT-GENERATION MARVEL TEMPERATURE MONITORING SYSTEMS DISPLAY TEMPERATURE OF WINE INSIDE THE BOTTLE

Marvel's exclusive temperature monitoring systems provide features that keep wine and beverages at just the right temperatures for optimum flavor and storage conditions.

The Sentry System™ refrigeration monitor safeguards the Chateau Collection of ultra premium wine cellars and beverage refrigerators, available in 15-, 24- and 30-inch widths and selected Outdoor Series models to preserve the very pinnacle of luxury living, both inside and outdoors.

The MicroSentry™ refrigeration monitor system maintains constant and precise temperatures for all models in Marvel's Luxury Series line of popularly priced wine cellars and beverage refrigerators in 15 and 24 inches.

"During the holidays, Marvel calls attention to the simple fact that wine is perishable," said Jenna Kyser, marketing communications manager for Marvel. "Even bottles kept for just a few months will be positively or negatively affected by how wine is stored, with temperature fluctuations making the biggest difference."

SHARED FEATURES OFFER OPTIMAL PRESERVATION

The Sentry System and MicroSentry temperature monitors are digitally optimized, temperature-control systems that deliver specific storage and serving conditions for individual needs. Whether they're protecting wine or beverages, the systems share several features necessary to accomplish the task:

- Temperature adjustment: Users can choose the precise desired temperature to ensure wine or drinks are properly preserved and cooled
- Contents temperature display: Unlike many products that display the set point temperature only, these systems display the actual temperature of the liquids inside the bottles for optimal storage life; this feature is especially important for wines, since temperature fluctuations during storage can adversely affect wine's flavor
- Essence of luxury: For an unobtrusive presence, the LED display is discreetly located
- Display lighting: This feature showcases the unit's contents—a thoughtful touch for ambient room lighting and elegant wine display
- Door ajar alarm: A potentially crucial feature, the door ajar alarm sounds when the door is inadvertently left open—a key protective measure to prevent disruption to wine storage
- High/Low temperature alarm: Another necessary function, especially for proper wine storage; unlike most products, Sentry System and MicroSentry monitors have both visible and audible alarms

MAKING THE BEST, BETTER

For the ultimate in wine and beverage storage quality and duration, Marvel's Sentry System adds more features:

Power failure alarm: When the system detects a loss of power to the unit, an amber LED light flashes until the alarm is reset, allowing the user to take necessary precautions to temporarily keep any | *continued on page 20*



An AGA Company

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AHAM REVEALS NEW BRAND

The Association of Home Appliance Manufacturers (AHAM) has revealed a new brand, including a newly designed logo and tagline to better reflect AHAM's reputation as an influential, contemporary association representing a strong and innovative home appliance industry.

The updated logo will be accompanied by a new tagline, Leadership > Knowledge > Innovation, to suggest the unique services that AHAM provides to its members and other constituencies. AHAM's core services include

government relations, technical services, product certification, business data and communications.

Joseph M. McGuire, AHAM president commented, "The business needs of our global membership have changed over the years, and as such, AHAM's brand was updated to reflect the changing environment and strength of our industry. Though our logo has changed, AHAM remains the most influential association for the home appliance industry."



AHAM HISTORY

AHAM's history began in 1915, when 60 clothes washer manufacturers formed the American Washing Machine Manufacturer' Association (AWMMA). Separately, in the mid-twenties manufacturers of other home appliances formed the Consumer Products Section of the National Electrical Manufacturers Association (NEMA).

In 1938, with an increased consumer acceptance of ironers, AWMMA became the American Washer and Ironer Manufacturers Association. The organization became the American Home Laundry Manufacturers' Association (AHLMA) in 1954 and grew to include the majority of manufacturers in the laundry equipment industry. AHLMA formed a statistics department, launched an educational conference and promotional programs and developed voluntary standard test methods for measuring appliance performance characteristics.

In 1967, companies with mutual membership in both AHLMA and NEMA's Consumer Products Division merged into a new trade association, AHAM, to bring together manufacturers with like technical, manufacturing, and marketing characteristics and set them apart from other (dissimilar) businesses.

In 1976, the Chicago-based association added a Washington office to more closely monitor federal legislative and regulatory issues and represent the views of the appliance industry before government. In 1999, AHAM relocated its headquarters to Washington, D.C. to gain better proximity to the federal government and other external audiences with interest in the industry.

In 2003, AHAM and the Vacuum Cleaner Manufacturers Association (VCMA) merged. As a result of the merger, the VCMA was assimilated into AHAM's Floor Care Division

which has been operating since January 2003. This step followed increased interest shown over several years preceding the merger by VCMA members in the services offered by AHAM.

TIPS FOR SAVING ENERGY—AND MONEY—AROUND THE HOME

Looking for ways to save money? Look no further than your kitchen. The Association of Home Appliance Manufacturers (AHAM) offers these simple energy savings tips to consumers looking for ways to cut energy bills this summer.

The energy consumed by home appliances has dropped sharply since 2000. Refrigerators, dishwashers and clothes washers combined account for a 43% decrease in energy consumption since 2000. Replacing an eight year old refrigerator, dishwasher and clothes washer with new appliances of average efficiency will save consumers about \$95.00 per year in energy bills. Replacing an eight year old clothes washer will save more than \$60.00 in electricity costs and nearly 5,000 gallons of water per year. Additional savings can be obtained by purchasing Energy Star appliances.

ENERGY SAVINGS CAN ALSO BE OBTAINED BY FOLLOWING THESE EASY TIPS:

- If you are replacing your refrigerator, do not use the old refrigerator as a second refrigerator. This will not yield energy savings. Properly recycle the appliance. To find recycling options in your area, call 1-800-YES-1-CAN.
- Allow hot foods to cool before placing them in the refrigerator; and always cover foods that may release moisture in the refrigerator.
- Limit opening the refrigerator and freezer doors. Label foods or use clear food storage bags to easily identify foods.
- Scrape, but do not pre-rinse dishes before putting them in the dishwasher. Dishwashers do a great job of cleaning soiled dishes.
- Take advantage of your dishwasher's "eco" option that reduces water use, or use a no-heat air dry feature.
- Use load size settings- if you are washing a small load of clothing, be sure to change the load setting. Use cold water settings whenever possible.

- Always clean the lint filter on the clothes dryer after each use. A clogged filter will reduce dryer performance.

HOME APPLIANCE ENERGY SAVINGS QUANTIFIED

The Association of Home Appliance Manufacturers (AHAM) has released new data based on 2007 shipments of major appliances, highlighting dramatic decreases in home appliance energy consumption since 2000.

Refrigerators, dishwashers and clothes washers account for a 43% combined decrease in energy consumption since 2000. From a global climate change perspective, the energy savings realized in 2007 shipments of refrigerators, dishwashers and clothes washers would offset the CO₂ emissions of more than 698 million gallons of gasoline consumed or the annual CO₂ emissions from 1.3 coal fired power plants.

Clothes washer energy consumption has decreased by 63% since 2000 while tub capacity has grown by 8%. Dishwasher energy consumption has dropped nearly 30% and water consumption has declined 29% since 2000. Refrigerator energy consumption has also decreased 30% since 2000 and efficiency, measured by a unit's energy factor has increased 39%. The average refrigerator sold today consumes less energy than a 60-watt light bulb left on 24 hours a day.

Home appliances have proven to be an effective way of reducing residential energy consumption. Replacing older, inefficient appliances with more modern appliances is a leading way for consumers to reap tremendous energy savings. Additional savings can be obtained by purchasing Energy Star designated appliances.

According to Joseph M. McGuire, president of AHAM, "Appliance manufacturers have shown a commitment to efficiency that goes well beyond adherence to federal efficiency standards. Through additional investments in technology and consumer awareness, partnering with retailers, and promoting Energy Star, our industry has led the way in taking residential energy efficiency to the next level. This data shows that replacing older appliances can make a huge impact in a family's energy budget."

AHAM's historical Energy Efficiency and Consumption Trends are available for purchase on the AHAM web site <http://www.aham.org>.

ABOUT AHAM

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

“Geographic areas such as New York City, Southern California and many mountainous regions are often limited to all gas heat sources and consumers have to settle for appliances that may not offer the desired level of power or design appeal,” said Steve Joseph, Vice President of Marketing at Dacor. “With the Epicure 30” Gas Range, home chefs can effortlessly achieve gourmet results with an innovative appliance that radiates a feeling of luxury and gives complete control over every aspect of the cooking experience.”

“The small size and uncomplicated installation also make the new range appealing to builders and remodelers who want to upgrade their clients’ standard kitchen package with a stylish, luxury appliance,” continued Joseph.

Available in a freestanding model with a six-inch backguard or a flexible island design for unlimited installation options, the Epicure 30” Gas Range is ideal for designers, builders and consumers.

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COOLANT-FREE 1.7 CUBIC FT. COMPACT REFRIGERATORS NOW AVAILABLE



Haier

Haier America, a leading manufacturer of home appliances and electronics, has introduced an advanced electronics and cellular technology cooling system called NuCool™, which will be available in an eco-friendly 1.7 cubic ft. compact refrigerator this month and larger capacities early next year.

Haier America’s NuCool™ technology combines the best features of current cooling systems to create a brand new technology that achieves temperatures as low as 37°F (based on 70°F ambient room temp), which was not possible with prior refrigerant-free models. NuCool™ has no compressor and runs whisper quiet while also achieving low power consumption. NuCool™ provides an environmentally friendly technology in compact refrigerators that consumers find so useful for apartments, dorms, bars and other small areas.

“Haier strives to be a pioneer in the implementation of new technologies in our product lines,” said Matthew Sekelick, Haier America’s vice president of compact appliances. “As a leader in compact refrigeration, we have looked to introduce environmentally friendly improvements such as NuCool that our customers desire.”

PRODUCT FEATURES INCLUDE:

- Coolant free “Green” technology
- Ultra-quiet
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- Reversible door design

The C-RNU1708W (White) and C-RNU1708B (Black) are now available. Visit www.haieramerica.com for more information on where to find Haier products.

BSH HOME APPLIANCES CORP. UNVEILS BRAND GALLERY AND TRAINING CENTER IN SCOTTSDALE, ARIZONA

B/S/H/ STATE-OF-THE-ART INTERACTIVE KITCHEN GALLERY IS HOME BASE FOR 2009 TRADE PROGRAMS

BSH Home Appliances Corporation announces the grand opening of its world-class, interactive brand gallery and training center at 8435 North 90th Street, Suite #2. This state-of-the-art, approximately 12,000 sq.ft. facility gives retailers, builders, designers and architects a highly interactive and more personalized experience with the company’s four premium brands—Bosch, Siemens, Thermador and Gaggenau. It also represents a shift in the company’s marketing strategy into a year-round experiential sales and training focus.

“The BSH Brand Gallery and Training Center is a luxurious venue dedicated to the design and function of a true culinary experience,” said Michael Traub, president and CEO, BSH Home Appliances Corp. “The amazing weather and amenities that Scottsdale offers makes it the perfect backdrop for our customers to become more acquainted with our appliances.”

By nature, retailers, interior designers, architects and builders are passionate about helping consumers turn the home of their dreams into a reality. BSH’s new facility will immerse visitors in a series of visually exquisite, working kitchens and laundry rooms that will allow them to experience each product’s performance and functionality with hands-on culinary sessions and product demonstrations.

“We know that once gallery visitors have a chance to see our products in action, they will be better equipped to make decisions about which products to use in their projects and which products will best meet the needs of their customers,” said Scot Brown, | continued on page 22 |

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HOLIDAY SPENDING

HOLIDAY SHOPPERS PLANNING TO MAKE A BUDGET AND CHECK IT TWICE, ACCORDING TO NRF SURVEY

In the event that retailers needed yet another reminder that this holiday season will be challenging, consumers are happy to oblige. According to NRF's 2008 Holiday Consumer Intentions and Actions Survey, conducted by BIGresearch, U.S. consumers plan to spend an average of \$832.36 on holiday-related shopping, up a paltry 1.9 percent over last year's \$816.69. This represents the lowest increase in planned consumer spending since the survey began in 2002.

Though shoppers choose to visit stores for different reasons, consumers say one factor will play the biggest role in buying decisions this year: price. According to the survey, 40.0 percent of shoppers say that sales or promotions is the largest factor when determining where to shop, while another 12.6 percent state that everyday low prices are most important. Other consumers rated selection (21.5%) and merchandise quality (13.4%) as the primary factor. Only a handful of consumers said they are making buying decisions based on a convenient location (5.6%) or helpful customer service (5.2%) this year.

"Retailers are going into this holiday season with their eyes wide open, knowing that savings and promotions will be the main incentive for shoppers," said NRF President and CEO Tracy Mullin. "No one is canceling Christmas because money is tight, but consumers will be sticking to their budgets and looking for good deals when deciding where to spend this holiday season."

As in previous years, gift giving is the largest component of shoppers' budgets. This year, the average person will spend \$466.13 on gifts for family, \$94.52 on friends, \$26.70 on co-workers, and \$43.50 on other gifts. For the first time in the survey's history, people say they plan to spend less on gifts for family members (\$466.13 in 2008 vs. \$469.14 last year). Spending is expected to be particularly weak among young adults, as 18-24 year-olds plan to spend \$50 less on gifts than one year ago.

"It might not be easy to pull back on small gifts for a co-worker or a child's teacher, but consumers feel like their family understands their current situation," said Phil Rist, Vice President of Strategy for BIGresearch. "Americans might eliminate an extended family gift exchange or buy one big present for all of the kids to compensate for a budget-friendly Christmas this year."

Consumers' holiday budgets this year also include spending on decorations (\$51.43), greeting cards and postage (\$32.43), candy and food (\$95.04) and flowers (\$22.61). While retailers spend the month of October rolling out holiday merchandise and promotions, consumers are standing by at the ready.

According to the survey, 40.2 percent of consumers will start their holiday shopping before Halloween. This figure is consistent with numbers from previous years and demonstrates that bargain hunters are looking for ways to spread out spending over a period of time.

With sales and promotions the theme of the 2008 holiday season, it's no surprise that most consumers (69.7%) plan to do some shopping at discount stores. Additionally, more than half of American adults plan to shop at department stores (58.0%), while more than one-third of shoppers plan to shop at clothing (37.3%) and electronics (37.3%) stores.

As the Internet becomes more of a mainstay in the retail landscape, Americans are heading online to compare prices, research retail | *continued on page 20*

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HOLIDAY SPENDING | *continued from page 18* |

locations, and look for gift ideas before heading to stores. Although the number of people buying gifts online is expected to remain flat over last year (44.2% in 2008 vs. 44.3% in 2007), shoppers will rely on the Internet more than ever to browse for holiday gifts and research products. According to the survey, the Internet will influence 33.6 percent of holiday purchases, up from 30.2 percent last year and 28.9 percent in 2006.

Though most consumers plan to stick to a budget this holiday season, many are padding it with a little something extra. Knowing that the holidays often abound with good deals, more than half (56.6%) of shoppers are planning to make additional non-gift purchases for themselves or their families this holiday. Some may have even been holding back on personal purchases for the last few months to take advantage of holiday pricing. Shoppers will spend an average of \$119.83 on these purchases, up from \$106.67 last year.

NRF continues to expect holiday sales to increase 2.2 percent to \$470.4 billion. The NRF 2008 Holiday Consumer Intentions and Actions Survey was designed to gauge consumer behavior and shopping trends related to the winter holidays. The survey polled 8,117 consumers and was conducted for NRF by BIGresearch September 30 – October 7, 2008. This was after Congress passed the economic rescue package but before last week's substantial stock market decline. The consumer poll has a margin of error of plus or minus 1.0 percent.

BIGresearch is a consumer market intelligence firm that provides unique consumer insights that are gathered online utilizing very large sample sizes. BIGresearch's syndicated Consumer Intentions and Actions survey monitors the pulse of more than 7,000 consumers each month to empower its clients with unique insights for identifying opportunities in a fragmented and changing marketplace.

The National Retail Federation is the world's largest retail trade association, with membership that comprises all retail formats and channels of distribution including department, specialty, discount, catalog, Internet, independent stores, chain restaurants, drug stores and grocery stores as well as the industry's key trading partners of retail goods and services. NRF represents an industry with more than 1.6 million U.S. retail establishments, more than 24 million employees—about one in five American workers—and 2007 sales of \$4.5 trillion. As the industry umbrella group, NRF also represents more than 100 state, national and international retail associations. www.nrf.com. **RO**

HOLIDAYS WITH MARVEL | *continued from page 12* |

beverages at a more proper temperature. Recovery from any alarm-inducing events is easy: Simply press the "ON/OFF" button for approximately one second to reset all audible and display alarms.

Sabbath mode: This user-activated feature puts the unit in blackout mode during the Sabbath period and automatically resets to display mode after up to 72 hours; for user convenience, the unit also can be manually reset

Fahrenheit or Celsius display: As an added convenience, Sentry System allows the user to toggle the temperature display between the two temperature measurements.

For more information on Sentry System and MicroSentry temperature monitoring systems, plus other products and features offered by Marvel®, visit the company's Web site at www.lifeluxurymarvel.com. **RO**



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 **FULGOR**
arte culinaria.

senior vice president of sales, BSH Home Appliances Corp.

The BSH Gallery gives each distinct brand its own space, filled with fully operational appliances, just like at home. The vignettes were designed by (merz) project Architecture & Urban Design of Phoenix.

The Bosch space is contemporary, spotlighting the high-efficiency, safety and advanced convenience features that families expect from the brand. Thanks to high-end, open cabinetry and counter styles and eco-friendly finishes, visitors can fully appreciate Bosch's clean, European design and quiet operation.

Thermador's Masterpiece collection is showcased in a traditional kitchen balancing a subdued palate of white, black and cherry wood and classic marble granite. Thermador's Professional Series showcase features a fireplace, living room, a wine bar and an island with three functioning cooktops.

Siemens modern designs shine inside four vignettes: including a luxury loft and luxury high rise. These breathtaking kitchens celebrate the latest urban design trends and showcase the brand's breakthrough technology.

The Gaggenau space is distinctive from all the other areas in the building. It is a grey box more akin to a world-class art gallery than an appliance showcase.

Finally, The IDEA LAB is a highly flexible training center and fully-functional kitchen at the heart of the new building. A convenient mobile set-up allows virtually any appliance to be hooked up for use allowing guests to get the most out of their training.

The BSH Brand Gallery and Training Center is open by appointment only. For more information, call (480) 763-2669. **RO**

BSH GALLERY OPENING • SCOTTSDALE, AZ • NOVEMBER 11, 2008



BSH Gallery Reception



Chris Hill, Amber Carlson, Annette Hardick—all with BSH



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Pete Mackin—BSH, Bob Thompson—Marta and Doug Reichert—BSH



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NEW DECORATIVE FAN/LIGHTS OFFER CONTEMPORARY, CASUAL DESIGN WITH POWERFUL VENTILATION

The new Decorative Fan/Lights from NuTone® offer homeowners casual and contemporary bathroom options without compromising powerful ventilation, according to Lynn Mantha, product manager, ventilation fans, Broan-NuTone, Hartford, Wis.


“The new Decorative Fan/Lights will appeal to homeowners who want ventilation and lighting combinations with attractive styling while delivering effective performance,” says Mantha. “These new models answer homeowners’ demands for more casual and contemporary styles in bathroom lighting and ventilation.”

Two power and sound levels are offered, both appropriate for installation in flat ceilings only. The 768CHNT offers 80 cubic feet per minute (CFM) with a quiet sound level of 2.5 Sones while the

761WHNT model features a more powerful 100 CFM at 3.5 Sones. The fans exhaust air through inconspicuous openings in the light fixture’s base.

The Decorative Fan/Lights are available in two corrosion-resistant finishes. The 761WHNT model has a delicate leaf detail featured in a white finish with a white alabaster glass fixture and the 768CHNT model is a sleek design featured in polished chrome with a white opal glass fixture. The light fixture assemblies use two standard incandescent 60-watt candelabra light bulbs.

Rugged, galvanized steel houses a plug-in, permanently lubricated motor and polymeric blower wheel. A tapered, poly-meric four-inch round duct fitting makes for easy, positive duct connection and prevents metallic clatter. Its plug-in light fixture assembly allows for quick and accurate installation.

For more information, visit www.NuTone.com. 



THE NEW DECORATIVE FAN/LIGHTS FROM NUTONE

761WHNT (left), a delicate leaf detail featured in a white finish with a white alabaster glass fixture and 768CHNT (right), a sleek design featured in polished chrome with a white opal glass fixture.



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BLUESTAR AND CHEF MARCUS SAMUELSSON TEAM UP TO HOST LIVE COOKING EVENT IN SEATTLE

EVENT DRAWS PACKED HOUSE AT THE BLUE RIBBON CULINARY CENTER

BlueStar™, manufacturer of high-performance gas ranges, cooktops, ranges, and cookware for the residential market, teamed up with renowned chef Marcus Samuelsson, to host a live cooking event for a standing room-only crowd of Seattle area consumers, retailers, architects, designers, and local press.

Held in the Blue Ribbon Culinary Center on the Lake Union Waterfront, the event featured Chef Samuelsson using a BlueStar cooktop to prepare several hand-picked recipes from his New York restaurants. A BlueStar owner himself, Samuelsson demonstrated how BlueStar commercial-quality ranges and cooktops can take home cooking to an entirely new level.

"I frequently hear from consumers how difficult it is to replicate restaurant recipes in the home. One of the reasons is that restaurant ranges and cooktops offer high heat cooking that most home appliances don't offer. However, that's not the case with BlueStar. I just prepared several of my restaurant recipes on a 22,000 BTU BlueStar range for the home with the same results as we get in our restaurant kitchens."

Continues Chef Samuelsson, "BlueStar stoves reach 22,000 BTU's, but they also have a simmer that turns down to 130 degrees. It's the closest thing you can get to bringing a restaurant stove to the home. In fact, my latest cookbook was cooked entirely on my own BlueStar range in my own home."

Guests also previewed BlueStar's latest product line – its new line of professional grade cookware for the home. BlueStar cookware utilizes tri-ply construction for superior and consistent heat conductivity and is manufactured to complement BlueStar's high heat ranges and cooktops. The cookware is offered in 5 piece and 8 piece sets and all cookware pieces are made in the USA and are dishwasher and oven safe up to 500°.

For more information about BlueStar—including the recipes Chef Samuelsson cooked in Seattle—please visit www.bluestarcooking.com. **RO**



Chef Marcus Samuelsson showing off new cookware and Blue Stars' power



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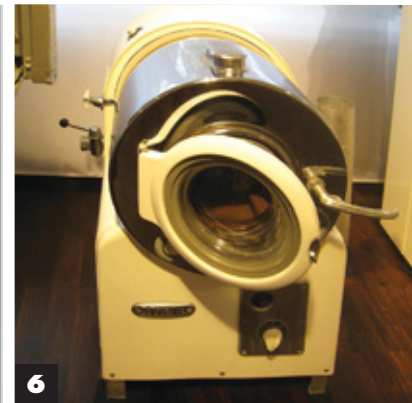
MIELE GERMANY | *continued from page 7* |

(the partnership program backed by the US Environmental Protection Agency and the US Department of Energy), the Association of Home Appliance Manufacturers (AHAM) and others, demonstrate the company's serious position regarding the protection of our global environment.

An unprecedented quality pledge guides Miele to produce appliances that are designed to last for 20 years of continuous use – far longer than the average. And their high metal

content and clearly marked plastic components are ready for recycling once the product's useful life is complete – reducing landfill waste and conserving raw materials for future generations.

What a day, what a company, what a learning experience! With our tour done and our minds swimming with information and memories, we were off to our hotel for a night of much needed rest. **RO**



1. Commercial trio 2. Photograph of original factory and founders 3. Wringer washer 4. First electric washer 5. Antique washing machine 6. Heavy duty washer 7. Commercial laundry 8. Modern design

Miele Opens New Gallery Showroom Concept

PRINCETON AND SAN FRANCISCO

SOME GOOD ECONOMIC NEWS: MIELE TO INVEST HEAVILY IN EXPANDING THE GALLERY CONCEPT BY TRANSFORMING EXISTING SHOWROOMS AS WELL AS OPENING NEW ONES.



PRINCETON GRAND OPENING



SAN FRANCISCO GRAND OPENING

Miele opened the doors to its new Gallery showroom in Princeton, NJ on October 20, 2008. Dr. Markus Miele, fourth generation family owner and Mr. Nick Ord, U.S. President were in attendance to officially cut the ribbon and welcome the showroom's first V.I.P. guests. The new showroom is evidence that not all the economic news is bad. Miele U.S. is one of the top ten growth areas for the German-based company and reported increased sales and staff levels. According to the company's latest business report, "Miele's subsidiary in the United States achieved double-digit growth (in dollars) during the current business year."

The Miele Gallery in Princeton is the headquarters for Miele in the United States and the second showroom in America to be transformed into the new Gallery concept. (The first was opened in the Architects & Designers Building in New York City in 2007.)

The Gallery is an upscale boutique setting that displays the products in a minimalist environment, free from distractions of the typical kitchen vignette. The 5,300 square foot Gallery in Princeton is seated at the 55,000 square foot, 12-acre U.S. campus designed by iconic architect and developer Michael Graves.

The Princeton Gallery features a beautiful selection of Miele appliances. The showroom is thematically divided between the basic elements. Fire is represented by the cooking appliances, Water by the company's renowned cleaning products and Air by a sleek vacuum station and Earth by the expansive coffee bar. "The promise of

performance is what stands out," noted Steve Evans, a regional sales director for Miele. "Instead of noticing the closet system, our clients now see the crisply pressed fine linens made possible with a live Rotary Iron. The Gallery design connects Miele's innovations with its results.

The following day, on October 21, 2008, Miele also opened the doors to its very newest Gallery showroom in the Sobel Building in the SOMA design district of San Francisco, CA. At the official ribbon cutting reception, Dr. Markus Miele and Nick Ord joined Patrick Tatro, president, Michael Tatro, vice president and John Tatro, vice president of Sierra Select Distributors, Miele's distributor partner of 20-years, in welcoming key dealers, designers and architects.

The Miele Gallery in San Francisco is the third showroom to be transformed into their new Gallery concept. The 2,800 square foot Gallery forms the entry for the 5,000 square foot Sierra Select Distributors showroom. "We are delighted to be one of the first showrooms in the country to offer the Gallery experience," stated Michael Tatro.

The San Francisco Gallery also features a beautiful selection of Miele appliances. The newly renovated live kitchen area has an elegant dining area for events and a large coffee bar for customers to enjoy a perfect espresso or coffee while they visit. As Miele utilizes the showroom as their northwest regional center, there are training facilities for dealers, NKBA, NARI, AIA and other design groups. The showroom is a key base for the over 80 employees of Miele and Sierra Select operating in the region. **RO**

LIEBHERR PLAYS ROLE IN CALIFORNIA'S FIRST LEED PLATINUM HOUSE

LOW ENERGY CONSUMPTION GAINS LEED POINTS

Liebherr, the world's leader in premium refrigeration has another "green" feather in its cap. Eco-Luxury developer, Richard Byrd, announced that the set of the Discovery Channel's Planet Green hit reality show, Alter-Eco, has been awarded by the USGBC, California's first LEED-PLATINUM for a "site-built" house. With its green reputation and long standing history of sustainable initiatives, Liebherr was the company chosen to supply the refrigeration.

"We want to thank all of our supporters and suppliers that helped to make this all possible" said Richard Byrd, President of Byrd Development." The kitchen was the focal-point of the house, and contributed the maximum LEED points available in all categories, including Recycled Content, Rapidly Renewable Materials, Certified Wood Materials and Low Emitting Materials. "In addition, the ENERGY STAR rated appliances including low energy consuming refrigeration from LIEBHERR helped to make the kitchen the most energy efficient room in the house," said Byrd.

The contemporary kitchen, designed by Bazzè, was made in the USA from 100% recycled wood fiber particleboard, and fits seamlessly in to the 1920 Spanish Revival home that sits in the hills above Los Angeles. As a company Bazzè, commits to sustainability from product design to zero-waste manufacturing to the way their kitchens are packed and shipped. "Bazzè's philosophy is a great fit with Liebherr's own ActiveGreen initiatives," states Marc Perez, Vice President of Liebherr North America. "These are the types of projects that Liebherr refrigeration is perfect for and continues to be specified," adds Perez.

ActiveGreen is Liebherr's corporate mission to achieve the highest ENERGY STAR® rating in 100% of the product line, to set the example and encourage other North American manufacturers to be RoHS compliant as Liebherr did in mid-2007, and to have the least damaging effect on the environment through responsible manufacturing practices.

To read more about Liebherr's ActiveGreen initiatives, please visit liebherr-appliances.com. **RO**



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COOL NEW OPTIONS



Liebherr continues its tradition of innovation with the introduction of three new refrigeration products: the 2062 Series of 36" refrigerators, and two new fully integrated 24" refrigerators, the HC 1011 and HC 1060.

Liebherr has reinvented the 36" refrigerator with the 2062 series. Available in freestanding and integrated models, these premium refrigerators provide nearly 20 cubic feet of storage capacity. Stylish French doors and double freezer drawers make this appliance a true kitchen showpiece.

The PremiumPlus HC 1011 and HC 1060 are cleverly concealed behind cabinet doors to blend seamlessly with any custom kitchen. On their own either of these 24" units are the perfect food storage solution for smaller space kitchens. Together, they create the SBS 20H1, an impressive 48" side-by-side refrigerator.

Of course, the 2062 series, HC 1011 and HC 1060 exceed ENERGY STAR ratings, and adhere to ActiveGreen, Liebherr's commitment to protect our environment through responsible manufacturing practices. They provide SuperQuiet operation, and innovative features like LED lighting and dual compression systems for the best food preservation. With so much going for them, the only choice you have to make is which of the new Liebherr refrigerators is right for you.

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LIEBHERR
Design, Quality and Innovation

FAGOR AMERICA DEBUTS NEW ENERGY EFFICIENT WASHING MACHINES & DRYERS

This fall, Fagor America is introducing new line of energy efficient washing machines & dryers. Available in both classic white and silver, the washing machines boast an extra large capacity of up to 18 pounds of laundry in the most compact footprint of three cubic feet. They are also equipped with a generous 13" hatch with 180 degree door opening capability for convenient access. The washers have been awarded an Energy Star rating for their moderate consumption of water and energy.

A notable feature is the washing machine's Advanced Balance System (ABS), which electronically controls and balances weight distribution within the unit. This allows for superior performance, and its robust structure considerably reduces noise level and vibrations. Some other advanced functions include a convenient automatic push-button door opener and exclusive tilted drum designed to create an ergonomically correct loading and unloading experience. The drum design also facilitates a thorough, yet gentle removal of dirt with less wear and tear on your garments.

An interactive LCD display constantly keeps you informed of the machine's status. With a wash cycle and time duration display as well as advanced function and spin speed selection, they completely resolve the need for estimation or guesswork with your garment care. A time delay function also allows you to easily pre-program the washing machine to have your wash cycle begin at a certain time.


Fagor dryers are also capable of drying up to 18 lbs of clothes at once. The new 32-gallon stainless-steel drum dries large articles and bed linens with maximum drying results.

Fagor's dryers are equipped with a reversing anti-crease system. This creates an intermittent rotation of the drum in both directions. It prevents wrinkles from forming and separates the garments.

Other excellent features include a 180 degree door opening which makes loading and unloading an easy task and delayed start of up to 24 hours allowing you to make better use of your time. It also includes an interior drum light that provides better illumination. Fagor dryers are available in classic white and silver to compliment the washing machines.

For more information, please visit: www.fagoramerica.com, or call 201.804.3900.

ABOUT FAGOR AMERICA INC.

Present in the US since 1992 with high-quality stainless steel cookware as the core product offering, today Fagor's North American appliance line consists of induction, gas & radiant cooktops, refrigerators, dishwashers, convection ovens, range hoods, built-in coffee machines, washers & dryers. Fagor products bring together efficient, eco-friendly European styling tailored to American consumer's needs. They are distinguished for having beautifully designed products constructed from the finest materials, and are user friendly and consistently reliable. For more information visit: www.fagoramerica.com 



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Interactive LCD display constantly keeps you informed of the machine's status.

Advanced Balance System (ABS) electronically controls and balances weight distribution within the unit.

Reversing anti-crease system separates garments & prevents wrinkles from forming.

Extra large hatch with tilted drum creates an ergonomically correct loading/unloading experience.



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WATER, INC. PARTNERS WITH BODY GLOVE

—INTRODUCES A 3M MANUFACTURED BODY GLOVE WATER FILTRATION SYSTEM—

THE GREENEST ALTERNATIVE IN WATER FILTERS CAN SAVE UP TO 9,000 PLASTIC BOTTLES ANNUALLY

Water, Inc, along with Body Glove, introduces the Body Glove Water Filtration System – the most advanced and eco-friendly water filtration products on the market. Manufactured by 3M, a leader in green innovative technology and the highly environmentally-conscious Body Glove, the Body Glove water filters are proven to provide the healthiest drinking water for your family, while reducing the overfilling of landfills and protecting the ocean from toxic pollutants.

“We are extremely excited to partner with Body Glove, a leader in green technology and environmental protection, with a 3M manufactured product,” says Rick Tarantino, Executive Vice President, Water, Inc. “The launch of the Body Glove Water Filtration System will truly redefine the way homeowners consume healthy drinking water, while doing their part to protect the environment.”

The Body Glove product line includes four models to suit all lifestyles—BG-1000 (1,000 gal capacity), BG-3000 (450 gal capacity), BG-12000 (1,000 gal capacity) and an upgrade cartridge, the BG-3000R (350 gal capacity). Using a unique and patented Tri-Stage filtering design, the BG-1000, BG-3000 and BG-3000R combine three powerful filtering processes into one recyclable polymer filter housing. Water is first treated by KDF-55 media for bacteriostatic and scale control. Next, a Micro-Filter Wrap more evenly traps sediment particles while maintaining overall flow rates. Lastly, water flows through the patented carbon block filter. The most powerful of them all, the BG-12000 takes filtering one step further by running the water through a patented 0.2 micron pharmaceutical-grade membrane. Each of the Body Glove systems has a 50 percent increased flow rate over competitive systems. While providing a safe and healthy drinking water alternative, the Body Glove brand also promotes protecting the environment. Each Body Glove water filter uses a patented

corn-based biodegradable label, along with 100 percent recyclable polymer filter housing. This product also helps eliminate the need for 2 million tons of plastic water bottles that end up clogging landfills annually. The Body Glove Water Filtration Systems have been developed with a built-in cartridge recycling program that allows filters to be recycled conveniently by calling 1-888-62-REUSE (73873). Fully committed to helping protect the world's

oceans, waves and beaches, Body Glove and Water, Inc. are donating a percentage of every sale to the Surfrider Foundation.



BODY GLOVE
WATER FILTRATION SYSTEMS



Surfrider
Foundation

ABOUT WATER, INC.

Water, Inc., a premier distributor of luxury water products, decorative plumbing and high-end appliances for the home, specializes in the distribution and sale of premium brands including Asko, Perlick, Eurotech, HousePure, Enviropure, EverBrew, Brew Express, EverCold, EverHot and Body Glove Water Filtration Systems. For more information about Water, Inc., call 800-322-WATER (9283) or visit www.waterinc.com

ABOUT BODY GLOVE

Founded in 1953, Body Glove is a leading, worldwide action sports brand specializing in wetsuits, swimwear, clothing, footwear, accessories, and technology accessories. The company sponsors one of the most respected surf and wakeboard teams in the industry with such powerhouse names as pro surfers Bruce Irons, Mike Losness, Alex Gray and Holly Beck and wakeboarders Rusty Malinoski, Shelby Kantar and Jeff McKee. Through Reef Check, SIMA's environmental fund, and the Surfrider Foundation, Body Glove works to preserve the purity of the waters it loves. Body Glove products are sold in the U.S. by a network of independent retailers. Body Glove is also sold in approximately 50 countries internationally. **RO**



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- The Body Glove System represents the annual savings of over 9,000 plastic bottles! Enjoy the convenience and taste of refreshing filtered water on-demand knowing that you are contributing to a *cleaner, greener environment.*
- All of this translates into a green and responsible alternative to plastic water bottles, which continue to overload landfills and pollute oceans.

TRISTAGE
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MICRO-FILTER
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KDC

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.

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 below for additional information on submitting your entries.

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.

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. Student projects entered must be completed by an individual student designer; co-designers are not permitted for student entries.

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.

Entries must include all of the following:

- Completed official entry form with model numbers of the Sub-Zero and Wolf products.
- Floor plan and elevation or perspective drawings, (8.5" x 11" format preferred).
- A minimum of two 5" x 7" or 8" x 10" color photographs of the completed design. Additional photos are welcomed with "before" shots if possible.
- A written narrative of no more than 200 words describing your kitchen design. We want to hear about the design challenges you faced and how you overcame them. Click here for additional narrative information. | *continued on page 38* |



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and our knowledgeable consultants will help with any questions you might have.



SHOWROOM

KITCHEN DESIGN CONTEST | *continued from page 36* |

Designer or firm name must not appear on any plans, narrative or photographs. Entries must be received by January 8, 2010 to be eligible. A panel of industry professionals selected by Sub-Zero and Wolf will evaluate all entries. The decisions of the judges are final. Regional and international winners will be notified and announced the week of February 8, 2010.

Contestants are encouraged to enter more than one design in the Sub-Zero and Wolf 2008-2009 Kitchen Design Contest. A completed entry form and all items listed must accompany each entry.

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.

SUSTAINABLE "GREEN" CATEGORY ENTRY DETAILS

We would like to recognize the design community's commitment to sustainable living when building and remodeling homes, by including a sustainable "green" category in our contest. Kitchen entries must include at least one full-size Sub-Zero built-in or integrated unit 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. For a list of Energy Star and energy efficient Sub-Zero and Wolf products, go to growagreenkitchen.com.

Other requirements may be any of the following initiatives:

- Utilization of space. Rework an existing area in a flexible and efficient manner.
- Reuse of existing materials. Reuse existing materials such as cabinetry, countertops and sinks. Minimize changes to location of plumbing, gas and electrical.
- Recycling or disposing of materials. Recycle appliances, cabinetry, and other materials or donate to a charitable organization for reuse.
- Use of sustainable products. Use sustainable flooring, cabinetry, countertops and other materials. Keep in mind that some sustainable materials may not be considered "green" due to non-sustainable shipping costs.

Sustainable "Green" entries must include all of the following:

- Completed official entry form with model numbers of the Sub-Zero and Wolf products.
- Floor plan and elevation or perspective drawings, (8.5" x 11" format preferred).
- A minimum of two 5" x 7" or 8" x 10" color photographs of the completed design. Additional photos are welcomed with "before" shots if possible.
- A written narrative of no more than 500 words describing how you were able to achieve a sustainable "green" space, unique situations or challenges you faced and how you overcame them. Refer to the design narrative suggestions on the back of the official entry form. [Click here for additional narrative information.](#)

Designer or firm name must not appear on any plans, narrative or photographs. Entries must be received by January 8, 2010 to be eligible. A panel of industry professionals selected by Sub-Zero and Wolf will evaluate all entries. The decisions of the judges are final. Regional winners will be notified and announced the week of February 8, 2010. Contestants may enter more than one design in the Sub-Zero and Wolf 2008-09 Kitchen Design Contest. A completed entry form and all items listed must accompany each entry. 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.

| *continued on page 48* |



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See Yourself In The Digital Economy

CE Spotlights at the 2009 International CES®

Content@CES
LVCC, Central Hall

CES has emerged as the key event for the content community. As digital technology creates a paradigm shift, allowing information and entertainment to cross multiple platforms, Content@CES is the must-attend hub for the content community. Make sure to see NBC Universal, Sony Pictures Television and other companies that create, deliver and distribute content in one central location.

Located within the Gaming Showcase is the **Underground Gaming Series**, the premier professional-level video gaming event and tournament circuit that doubles as a "sniper-shot" guerrilla marketing vehicle. The UGS features next-gen and multi-genre gaming events; a fair and fun open competition to all skill levels. Here's what you can expect to see here:

- Multi-platform and multi-genre video-gaming
- Intense competition, the best of the best
- The who's who in the digital gaming market

Digital Imaging Showcase Digital Imaging
LVCC, South Hall 3

As the digital imaging market continues to soar, there is no better opportunity to view the latest technologies all in one place. Come see more than 30 companies in 7,000 square feet of exhibit space as they provide solutions to digital imaging and CE retailers.

Innovations 2009 Design and Engineering Showcase
Sands Expo and Convention Center,
Booth #72062

See the newest and most innovative consumer electronics in the industry's hottest product categories at the Innovations 2009 Design and Engineering Showcase. The exclusive Innovations competition honors outstanding design and engineering in consumer electronics and you can check out all the honorees showcased at the Sands.

Experience CEA
LVCC, Grand Lobby

Visit Experience CEA to learn about the programs and initiatives CEA is working on to grow the consumer technology industry. Experience our showcase of retail training programs, consumer education efforts and discover what's new in CE market research.

Just outside of the Innovations Showcase is **Innovations Plus**, the high-traffic home for all the latest products in the CE industry. One of the hottest destinations at the show, this area includes exhibitors with new products, releases or versions. The Sands will open an hour early each day at 8 a.m., with the Sands/Venetian Express shuttle running continuously between the LVCC and the Sands.

Gaming Showcase
LVCC, South Hall 2

The Gaming Showcase features gaming hardware, software and casual gaming with the entire range of CE products — from online PC and HD gaming, plasma HDTV and home theater furniture to surround sound and power conditioning hardware. CES truly is a game buyer's paradise.

International CES TechZones
All Venues

There's just no denying the power of a CES TechZone. These pockets of market-specific technology will draw you in and then surround you with emerging products and the companies that were innovative enough to bring this mind-blowing technology to consumers all over the world. Get ready for more than 15 TechZones at the 2009 CES. Visit CESweb.org/TechZones for more information.

See Yourself In The Digital Economy

CE Spotlights at the 2009 International CES® cont'd

International Gateway
Las Vegas Hilton

Expand your global network by visiting the International Gateway. Located in the Las Vegas Hilton, the International Gateway features more than 800 exhibitors showcasing the latest innovative technologies and products from around the world.

**Kids@Play****Sands Expo and Convention Center**

"Exploring the lives of kids in a digital world." Kids@Play is an exhibition providing an unparalleled opportunity to meet with retailers, content providers, distributors, game developers and hardware manufacturers who drive the world that digital kids inhabit.

**Location Based Services**
LVCC, North Hall

Location Based Services is the premiere location for providers of custom technologies that deliver highly personalized mobile services based on location, allowing the mobile network operator to offer differentiation to its customers.

Highlights Include:

- Portable and in-car navigation devices and services
- GPS services
- Digital mapping for vehicular navigation
- Personalization of mobile services, based on location

Sustainable Planet
LVCC, North Hall

Technology that is changing the world... literally! This CE Spotlight serves as the premier location for world-changing technology, whether benefiting the environment or contributing to the cultural development of growing nations. An umbrella for both the Technology and Emerging Countries (TEC) and Greener Gadgets TechZones, the Sustainable Planet Spotlight displays products and services making it possible for every person on this planet to stay connected, informed and live sustainable lifestyles. Stop by the Sustainable Planet Stage to see products take action as exhibitors demonstrate the potential impact of their inspiring technologies.

**Silvers Summit**
Sands Expo and Convention Center

Currently there are about 78 million boomers in the U.S. This generation is maximizing the benefits of the digital age. Silvers Summit will showcase products and services that keep boomers engaged, entertained, connected and healthy.

Wireless World
LVCC, South Hall 3

Wireless World at CES is a key spotlight featuring prominent industry leaders with the latest in handsets and accessories. Within Wireless World you will find the Wireless Mobility brought to you by Qualcomm TechZone, and the entire value chain from manufacturers to distribution to content and accessories.



EHX FALL 2008 DELIVERS VALUE TO CUSTOM ELECTRONICS INDUSTRY

THOUSANDS OF CE PROS LEARN HOW TO GROW BUSINESS AND PROFIT IN TODAY'S MARKET



The Electronic House Expo (EHX) Fall 2008 concluded Friday, November 7, providing thousands of custom electronics industry professionals with the knowledge and technologies they need to grow their business and stay ahead in today's market. EHX Fall 2008 produced by EH Events and sponsored by the Consumer Electronics Association's (CEA)[®] TechHome Division, ran November 4-7 at the Long Beach Convention Center.

EHX will partner with the Consumer Electronics Association to launch EHX@CES beginning in January 2010. EHX@CES will take over for EHX Fall and will provide both exhibitors and attendees a central area to showcase and explore emerging technologies and products serving the custom electronics industry. Professional installation companies, manufacturers and service providers that have come to recognize the EHX brand as the leader in connecting the custom electronics industry will now enjoy even greater benefits through this expansion of the EHX brand to the International CES.

"The custom installer market trusts EHX to deliver a quality show experience," said Jim Wagner, General Manager of EH Events. "We are encouraged by the positive response following our decision to move EHX to the International CES in January 2010. This event positions us well for a tremendous show in Las Vegas in 2010."

EHX Fall 2008 delivered the latest trends and critical technologies to advance the business of custom electronics professionals. With the guidance of CE Pro editors, the EHX advisory board, and feedback from past participants, EHX Fall was refined to better meet the needs of its attendees. Over the three days of Expo, exhibitors had the opportunity to interact directly with a highly qualified group of CE professionals and showcase their products to an eager audience.

EHX Fall 2008 stayed ahead of the curve by shedding light on rising trends in the CE industry. Destination Stations, located directly on the expo floor, provided product information, free training and strategies on

emerging business opportunities. The Outdoor Living area offered five hours of educational programming in a simulated backyard setting fully equipped with high quality products to rival those indoors. The Interactive Gaming zone, led by gaming expert Andrew Finkel, showcased some of the latest technology integrated in a high-end home theater system. Attendees got the chance to test their skills against the PMS professional gaming group in competitions that drew hundreds of on-lookers.

For the first time in show history, EHX Fall offered a comprehensive lineup of conference programs powered by CE Pro Magazine. Sessions covered the hottest issues impacting the CE industry—system financial management, IP based audio and video, sales and marketing, showroom operations, emerging technologies and green technologies. In addition, EHX Fall 2008 offered high-end workshops and mini boot camps, including Worthington University, Residential Retrofit Installation Techniques, High End Home Theater Design and Mastering the Rockefeller Habits.

The 7th Annual Multi-Room Awards recognized significant contributions to the multi-room audio, video and lighting markets. Twenty awards were presented in a wide variety of categories with Crestron's AMS-AIP All-Inclusive Multi-Room Audio System landing top honors as the Best Overall Product.

EHX Spring 2009 will be held March 10-14 at the Orange County Convention Center in Orlando, Florida. For more information on EHX, please visit www.ehxweb.com.

ABOUT EHX

Electronic House Expo, a Tradeshow Week magazine Fastest 50 event for five years running, is the fastest growing trade event of the \$13 billion custom electronics industry. Held twice annually and sponsored by CEA's TechHome Division, EHX attracts a large and dynamic audience of custom electronics integrators, retailers and allied trades to interact with leading suppliers of audio/video entertainment, digital convergence, networking and communications, comfort and control, and security and electrical products. For more information, visit www.ehxweb.com.

ABOUT CEA

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$173 billion U.S. consumer electronics industry. More than 2,200 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES—Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA's industry services. Find CEA online at www.CE.org.

Follow the 2009 International CES on Twitter at twitter.com/2009CES and visit the International CES Page on Facebook. [RO](#)

UPCOMING CEA EVENTS

CES Unveiled: The Official Press Event of the International CES—January 6, 2009, Las Vegas, NV

2009 International CES—January 8-11, 2009, Las Vegas, NV

Digital Music Forum East—February 24-25, 2009, New York, NY

Greener Gadgets Conference—February 27, 2009, New York, NY

EHX Spring 2009—March 10-14, 2009, Orlando, FL

CONNECTIONS™ Europe: Strategies for Digital Living Markets—March 31, 2009, Nice, France

Digital Patriots Dinner—April 22, 2009, Washington, DC

CEA Washington Forum—April 22-23, 2009, Washington, DC

LA Games Conference—May 20-21, 2009, Hollywood, CA

Digital Downtown—June 10-12, 2009, New York, NY

13th Annual CEO Summit—June 17-20, 2009, Dana Point, CA

2009 SINOCES—July 9-12, 2009, Qindao, China

2009 CEA Industry Forum—October 18-21, 2009, Phoenix, AZ

CES New York Press Preview featuring CES Unveiled @ NY—November 10, 2009, New York, NY



CONSUMER ELECTRONICS ASSOCIATION ANNOUNCES 2009 BOARD OF INDUSTRY LEADERS

EXECUTIVE BOARD AND INDUSTRY LEADERS ELECTED AT CEA'S ANNUAL MEMBER MEETING

Leaders from across the diverse segments of the consumer electronics industry, including the first-ever retailer Chairman, will serve on the Board for the Consumer Electronics Association (CEA)[®]. CEA announced its Executive Board will be chaired by Gary Yacoubian, president and COO, MyerEmco Audio Video and Henry Chiarelli, president of DBL Distributing, LLC, will serve as vice chairman.

"The 2009 Board of Industry Leaders serves as the conduit of our 2,200 member companies," said Gary Shapiro, president and CEO of CEA. "Their volunteer leadership helps protect our industry's interests through one resounding voice. With a retailer and a distributor taking leadership roles on our Executive Board alongside our manufacturer members, CEA truly represents our entire industry."

Members of the Board of Industry Leaders are elected by CEA members. The Executive Board, which is elected by the Board of Industry Leaders, determines CEA policies, manages the association's affairs and defines qualifications for membership.

Pat Lavelle, president and CEO, Audiovox Corp., will remain on the Executive Board as the Immediate Past Chairman. New Executive Board members include Jim Bazet, president and CEO, Cobra Electronics; Randy Fry, president, Fry's Electronics; Paul Sabbah, president, Stamford International; John Godfrey, vice president, government and public affairs, Samsung. Returning Executive Board members include Michael Mohr, president, Celluphone Inc.; Steve Caldero, senior vice president and COO, Ken Crane's Home Entertainment; Loyd Ivey, chairman and CEO, Mitek Corp; Jay McLellan, president and CEO, Home Automation Inc. and Grant Russell, president, Kleen Concepts. Peter Lesser, president and CEO, X-10 USA Inc., remains CEA's Industry Executive Advisor. Gary Shapiro, president and CEO, CEA, will serve on the Executive Board along with Glenda MacMullin, CEA, as treasurer and Karen Chupka, CEA, as secretary.

New members elected to the Board of Industry Leaders include: Ilana Diamond, president and CEO, Sima Products; Rick Goricki, vice president sales-mobile, Plantronics Inc.; Bruce Borenstein, executive vice president, sales, The Neat Company; Tom Cumberland, vice president, research and

development, Axiom Audio Ltd.; David Epstein, president, Sound Solutions; Noel Lee, "head monster," Monster Cable Products Inc.; Peter Fannon, vice president, technology policy, government and regulation, Panasonic; Cat Fowler, vice president marketing, inside sales and customer services, ELAN Home Systems LLC, Sunfire and Home Logic; Rachelle Friedman, co-CEO, J&R Music and Computer World; Jim Hamilton, CEO, PowerMat, LLC; Steven Howcott, general manager, JVC Company of America; Charles Mauzy; Daniel Pidgeon, chairman, Starpower; David Rodarte, president and COO, NuVo Technologies LLC; George Stepancich, CEO, GoldLantern, LLC; Ken Wirt, vice president, consumer marketing, Cisco Systems; Steve Witt, vice president of marketing, Alpine Electronics of America, Inc.

CONSUMER ELECTRONICS ASSOCIATION INDUCTS TWELVE INDUSTRY LEADERS INTO 2008 CE HALL OF FAME

At the ninth annual Consumer Electronics Hall of Fame awards ceremony held last night, 12 prominent industry leaders joined the 121 inventors, engineers, retailers, journalists and executives inducted since 2000.

Speaking at the Consumer Electronics Association's (CEA)[®] Industry Forum in Las Vegas, Gary Shapiro, president and CEO of the association that created the awards program, praised the inductees for their phenomenal contributions to the growth of the industry, which is expected to exceed \$173 billion this year.

"The energy and commitment of these Hall of Fame inductees is behind the phenomenal growth and strength of our industry. And now, their great contributions are influencing a new generation of innovators to continue our success," he said.

THE 12 NEW MEMBERS OF THE CE HALL OF FAME ARE:

- **Jewel and David Abt**, founders of Abt Electronics
- **Joe Clayton**, chairman, former president and CEO of Sirius Satellite Radio
- **Dean Dunlavey**, attorney, who argued the Sony 'Betamax' case before the Supreme Court
- **Hans Fantel**, founding editor of *Stereo Review* and *New York Times* columnist
- **Eddy Hartenstein**, founder and chairman of DirecTV
- **Ken Kutaragi**, lead developer of the Sony PlayStation gaming console

- **Warren Lieberfarb**, helped to broker a DVD format while president of Warner Home Video
- **Dr. Fritz Sennheiser**, founder of Sennheiser
- **Richard L. Sharp**, former chairman and CEO of Circuit City
- **Martin Cooper** and **Donald Linder**, developers of the first cellular phone

All of the inductees were present or had representatives accepting the awards on their behalf. Daniel Sennheiser accepted the award for his grandfather, Dr. Fritz Sennheiser, who is 96 and unable to travel from Germany. He said that he sent his appreciation for the award and added, "We will continue to produce excellent products. We hope to earn your confidence and respect."

Another inductee, Rick Sharp, formerly of Circuit City said, "Business is a team sport. I am so proud of the team that we put together during those years. The most important commodity you have is your people. It was a critical component." Referencing Circuit City's current difficulties, he added, "I certainly hope the industry will help Circuit City continue to be successful."

Donald Linder and Marty Cooper received a team award for developing the first cellular phone that has revolutionized the way the world communicates. Linder said, "We saw the advantage of having a radio that you could take with you not one that was bolted in your car. Our marketing people thought it would be successful if 100,000 people used it, today 3 ½ billion people in the world have cell phones." Marty Cooper said, "It used to be that you called a place, now you call a person wherever they are."

Joe Clayton, former RCA executive and CEA chair concluded the awards ceremony. He said, "Tonight I share this honor with my team. The success of our products is driven by one constituency, the consumer, not government mandates." He added, "The consumer is king and will determine our success in the marketplace."

The Hall of Fame inductees were chosen by a panel of judges from nominations submitted by industry professionals. Judging for the 2008 Hall of Fame took place on February 19 in New York.

Additional information about the CE Hall of Fame and bios of the inductees are available at www.CE.org.

CES CONFERENCE SESSION PRICING

- **All Access Pass (\$1099 advance/\$1299 on-site)**
BEST VALUE!
Includes the entire Ultimate Pass PLUS Billboard's Digital Music Live!, CONNECTIONS™ Summit, Consumer Electronics Supply Chain Academy, Consumer Robotics

Industry Development Program, Flash Memory—The Future of Consumer Products, Fourth Generation Mobile Forum®, Kids@Play, P2P Media Summit LV, Silvers Summit and Understanding Moisture/Reflow Sensitivity for IC Packages.

- **Ultimate Pass (\$799 advance/\$999 on-site)**
Includes all CES Knowledge Track sessions, Digital Hollywood, Cable Conference at CES, CES Reinventing Advertising, CES Mobile Entertainment and CES Game Power Sessions.
- **Full Knowledge Track Pass (\$499 advance/\$699 on-site)**
Includes all CES Knowledge Track sessions and Digital Hollywood.
- **Hollywood Express Pass (\$635 advance/\$875 on-site)**
Includes Digital Hollywood and Cable Conference at CES
- **Single Session Pass (\$179 advance/\$279 on-site)**
Includes any session within the CES Knowledge Track and Digital Hollywood.

The International CES is the consumer technology industry's largest educational forum, featuring more than 200 conference sessions and 500 expert speakers. It's where to hear about upcoming trends, to understand new technology and to delve deep into technical training. More than 15 partners are poring over material now, prepping to get you in the know.

Try flipping through the all-new virtual CES brochure by going to www.retailobserver.com, viewing the December issue and then clicking on the **CES link** on this same page.

MARK YOUR CALENDARS FOR FEBRUARY 2009 GREENER GADGETS CONFERENCE

With the current economy and the fragile state of our environment, we are constantly finding newer, safer ways to improve production and efficiency of our products. Hybrid vehicles, alternative energy, sustainable design and architecture. But how does this relate to consumer electronics? Join CEA for the second annual Greener Gadgets Conference on February 27, 2009 at the McGraw-Hill Conference Center in New York, NY. This one day event gathers leaders from top CE companies like HP and Nokia alongside designers, engineers, students, investors and press from the green business world to discuss the sustainable future of consumer electronics. The conference will also feature a design competition showcasing tech innovations that will change the way we think about and use CE products. Demonstrate your company's leadership and commitment to green practices at the 2009 Greener Gadgets Conference. **RO**

THE NKBA OFFERS APPLIANCE COURSE FOR KITCHEN PROFESSIONALS

The National Kitchen & Bath Association (NKBA) has developed a new Advanced Appliance Course to debut at the 2009 Kitchen/Bath Industry Show & Conference (K/BIS®), which will take place from April 30 to May 3, 2009 at the Georgia World Congress Center in Atlanta. The NKBA is pleased to announce *The Retail Observer* as the course's official trade publication sponsor and Dacor, Inc. as the first corporate sponsor of the course.

The Advanced Appliance Course is for the seasoned professional with at least two years of industry experience. This course uncovers the expanded role of the designer with the consumer. Students will gain a more in-depth understanding of cooking and ventilation principles and applications, as well as refrigeration and cleaning technology that affect design and consumer satisfaction. Worldwide standards and the 'green' movement's affect on technology will also be discussed. The course covers installation ramifications with cabinetry and design, installation examples, and Energy Star and LEED standards.

"We are proud to be part of the NKBA's efforts to help educate and advance the knowledge base of the kitchen and bath industry" said Eliana Barriga, Publisher of *The Retail Observer*. "It has been the mission of our magazine for 39 years now to keep designers, dealers, and anyone else involved in the sale of appliances up to date on current trends and products in this sector of the industry."

"We are excited to be a part of the NKBA Advanced Appliance Courses, which provide kitchen design professionals with an advantage that will help them service their clients more effectively," said Steve Joseph, Vice President of Marketing at Dacor. "The course is designed to provide industry professionals at all levels with an in-depth understanding of the difference the details make when it comes to kitchen appliances."

Other sponsorship opportunities are available for the course, and partners will be able to include their products in the development of the program, in addition to receiving national coverage and the opportunity to host the class at their showrooms or training facilities. Not only will this provide industry members with access to a company's product throughout the presentation, but by hosting a class, students will also be immersed in those products.

The course will run approximately seven to ten times at various facilities throughout the United States. Plans for web-based seminars and chapter programs will be posted

on the NKBA's website at NKBA.org at a later date.

For information on sponsorship opportunities in the Advanced Appliance Course, contact NKBA Business Development at sponsorship@nkba.org or 1-800-THE-NKBA (843-6522), x3362.

ABOUT THE NATIONAL KITCHEN & BATH ASSOCIATION

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

NKBA RELEASES ITS OFFICIAL STATEMENT ON THE IMPORTANCE OF GREEN DESIGN AND BUILDING PRACTICES

The NKBA is thoroughly committed to sustainability and preserving the environment. To express the importance that the NKBA places on sustainable design, building practices, and materials, the association has just released a statement on sustainability that conveys its position on green products and practices, while outlining some of the steps the NKBA is taking to lead the industry in this area.

The statement was developed by the NKBA's Ad Hoc Sustainability Committee, which is chaired by 2008 NKBA Vice President Mark L. Karas, CMKBD, who said, "This statement on sustainability is just one step in the NKBA's leadership of the kitchen and bath industry toward environmentally responsible building and remodeling practices."

"The NKBA realizes the special importance that the kitchen and bath have in sustainable design, as each consumes more water and electricity and has a greater impact on health and safety than any other rooms in the home," said 2008 NKBA President Sara Ann Busby, CKD. "As President of the National Kitchen & Bath Association, my primary goal has been to increase awareness of sustainability in kitchen and bath design, and I'm very excited that the NKBA is leading the industry toward ecologically sound products and procedures."

The complete text of the NKBA's statement on sustainability is as follows:

The National Kitchen & Bath Association (NKBA) is the largest association exclusively dedicated to the kitchen and bath industry. With eleven various industry segments, the NKBA's greatest strength is the diversity of its members. The National Kitchen & Bath Association is thoroughly committed to sustainability and our responsibility to the global environment, and we actively encourage our members to contribute to the integration of green practices in the kitchen, bath and related industries.

The kitchen and bath are two rooms that consume much of the energy and water used in the home. The NKBA is committed to helping its members understand and learn the environmental impact that the creation and use of these rooms can have on energy, water, air quality, health, safety, and welfare in the home and the environment.

In addition, to realize a return on investment for practicing sustainability, the NKBA urges its members to look for shared values between business and environmental initiatives.

Understanding of Terms: Green is to be earth friendly. Sustainability, in the context of the environment, is to make use of processes and materials that can be maintained, reused, or recycled for an indefinite period in order to reduce and eliminate toxins while minimizing the negative impact on the environment. For a more extensive list of terms:

see NKBA.org/Green.

The National Kitchen & Bath Association promotes sustainability on a number of fronts:

- Mission of the Board: To educate our members to be better stewards of the environment for today and for future generations.
- National Headquarters:
 - Adopted practices, policies, and training for employees to “live and work” in a sustainable organization
 - Working towards greening its major conferences, such as K/BIS, by recycling and exploring methods to conserve water and energy use
 - Encourages members to make every attempt to teleconference, carpool, and use e-mail notices in lieu of paper mailings
- Education and Networking: To provide current educational programs on sustainability. The NKBA provides networking opportunities to share best practices through chapter programs and meetings. For current educational courses and chapter meetings, visit NKBA.org/Courses.
- Members' Responsibility: To educate clients on sustainable practices in the selection and specification of materials for every product within their homes.
- Partnering: To create alliances with like associations in order to provide resources and opportunities that help to educate our members. [RO](#)

Bring the Industry's Top Buyers to Your Showrooms

Sponsor the NKBA's Advanced Appliance Course*

The NKBA offers a unique opportunity to lead the industry in advanced appliance education. By sponsoring this course, your company will enjoy these benefits:

- Inclusion of your company's products in the course content
- Courses held at your showroom locations throughout the U.S.
- Opportunity to promote your products' benefits in your showrooms
- Complimentary course registration for up to 12 employees
- Company logo on KBIS.com, NKBA.org, and in the K/BIS conference brochure

The **RetailObserver**

The Retail Observer is the official trade publication sponsor of the NKBA's Advanced Appliance course.



NKBA EDUCATION - COURSE PARTNERSHIPS

NKBA[™]
National Kitchen & Bath Association

CALL TODAY 800-THE-NKBA x3362 or e-mail sponsorship@nkba.org

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

NATIONWIDE MARKETING GROUP CALLS MEMBERS TO TAKE CHARGE IN 2009

REGISTRATION NOW OPEN FOR PRIMETIME! IN NEW ORLEANS

Nationwide Marketing Group (NMG) announced that onlineregistrationisnowopenatwww.nationwideprimetime.com for the next PrimeTime! by Nationwide to be held on March 8-11, 2009 at the Hilton Riverside in New Orleans.

According to NMG, the theme for PrimeTime! in New Orleans will be Take Charge: Tactics, Trends and Savings. Vendor partners will be offering millions of dollars in savings on top brand merchandise through the successful CashBack Now program and special show exclusive offers.

"In New Orleans we will be challenging our member dealers to take charge of their businesses, take charge of their finances, take charge of their future by strategically utilizing the benefits that their membership provides and by taking full advantage of all the resources available to them at PrimeTime!," said Robert Weisner, Executive Vice President of Nationwide Marketing Group.

The new Take Charge theme will spill over to the focus of PrimeTime! University classes which will be on successful tactics members can use to remain lucrative. Also

in New Orleans, industry leaders and the NMG leadership team will be presenting timely reports on the latest financial and product trends.

"Although NMG has always provided our members with the resources and tools needed to succeed, this PrimeTime! we will be stepping it up a notch and challenging our members to take action and take charge in 2009!"

PrimeTime! by Nationwide is the largest vendor exhibition and buying show for appliance, electronics and furniture independent dealers in the country. Over 3,000 attended last year's buying show at Mandalay Bay Resort in Las Vegas that included a 250,000 sq ft showroom floor, free training and seminars as well as performances by guest speaker Roy Firestone and inspirational artist Michael Israel.

To register for PrimeTime! in New Orleans and to keep up to date on the latest news and announcements go to www.nationwideprimetime.com or call Sterling Events Guest Services at (800) 777-8741. **RO**

KITCHEN DESIGN CONTEST | *continued from page 38* |

CATEGORIES/PRIZE STRUCTURE

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, the Designers' Choice Award has increased to \$15,000 from \$5,000 and has been included to give regional and international winners an opportunity to be judged by their peers via online judging. We have also added a Sustainable "Green" Category recognizing the use of sustainable, energy efficient and recyclable materials.

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 a contemporary/minimalist kitchen—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. **RO**

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more comfortable living...

...for the KITCHEN



...for the BATH



...for the HOME



BRAND SOURCE SUMMIT EXCITEMENT GROWS

Twice a year, Brand Source members meet nationally for educational seminars and special buying fair specials. In the past, the August show was always the largest but in March 2009, Brand Source will combine all of its regions and divisions for the largest event industry event of its kind.

Home Entertainment Source, the consumer electronics custom installation division, will feature exclusive educational and training sessions specifically for the custom installation business. TRIB rent to own members will participate in their annual Hot Show specials, as well as RTO industry specific educational sessions and seminars. Brand Source and Sleep Source members will participate in appliance and sleep industry sessions as well and all members are invited to participate in the Stampede special buying event.

Sleep Source, the Brand Source exclusive turnkey mattress stores, will feature a new in-store display for appliance and electronics dealers who wish to add a new profit center to their business. The display highlights ten sleep sets that can be installed in a 300 sq. ft. display area. This is in addition to several free standing store floor plan programs available to retailers looking to increase floor traffic and profitability.

At the same time, Brand Source Service is hosting the Service and Retail Convention (SRC09) in conjunction with the Brand Source Summit, providing members from the Service event and the Summit event to have access to each other's convention floors.

SRC09 classes will include business management training covering profit opportunities in the service industry, understanding service cost of business, negotiating fair warranty rates, best practices industry roundtables and much more.

Technical classes will include the major brands as well as many premium manufacturers, with hands-on tear down instructions.

BRANDSOURCE.COM LAUNCHED

In 1985 there were 200 web domains. Today there are over one trillion internet pages on line. The biggest goal web sites need to have is being discovered on the first page of an internet search, and more specifically, near the top of that page.

The all-new and greatly improved Brandsource.com does exactly that. Over seventy percent of today's appliance, electronics and furniture shoppers turn to the internet first, for product information before choosing a store to shop at. The majority of today's shoppers visit one or two stores at the

most before making their purchase decision. BrandSource.com is designed to help consumers make an informed buying decision, explaining the benefits of top loading and front loading laundry products, bottom freezer refrigerators or side by side refrigerators, and the difference between plasma and LED HDTVs.

Brand Source members have an option of adding a shopping cart to their local web page and adding their individual weekly or monthly promotions. This is a major step forward in web site design and in providing Brand Source members with the latest in web technology.

The site is designed to engage and educate the shopper as well as provide the information of where to buy if they choose learn on line and

visit a store to make their actual purchase.

In 2000, BrandSource.com was the first national web site offering appliances, electronics and furniture sales with delivery provided by local member stores. The new BrandSource.com web site was designed from the ground up, with the consumer in mind.

The next step in the new web site process is a complete redesign of the members 'backroom' communications area. The new backroom will be available for members December 1, 2009 and will provide more news and easier to locate program information.

Once again, Brand Source is leading the way in Ecommerce technology and information systems. **RO**

THE SUMMIT



March 22nd- 25th, 2009

Dallas, Hilton Anatole

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Danby's premium line of Silhouette built-in appliances were designed as much for our retail partners as they were for today's fashion savvy yet value driven consumers.

Boasting the latest styles and features that make our competition jealous. Silhouette also provides a value the consumer can't ignore.

Our retail partners will increase their sales potential without forgoing margin because with Silhouette **the profits are built-in!**

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DISTRIBUTOR BRANDS HIGHLIGHTED- EXCEL DISTRIBUTING



Jimex's line of refrigeration equipment, ColdTech is devoted to provide the highest quality refrigeration technology available for home and foodservice use. A commercial manufacture with unique refrigeration solutions for the home. Stainless steel interior and exterior for greater durability, construction, and appearance. These units are designed for high-volume, constant heavy-duty operation NSF and ETL approved.



If you are a foodservice professional or a home chef who enjoys the social experience of preparing meals from an open kitchen presentation-style, then you'll love cooking on an Evo!



Fagor Electrodomesticos, based in Spain, is the fifth largest appliance manufacturer in Europe, the leading appliance manufacturer in both Spain and France, and the #1 induction cooktop producer in the European market. Fagor is a worldwide leader in manufacturing components for household appliances, semiconductors, castings for the automobile industry, numerical control systems, cookware and accessories since 1954.



There's a Fantech kitchen exhaust fan for almost every rangehood—from residential to commercial styles. So if you're tired of noisy, inefficient fans, check out the fans that move steam and heat up and out quickly and quietly—Fantech kitchen exhaust fans. Fantech also offers solutions to your shower and bathroom ventilation problems as well.



FCI, with its family owned manufacturing facility in the north of Italy, has provided their worldwide customers with cooking appliances for over 55 years, offering exclusive Italian design combined with modern European technology. FCI's handcrafted products exceed industry standards in performance and quality. FCI exemplifies "Best in Class" where user friendliness is the core of our success. Our proven track record of supplying leading North American companies for over 15 years and our unique 2 + 1

year warranty stands for creditability as well as customer confidence in FCI and its products.



Fulgor has specialized in building high quality built-in cooking appliances since 1949, keeping a strong focus and belief in values such as, exceeding end user and customer latent and expressed expectations, design trend setting, performance, control and innovation.



Kobe understands that if you are like most people, the only time you use your range hood is when you want to remove excessive steam, smoke, grease, and odors while cooking. During everyday use, ventilation fans are so loud that you tend to ignore the effects that even light cooking create. The QuietMode feature is so quiet that not only would it be able to operate your range hood continuously while you are cooking, but also you can leave the hood on when you have finished to remove the heat without the annoyance of fan noise.



The Küppersbusch design mandate is an old one that has stood the test of time: "Employ only those forms and materials which make for simplicity". Turning this belief into reality entails reducing the concept of kitchen to its basic and most significant elements—fire, water and storage. These elements have evolved through the ages from both personal and practical applications, and now they must be incorporated to reflect the simplicity of design and the advancement of technology. Innovation has long been a part of the Küppersbusch design philosophy and as we are never completely satisfied with mere quality and function, we constantly push the envelope for new design solutions and product details at every opportunity.



Windcrest is dedicated to the design and development of unique, professional level cooking products of the highest quality and craftsmanship. Windcrest hoods are meticulously crafted of stylish durable stainless steel in a classic canopy design. Windcrest also has a line of stainless steel gas cooktops with an industry-leading burner box depth of only 2 29/32 inches. WINDCREST...Elegance Cooking Solutions. **RO**



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BRAND BUILDING

AFFORDABLE HOLIDAY GIFTS FOR YOUR BRAND

It's hard to believe, but the holidays are upon us. This year is not likely to be as jolly as most, as the economy continues to struggle. A soft economy presents a great opportunity to invest in your brand. But in these lean times, you want to be smart with how you spend your marketing dollars.

So here is a list of economical gifts you can give your brand, providing maximum value and impact at a low cost. The costs given here are approximations. Actual costs will depend on the project and the service provider.

HOME PAGE RE-DO

Is your Web site looking tired and outdated? Building a completely new site can be an expensive and time-consuming project. Creating a new landing page is a simple way to give your site a fresh look and help create good first impressions.

Cost: \$1,500 or less.

POSTCARD MAILING

A simple, targeted direct mail postcard can yield great results in terms of awareness and even sales. You can send postcards to your existing mailing list or target specific ZIP codes in your area. With today's digital printing capabilities, printed postcards are very low cost. The key is to have a compelling offer that will make people want to visit your store.

Cost: As low as \$1,000 for design, printing and postage, depending on quantity.

E-MAIL MARKETING

Use your customer e-mails list to its fullest potential. Create an e-mail marketing campaign that is easy and cheap that allows you to instantly track results and adjust your e-mails accordingly. The first step is to create an account at an e-mail marketing provider like Constant Contact (www.constantcontact.com), My Emma (www.myemma.com) or others. Then, start creating your e-mails.

Cost: Memberships start as low as \$15 per month. You can create the e-mails yourself, or have them professionally designed for as little as \$500.

SOCIAL MEDIA

Web sites like Twitter and Facebook are beginning to demonstrate their value in business. They can be used for networking, customer service, market research and to see what people are saying about you and your competitors. All you need to do is create an account and start exploring.

Cost: Free

BLOGGING

A more advanced form of social media than those listed

above. A blog allows you to share your ideas and expertise with potential customers. The catch is you need to be able to express your thoughts concisely, and you need to provide content readers will find valuable. If you think you have something unique and interesting to say (and can commit to writing on a regular basis), then create an account on a blogging service like WordPress (www.wordpress.org) or Blogger (www.blogger.com) and get started.

Cost: Free

PUBLICITY

One of the best ways to generate awareness for your brand and is also one of the most cost-effective advertising strategies. Journalists are always looking for stories to fill their pages and airtime. This time of year for example, you'll see stories about holiday shopping tips, gift guides and trends. As a retailer, you have some expertise in these areas, so you are a potential resource for journalists.

You can hire a public relations consultant to build media lists and develop stories for you, or with a little legwork, you can achieve decent results yourself. Find out who the local consumer reporters in your area are and read their stories. Once you have a feel for the kind of information they like, e-mail or call them to offer your help for a future story. All it takes is to develop a relationship with just one journalist, and they'll keep coming back to you.

Cost: Consultant can provide basic help for under \$500 per month.

COMMUNITY INVOLVEMENT

The holidays are a great time to give back to your community through support of your local food pantry, youth club or homeless shelter. By getting involved, you become much more visible in the community. Encourage employees to volunteer. You'll have opportunities to network and to tell your story, which will lead to greater good will and brand awareness.

Cost: Only your time and energy.

I wish you all a holiday season filled with joy and laughter, and a healthy, prosperous New Year. I look forward to providing you with more ideas in 2009. **RO**

Christopher Thiede owns BUILD Communications, a branding and PR firm. Read Christopher's blog at www.ideas2chew.com.



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MY LETTER TO SANTA

Dear Santa.

It's me, Elly, and I've been really good this year. I've tried to write compelling columns, to help my clients grow and prosper and to keep learning about the art and science of retail. I've created some great seminar programs, expanded my website and tried to help independent retailers see the possibilities available to them. I've challenged them to stretch beyond their current horizons, and to become destination shopping resorts.

So, if you could, Santa, what I'd really like is for you to help me with something I've been working on for the past few years.

My mission is to help independents regain some of the market share they've lost to regional chains and big box retailers over the past 20 to 30 years.

Don't get me wrong, Santa, I don't expect you to grow the locally-owned merchants' share of the pie alone. You'll need them to pitch in and help.

So, if you could just give them some courage, a broader vision, and a real commitment to their businesses, they could be good partners in the effort.

While you're at it, Santa, could you help them define their own missions so that they know why they're working so hard?

Maybe you could help them create some measurable goals for the coming year and show them how to develop an action plan to reach those targets.

It would be great if you could help dealers discover the level of customer service they need to offer to move the needle. If they began to understand what services consumers will pay for, they could start charging for all the extras they offer their customers every day. They could start charging a fair rate for all the extras like classes and clinics, delivery and installation, for appliance haul-away and for the cords, connectors and accessories that help the products they sell work like they're supposed to. It's great customer service and the extra profits would sure help their bottom lines.

Retailers could operate more efficiently if you could help them gain financial control. It's hard, Santa, but maybe you could help them understand their balance sheets so that they'd stock the right amount of current inventory and avoid cash flow crunches.

And if you could help dealers understand the importance of their role as HR directors, they'd be able to hire the best sales associates, installers, delivery crews and support people out there. Could you teach them the

importance of consistent training, motivating and evaluating their team members? They'd start to look at their staff members as assets worth investing in rather than just an expense line item.

If we're really going to whip them into shape, Santa, we might as well get them to develop good marketing plans so that they would send a consistent message out to their prospects. They need to plan solid promotions that further their images as specialists.

Maybe if you could help me spread the message, Santa, we could get dealers to invest in their facilities so that they show their customers how the products they sell will look in their homes. You could help them design lifestyle vignettes and even whisper something about the value of housekeeping to the environment they're trying to create.

I know I'm asking a lot, Santa, but if independents really believed in themselves and in the value they create for their customers, their team members and their communities, they'd soon be the leaders and not the followers.

Now that I believe in Santa, I really do think that independents can regain some of their lost share of the customer's wallet.

And while you're at it, Santa, do you think I could also get a cuddly new robe and some fuzzy slippers?

Elly

In all seriousness, whether you celebrate Christmas, Chanukah, Kwanza or simply the season, I wish you health and happiness, long life and prosperity. May the season remind you to hope and dream and may you surround yourself with friends and loved ones.

Thank you for your comments and your feedback throughout the year. You keep me on my toes and I value our relationship.

I hope the holiday selling season beats all records and that you profitably and successfully round out 2008. **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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¹Fastest time based on smallest load/Fast Wash and Fast Dry cycles selected for various load compositions. ²Based on manufacturer specifications.

COMING EVENTS

CALENDAR 2008-09

DECEMBER-2008

- 12 NKBA Northern CA Holiday Party—The St. Francis Yacht Club-SF CA
16 NKBA AZ chapter meeting—BSH Gallery/Scottsdale, AZ (Christmas Party)

JANUARY-2009

- 6 CES Unveiled: The Official Press Event of the International CES—Las Vegas, NV
8-11 2009 International CES—Las Vegas, NV
13 NKBA AZ chapter meeting—Eurodream Kitchens & Design Gallery, Scottsdale, AZ
20-23 International Builders Show—Las Vegas NV

FEBRUARY-2009

- 9-13 Las Vegas Market “Experience the New World”—Las Vegas, NV
19-22 Mega Group USA/Best Brands Plus Convention—Renaissance Nashville Hotel, Nashville, TN
25-26 Digital Music Forum East—New York, NY

MARCH-2009

- 8-11 Nationwide Primetime—Hilton Riverside, New Orleans, LA
19-21 Hearth, Patio and Barbecue Association Expo—Reno-Sparks Convention Center, Reno, NV
22-24 International Home and Housewares Show—McCormick Place, Chicago, IL
22-25 The Summit-Brand Source Convention—Hotel Anatole, Dallas TX

APRIL-2009

- 4-7 14th NARMS Spring Conference & Exposition—The Broadmoor, Colorado Springs, CO
22 Digital Patriots Dinner—Washington, DC
22-23 CEA Washington Forum—Washington, DC
25-30 High Point Furniture Market—High Point NC
30 -5/3 K/BIS 2009—Georgia World Congress Center, Atlanta, GA.

AUGUST-2009

- 16-19 Nationwide Primetime—Walt Disney World Dolphin, Orlando, FL
24-26 Brand Source Convention —Paris and Bally's Resorts Las Vegas NV.

SEPTEMBER-2009

- 1-4 Mega Group USA/Best Brands Plus Convention—San Antonio TX
14-17 Las Vegas World Market Fall

OCTOBER-2009

- 17-20 High Point Furniture Market—High Point NC

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

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YOUR MONEY DOCTOR

Execution.

The word itself is a bit intimidating. As we continue the discussion of how the project management life cycle can help your bottom line, it is important to remember that if you did the first two phases correctly, the execution phase could be the easiest of all.

This phase of a project is generally the longest of a project life cycle. That is because it includes the creation of all of the deliverables for the customer. The deliverable is “project speak” or jargon for a tangible or intangible objects produced as a result of completion of the task. So, the execution phase must have a detailed review at its completion in order to ensure that the project has satisfactorily met all of the objectives set in the previous two phases before the project can proceed to the next phase which is project closure. Stay tuned...that’s the next article. Keep in mind that it is very important when completing a phase to review. This will help determine that all deliverables for the project have been 100% completed and that there are no outstanding risks and issues hiding behind the corner.

As I said in an earlier article, this is only as complicated as you make it. The reason for project management methods is to prevent the development problems. Keeping a problem from occurring in the first place is far easier and more cost effective than solving them. The most effective way to locate something is to look for it. For example. Frequent and unchecked changes are a known leading source for breakdowns in the executions phase of a project. Below are some areas to keep your eye on.

- Poor tracking of progress
- Inadequate definition of expectations
- Continuing changes to the purpose and scope
- Inaccurate time and cost estimates
- The project just won’t die. No definition of completion requirements
- Wrong person doing the wrong job
- Lack of adequate management

One of the most frequent problems is that the person managing the process, and possibly the entire group evolved, is completely oblivious to a major problem at a stage when it could be contained and corrected. This can be resolved by simple communication and actually taking action on important information.

The project life cycle can be your best friend or your worst enemy. This is that phase where that role is determined. If you did your homework correctly, you should breeze through this part no matter how long the duration of the tasks are. Again, it is the bottom line we are concerned about. If done properly you can save money, time and effort. If done half-heartedly it can cost you more than you can afford. **RO**

With 17 years of management experience, Gregory Hedges has developed a sharp eye for identifying inefficiencies, cross-purposes and miscommunication—and for how quickly they can affect an individual’s personal wealth. Utilizing the tools of the Four Pillars of Financial Stability and project management, he emphatically helps individuals and families set priorities and create the balance they need for their financial health. Greg holds certifications in credit counseling and project management. He is an active member of the Project Management Institute®, National Association of Credit Counselors and an Affiliate Member of the American Psychological Association.

He has spoken to many organizations including the New Mexico Mortgage Lenders Association, New Mexico Association of Mortgage Brokers, community workshops, and seminars. He is highly skilled in organization methodologies, developing a wide range of custom databases, websites and internal controls to increase effectiveness and profitability. For more information, visit www.thefourpillars.org



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CONGRATULATIONS TO MOE AND ELIANA



If you look back in this issue of *The Retail Observer*, you will see that the National Kitchen & Bath Association (also known as NKBA) is announcing their new *Advanced Appliance Course*, recognizing this magazine as the media sponsor of this ongoing event.

I too would like to recognize and congratulate the team at *The Retail Observer*, as they have made my little old magazine into a gigantic powerhouse. They have added wonderful editorial material, expanded circulation and advertising and brought it into the 21st century with technology and an online version on the web. They transformed the drab old magazine with a new four-color printing process, a new hard cover, and new graphics. They are also incorporating articles written by notable experts in finance, kitchen and bath remodeling, and appliances.

They have overhauled and modernized the magazine which is what I wanted to do, but I didn't have the education and the know-how to do it. Besides, I was getting old and wanted to sell, but I refused to do so until I found someone who had the appliance and publishing experience to make the magazine a superior product. I am so proud of what they have done.

Moe and Eliana just returned from a trip to Europe. They found many friends over there and discovered an intense interest by many Europeans in the magazine. *The Retail Observer* is now becoming an international magazine, as many manufacturers from abroad are choosing it as a means of introduction into the North American marketplace.

A BRIEF HISTORY

Many of you do not know the history of *The Retail Observer*. It is interesting and a long way back... before many of you readers were even in the business.

In 1970 I founded a tabloid newspaper called *The Northern California Retailer*. A man named Stark owned several retailer newspapers in Kansas City, Dallas, Houston, and some other southwest cities. He hired me to start a similar newspaper in Northern California. Over a few years, a good friend and wonderful man named I.B. Cupp became the publisher and eventually sold the paper to me.

The paper grew and we kept adding pages (due mostly to consumer electronics advertising) and around 1987, a very fine gentleman named Don Martin (who published appliance

newspapers in major cities in the west) bought *The Northern California Retailer* and I went to work for him. It made sense to merge *The Northern California Retailer* into his publishing empire. A couple of years later Don sold the empire (except for the wonderful Kitchen & Bath coffee table books he still produces). I was asked by the new owner to remain on board. But I was tired of working for someone else and I believed that the new owner would not be successful. I was correct.

In January of 1990 a group of distributors in Northern California asked me to start a newspaper or magazine devoted to the appliance industry. With their help, we published the first issue of *The Retail Observer* in April, 1990. In 1991 we expanded into Southern California, in 1993 into the Pacific Northwest, and from there we expanded into the Mountain States, the Southwest and the Midwest. We had become a large regional publication.

Helping me in that endeavor was Lee Boucher, who had owned appliance stores in Northern California and had recently sold them. Lee and I had been good friends for many years and when he sold his business he called me up one day and said, "Did you know that I am a frustrated journalist?"

"Come on board," I said. I gave Lee the title of Associate Publisher and Editor. In the years that I owned the magazine, Lee and I spent as much time traveling to visit manufacturers, distributors and appliance dealers as we spent in the office. It was a lot of fun, but quite frankly, while I miss the wonderful customers and friends that we have made all around the country, I am enjoying retirement very, very, much.

The Retail Observer has been highly honored and well received since its inception in 1990. Today it is honored by more people than ever before. It has gone from a regional publication, to National and now International.

BOUCHER'S CLOSE CALL

Lee Boucher had a serious lung and heart operation on October 25th and is now home recuperating. It was a close call and it will be several weeks before he will be ready to play a game of golf. If any of you wish to send him a get-well card and a salutation, please send it to *The Retail Observer*, Attn: Lee Boucher, 5542 Monterey Rd, #258, San Jose, CA 95138. I'm sure he would like to hear from old friends in the appliance business.

Charles Edmonds

Charles Edmonds



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