

The RetailObserver

December, 2011

AN EYE ON THE INDUSTRY SINCE 1970

Vol. 22, Issue 12

BUSINESS UPBEAT AT 2011 FALL HIGH POINT MARKET

INCREASED BUYING IS INDICATOR FOR FUTURE GROWTH

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A Time for Farewells, Reflection, Good Will, and Cheer

Ahhh... December, the last month of the year and a time for cheer! The holiday spirit resonates throughout this issue from our feature writers to industry news and the advertisements. Speaking of feature writers, *The Retail Observer* wishes a farewell to Chris Thiede, our branding expert. His monthly insights gave us all practical, no-nonsense approaches to communications and public relations. We wish him well on his future endeavors.

We also said a somber goodbye this year to Steve Jobs, a global leader and visionary as well as our own Industry icons; Liston Durden, Henry H. Uihlein and John Craig.

On another note, we helped celebrate milestones for many of our manufacturing and buying group partners. To name a few, Bosch proudly recognized their 125th year in business, Whirlpool and Franke turned 100 years old this year and Nationwide Marketing Group celebrated 40 years of service to the independent retailer.

As Tom Conley, president and CEO of the High Point Market Authority stated in their post-show wrap up, many retailers are reflecting a new cautious optimism about current trends and the future of the industry. There seems to be a growing consensus that there is light at the end of the tunnel. With that said, let's all do our part to make our world a little brighter this season for everyone.

In this issue, you will find timely messages from several charity organizations including the American Red Cross, City of Hope (in memory of Center Point's Lynn Davis), Susan G. Komen, Habitat for Humanity, National Furniture Bank, and Open Door Ministries. We encourage your generosity in helping others in need this holiday season during this time of gracious giving.

As you reflect over the past year, I hope you also take time to recognize all of your hard work and most importantly, take time to enjoy and celebrate the good times with your loved ones as we all remain hopeful for a bright and positive tomorrow.

Best wishes this holiday season from our families to yours.



Cheers!

Eliana Barriga

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The
RetailObserver

DECEMBER 2011

VOLUME 22, ISSUE 12

CELEBRATING OUR 22ND YEAR
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Broccoli and Apples

What is green and looks like a tree? A tree of course, unless you have a vivid imagination at the dinner table and you take a good look at broccoli. I never looked at it that way until one day my daughter said "look daddy I'm eating trees". Beside the fact that kids are cute and say the darnedest things, they can really open your eyes to see the world around you in a new light.

As a retailer, it is important not to lose the ability to look at your business, your competitors and the industry with fresh new eyes. I encourage you to regularly take the time to step out of your shoes and drive up to your showroom, surf your website or take a look at your marketing materials (ads, flyers, etc...) as a new customer. Afterwards, evaluate what you perceived. Is this how you want your business to be portrayed?

Another great exercise is to drive around town and see what your competitors are doing. Especially those businesses with cars parked in front of it. Look beyond prices; take a note of how they handle customers, their use of in-store signage, their online reputation, etc... Are you doing these things better or worse?

When you critically take a look at your business do you see a flourishing tree that bears profitable fruit? If not, it is time to nurture your tree so it bears enticing fruit that consumers will want to pick from. Think about it, when you go to the produce store, which apple do you pick? The nice shiny Granny Smith or the one in the corner that is bruised and deformed? Most likely the shiny one and with good reason, it's the most appealing. Are you the most appealing to your customers, does your marketing make you shine and most importantly, would you buy from you?

If you can't answer yes to the last question then maybe your apple is bruised and it's time to look at how to bring that polish back. I'm not saying that you necessarily have to tear down the tree and plant a new seed, although that does work well sometimes, but with a little elbow grease and polish, a nice basket and maybe a ribbon or two you can make your apple shine above the rest.

In the coming year, *The Retail Observer* will be bringing you new writers and new sections that we feel will help you see your store in a different light so you can grow a stronger tree in the orchard with much more enticing fruit from which to pick.



Happy Pruning!

Moe Lastfogel

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The Retail Observer

DECEMBER 2011

VOLUME 22, ISSUE 12

CELEBRATING OUR 22ND YEAR
AS THE RETAIL OBSERVER

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



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BUSINESS UPBEAT AT THE FALL MARKET

INCREASED
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INDICATOR
FOR FUTURE
GROWTH



BRISK TRAFFIC AND ORDER WRITING AT MARKET

Retail buyers were feeling upbeat and business was brisk at the most recent High Point Market, reflecting a new cautious optimism. Tom Conley, president and CEO of the High Point Market Authority, reports that 75,859 home furnishings professionals registered for the recent Market. Of those registrants, 44,779 were buyers.

“Economic numbers were stronger in September, with housing starts up and gains in consumer spending for furniture,” Conley says. “In addition, many retailers had terrific Labor Day weekend sales, so inventories were depleted. We saw that the appetite for buying was stronger than we’ve seen in recent markets. Business was energetic, and this Market has positioned us well for future growth.”

| *continued on page 10* |

1. The B-52s played to a full house on the opening day of the High Point Market. **2.** Designer Mary McDonald signs books during the Rizzoli Superstar Book Event, held at the Market Square Courtyard. **3.** Designer Martyn Lawrence Bullard signed copies of his new book, *Live, Love & Decorate*. **4.** The Four Hands showroom was chosen as the People’s Choice award winner. **5.** Jason Oliver Nixon interviews Hickory Chair’s Ron Fiore at the High Point Market. **6.** WSJ Weekend editor and Domino founder Deborah Needleman spoke at the Design Viewpoints Series during Market. **7.** Designer Philip Gorrivan on the Design Viewpoints Series panel at the High Point Market.

12,000 meals served monthly at the Father's Table

1,800 beds filled each month at the homeless shelter

45 families struggling to keep their homes helped each year through the Homeless Prevention and Rapid Re-housing Program

20 chronically homeless people in apartments through the Housing First program

15 families assisted each month with rent payments to avoid eviction

6 individuals on average enrolled each month in the Alcohol and Drug Service's treatment program at the shelter

14 men in two-year residential rehabilitation program for recovering addicts and alcoholics

75 families assisted with food each month

150 bus tickets provided to shelter clients each month

50 families assisted with utility bills each month

20 people received each month at the shelter from prison, mental health facilities, hospitalization and treatment facilities



United Way of Greater High Point

Thank you



Food, Housing, Healing, Hope.
www.odm-hp.org



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Included in the numbers for the Fall Market:

- Total number of registrants was up 5% over April's event, and 6% over October 2010
- Buyer registration was up 4% over April and 6% over the previous October
- International buyer registration was up 13% over April and 11% over fall market last year
- Registrations for interior designers were up 9% over April and 6% over October 2010

"I'm particularly pleased with the response for international buyers and interior designers," Conley says. "We have worked hard to attract those buyers to Market Week, and our marketing efforts truly paid off at the October show."

HIGH POINT INDUSTRY LEADERS GENEROUSLY SUPPORT 'SIX CAUSES THAT MATTER' CAMPAIGN DURING MARKET

The home furnishings industry is known for its generosity and support of those in need. To reflect that giving spirit, the High Point Market sponsored 'Six Causes That Matter', a complement to the Market's *The Next Six Days That Matter* tagline, which received generous support from manufacturers and attendees during the recent Market.

These Six Causes were chosen because of their strong ties to the home furnishings industry. Each day of Market, a charity was spotlighted at the home furnishings trade show, which offered an opportunity for exhibitors and attendees alike to make a donation to that day's charity.

"Last year, we saw so many companies who were involved in charitable giving on their own at Market," says Cheminne Taylor-Smith, VP of marketing for the High Point Market. "We wanted to organize a larger project that would coordinate and highlight the incredible work done not only by the charities themselves, but also by the companies in the home furnishings industry."

There are many more "causes that matter," and the High Point Market Authority plans to continue the Six Causes campaign throughout the year, showcasing as many charities as possible and "We will offer other charities the opportunity to be involved at future Markets as well."

“Of course, there are many more causes that matter,” says Taylor-Smith. “Moving forward, we will continue to highlight and celebrate the contributions by so many in this industry, while also showcasing the good works of as many worthy charities as we can.” To view the companies that made generous donations to each of them, go to www.highpointmarket.org/causes.

Charities Included in ‘The Six Causes That Matter’:

- City of Hope
(in memory of Center Point’s Lynn Davis)
- Susan G. Komen
- Habitat for Humanity
- American Red Cross
- National Furniture Bank
- Open Door Ministries

To view October’s charities, and to see the companies that made generous donations to each of them, go to www.highpointmarket.org/causes.

HIGH POINT MARKET EXHIBITORS RECOGNIZED FOR DISPLAY EXCELLENCE IN SHOWROOM DESIGN COMPETITION

The home furnishings industry’s annual showcase for excellence in showroom design culminated with the presentation of two awards honoring the High Point Market’s most creative and innovative exhibitors.

On the Stars Under the Stars stage, High Point Market Authority COO Tammy Nagem presented High Point Market exhibitor Red Egg (415 W. High Ave) with the prestigious Best of Market Award in the High Point Market Showroom Design Competition. The award singles out the best display for Fall 2011 as determined by a jury of respected industry editors.

The panel of judges for the annual event included Margaret Russell, editor in chief of Architectural Digest; iconic designer and architect David Easton; and Tracy Bulla, senior product editor for *Home Accents Today*.

Red Egg was recognized by the judges for its serene display space and its use of accessories to layer a white-on-white palette. According to the judges, runners up for the Best of Market award this season were C.R. Laine Furniture (IHFC H1004), and BeeLine Home by Bunny Williams (310 North Hamilton St.).

| continued on page 12 |

NO CHILD OR ADULT SHOULD HAVE TO SLEEP OR EAT ON THE FLOOR

Furniture Banks exist to provide **FREE** gently used furniture to families and individuals who are struggling with poverty and are unable to furnish their own homes.

Families in need are struggling with severe life challenges such as poverty, homelessness, unemployment, mental or physical disability, domestic violence, fire, escape from oppressive countries, former incarceration, substance abuse rehabilitation, eviction, death or divorce, and more.



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Carol Gregg in the Red Egg showroom, winner of the High Point Market's Showroom Design Competition.



Beeline Home by Bunny Williams (310 North Hamilton St.)



C.R. Laine Furniture

For the People's Choice Award, all marketgoers were invited to vote for their favorite showroom design via Twitter or text messaging. This year's People's Choice Award winner, for the third year in a row, was Four Hands (Union Square 201).

Runners up in the People's Choice competition included Roweboat Art (430 N. Wrenn St.), and Dorya (200 Steele 144).

Winning entrants in each category were presented with a crystal trophy cup for display in their showroom.

STYLE SPOTTERS HIGHLIGHTED TOP MARKET FASHIONS THROUGH PINTEREST

The High Point Market recruited home fashion trendsetters to showcase their favorite products and top trends at the recent show. The Style Spotters posted their favorite looks on Pinterest, a website that lets users organize and share photos on virtual pinboards.

Style Spotters—who are bloggers and/or interior designers—captured images of their favorite finds as they walked the High Point Market and listed the exhibitor name and showroom number with the photo. The trendsetters also presented the exhibitor with a sign that highlights the Style Spotter's name and a QR code and URL for the Pinterest board.

Market attendees were invited to participate in the Market Pinterest event. They voted on the best pinboards and products for each Style Spotter by generating "likes" or by re-pinning photos to their own Pinterest board. For more information, or to view the winners of the Market pinboard, go to: www.highpointmarket.org/stylespotters.

THE STYLE SPOTTERS FOR FALL 2011 WERE:

- Meg Biram, Mimi + Meg
- Jennifer Brouwer, Jennifer Brouwer Design
- Heather Clawson, Habitually Chic
- Juliann Covino, Create Girl
- Tobi Fairley, Tobi Fairley Interior Design
- Lisa Ferguson, Decor Mentor
- Wanda Horton, Interior Concepts by Wanda
- Elaine Williamson, Elaine Williamson Designs **RO**



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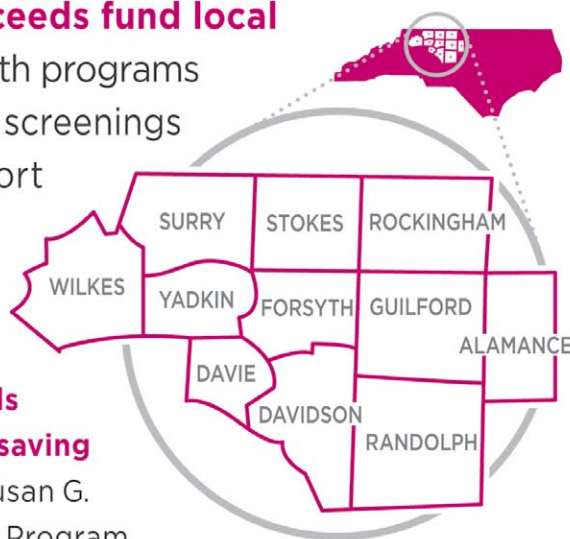
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Book Review

Building Your CEO Brand

The core of your leadership brand is who you are and what you stand for. You find it in your heart and your soul. The brand begins with the story of you- the experiences that defined you, the lessons you learned, and how those lessons shaped your values and beliefs. Once you understand the essence of your brand, you can communicate it to the world. This becomes a powerful force, creating positive results. You can leverage that brand of yours to drive tremendous value into your company

Consider the late Steve Jobs, the essence of a CEO whose brand shaped a company to unprecedented heights. In January 2011, for example, when Jobs announced he would be taking yet another medical leave of absence, Apple's shares immediately plunged immediately by 6.4%. In 2009, the fallout had been even greater when Jobs took a leave that year: shares dropped 12%. And though no longer CEO of Apple at the time of his passing, Jobs' demise sent shares down again, by 5%!

A brand is therefore an extremely intangible asset. However, the impact is very real. Smart, successful leaders put their brands to work and infuse them into the fabric of their organizations. Your brand is a valuable asset you can leverage to create real results.

The essence of your brand, your character, is already well formed. The question is, how well do you understand it, and how well is it communicated to others? What kind of impact could you have on your company and industry, if you truly harnessed the power of your brand?

The interesting feature of a leader's brand is that while it stands alone, it is also part of something larger. As the CEO or leader, you have your own separate brand, which is also commingled with the organization's reputation. So it stands to reason that you need to understand your own brand, and also appreciate the interplay between your brand and your company's brand so you can harness the two to work in concert.

You are an essential part of the overall corporate brand equation, helping shape the DNA of the company and ultimately driving performance. But the first step to discovering your brand is to embrace the idea that you indeed have a brand, and also that it has power and that you can harness it to do great things. **RO**

Author: Suzanne Bates is CEO of Bates Communications, a firm that transforms leaders into powerful communicators who get results. She is also author of www.thepowerspeakerblog.com and two other books from McGraw-Hill. Visit her website: www.bates-communications.com.

Publisher: McGraw-Hill



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APEX WINE CELLARS & SAUNAS THINKS OUTSIDE THE BASEMENT TO CREATE STUNNING WINE CELLARS THROUGHOUT THE HOME



As a purveyor of handcrafted wine cellars that are as beautiful as they are functional, Apex

Wine Cellars & Saunas is dedicated to creating cellars worthy of clients' wine collections. Recently, Apex has experienced a significant increase in wine enthusiasts' requests to construct wine cellars in different areas of the home other than the basement. Apex embraces this growing trend as an opportunity to think outside the basement and in doing so, has created wine cellars off of kitchens, as a part of foyers, in closets, and even in rooms flanking the main hallway of clients' homes.

When it comes to creating a wine cellar, the goal of most wine enthusiasts is to protect their investment in an attractive environment that is easy to access for entertainment purposes. And, until recently, ease-of-entertainment was overlooked for the well-being of the wine being stored, or due to a lack of space. As a result of Apex Wine Cellars & Saunas' inspiring racking options, decades of experience creating custom cellars for both residential and commercial applications, and CellarTec® by Apex cooling systems, creating wine cellars with ease-of-entertainment as top criteria is, for the first time, simple. This has given customers the ability to enjoy their wine on an entirely different level—literally and figuratively.

“What it all boils down to is the simple fact that wine enthusiasts spend thousands of dollars on wine, so they want to be able to easily access their collection, see their investment, and effortlessly entertain with their best bottles on a regular basis,” states Apex Wine Cellar & Saunas director of sales and product development, Doug Smith. “And, of course, wine is about an experience. So, being reminded of the first time you experienced what Bordeaux has to offer is a special moment to reflect upon so there's definitely something to say about building a cellar in an area of the home that serves as a constant reminder of that experience.”

Creating a wine cellar in a different area of the home other than the basement can sometimes mean sacrificing space. The right design, racking, cooling system, door, and even strategically placed windows become crucial elements to creating a wine cellar that effectively stores wine, efficiently uses space, and attractively displays a wine collection. “Proper cooling and humidity levels are



paramount because they are what protect the investment,” states Smith. “At the end of the day, the ultimate goal is to protect the wine. Everything else Apex is able to offer is a bonus.”

Apex Wine Cellars & Saunas' experienced cellar designers can help create attractive, space efficient cellars—and, based in Southern California, Apex manufactures the wood racking used to create custom cellars. Furthermore, Apex also provides the renowned CellarTec® by Apex cooling systems, stunning doors, etched glass, flooring, lighting and cellar accessories—so, the design possibilities are endless.



Perlick

PERLICK LAUNCHES PATENT PENDING PERL FAUCET

ONE PERL OF WISDOM AND ZERO AIR EXPOSURE EQUAL THE PERFECT DRAFT BEER

Perlick Corporation has launched the patent pending Stainless Steel Perl Faucet as the new standard on all residential beer dispensing units. Perlick's new Perl faucet is a revolution in residential beer dispensing. Its patent pending Perl ball and floating O-ring design eliminate the need for a valve shaft. The result is the answer to every microbrewers' and root beer lovers' dreams, contents are never exposed to air and there's literally no space for mold and bacteria to grow. The Perl Faucet also has fewer internal parts, making it easy to use, easy to clean, and remarkably reliable.

"Product wisdom, acquired through nearly a century of experience as the leader in the commercial beer dispensing

industry, is what created the revolutionary Perl Faucet," states Vice President of Sales and Marketing for Perlick's Residential and Hospitality Products, Jeff Wimberly. "Perlick strives to make only the best available for our customers. We are proud to make the innovative Perl faucet available as the new standard to consumers, and beer aficionados, everywhere."

The Perl Faucet was designed by Perlick engineers and is now a standard feature on Perlick's industry exclusive 15-inch Beer Dispensers, 24-inch Beer Dispensers featuring one or two taps, and on 48-inch and 72-inch undercounter refrigeration units configured with a beer dispenser—these units are the only beer dispensers in the industry with the capacity to offer one, two or three types of beer on tap at a time.

To learn more about Perlick's residential product line, visit www.perlick.com or contact Perlick at (800) 558-5592.

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THERMASOL® INTRODUCES BLUETOOTH® TECHNOLOGY TO THE STEAM SHOWER



ThermaSol® proves to be on the cutting edge of steam shower technology yet again with the announcement that their Serenity Light & Music System is now Bluetooth®-equipped. ThermaSol is the only steam shower manufacturer to include Bluetooth technology in their steam shower packages.

“I’m proud to say that we have introduced the next generation of steam shower technology to the marketplace via Bluetooth technology,” said Mike Straw, national sales manager for ThermaSol. “Now instead of using a docking station or a hard wire receiver, users can simply enter their bathroom with any Bluetooth-enabled devices, such as smart phones or laptops, and start streaming their music at the touch of a button, it’s just that easy.”

All ThermaSol Serenity Light & Music Systems will now be Bluetooth-equipped, making it that much easier to create the ultimate steam shower experience in the home through the harmony of light, music and steam. The Bluetooth technology allows users to wirelessly control the audio in their steam shower from anywhere in the bathroom. With the use of a waterproof case, devices can be brought directly into the steam shower, allowing users to conveniently customize their experience with their personalized audio selections.

ThermaSol’s Serenity Light & Music System brings the therapeutic benefits of Chromatherapy and music therapy, ancient practices that are still used in upscale spas today,

into the home steam shower. The system includes an all-in-one, high intensity full spectrum LED light system for the ultimate light therapy session, as well as a high-performance speaker set. The system features a built-in FM receiver and an additional input source for Bluetooth-enabled MP3 players, TVs, cable tuners, stereo receivers or even DVD players.

HAIER SELECTS ENCOMPASS TO PROVIDE COMPREHENSIVE PARTS LOGISTICS SERVICES

DEAL INCLUDES SPARE PARTS SOLUTIONS FOR APPLIANCES, CONSUMER ELECTRONICS AND HVAC TO SUPPORT ONE OF THE WORLD’S LARGEST APPLIANCE MANUFACTURERS

Haier Encompass Group Affiliates, Inc., a top provider of replacement parts and reverse logistics services for a wide range of electronics products, announced its subsidiary Encompass Parts Distribution, Inc. has finalized an agreement with Haier, a world-leading manufacturer of home appliances and consumer electronics, to manage the company’s end-to-end parts supply chain.

Under the agreement, Encompass will procure, warehouse and distribute replacement parts for Haier’s full line of consumer electronics, appliance and HVAC products in North America. Encompass has developed a special web portal for Haier servicers and distributors to conveniently search for and order parts, as well as track order status, initiate returns and more.

“We are excited to have the opportunity to partner with one of the industry’s largest CE and appliance manufacturers,” said Robert Gowens, Encompass president and CEO. “With strategically-located distribution facilities in the U.S., and decades of experience in providing parts logistics services for other major manufacturers, Encompass is well positioned to deliver superior service to Haier’s authorized service network and distributors.”

Haier America’s Senior Vice President of Administration Operations, Larry Monaghan said Encompass’ proven supply chain management expertise and its dedication to customer service was a key factor in the selection process.

“Service excellence is of the utmost importance to Haier,” said Monaghan. “Encompass’ strict focus on going above and beyond to ensure the complete satisfaction of our service and distribution network is what set them apart as we evaluated potential partners.”

Robert Coolidge, president of | continued on page 20 |



RA-22 Series (Wall Mount Style)
Available in 30" & 36"



IS-22 Series (Island Style)
Available in 36" & 42"

IN-027 Series (Built-in Style)
Available in 30"



IS-124 Series (Island Style)
Available in 36" & 42"

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Encompass Parts Distribution, said the company is fully committed to improving fill rate, same day shipping and turnaround time performance to support the renowned Haier brand in the market.

“We are confident that our advanced inventory management and leading-edge logistics capabilities will enable us to consistently meet or exceed service level agreements, while enabling Haier to maintain focus on their core business,” said Coolidge. “We look forward to a long and mutually-beneficial relationship.”



THE TRUTH ABOUT THREAD COUNT

WHEN IT COMES TO PILLOWS, IT'S WHAT'S INSIDE THAT COUNTS

American shoppers have spoken: when it comes to comfortable pillows, thread count barely counts. The North American DACRON® fiberfill brand team recently surveyed more than 1,000 adult consumers, who overwhelmingly agreed that it's the filling, not the ticking that tells them how comfortable a pillow will be.

Eighty-five percent of respondents indicated “how a pillow feels” is most important in pillow selection, and 84 percent consider the filling the sole or a major contributor to comfort.

“Thread count has been a topic of the bedding conversation since the 1990s, and while it's still a metric in the equation, it doesn't seem to be swaying the way shoppers are choosing their pillows,” said Brian Nix, segment manager for INVISTA's North America fiberfill business. “Consumers have told us that comfort, density, and how well they think the pillow will contribute to a good night's sleep are more significant considerations—and that's determined by what's inside.”

According to the National Textile Association (NTA), filling material provides the overall support of the pillow. Thread count, as defined by the NTA, is a measure of the coarseness or fineness of fabric and is often used to evaluate the quality of the ticking, or covering, of a pillow. It is measured by counting the number of threads contained in one | *continued on page 22* |

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square inch of fabric or one square centimeter, including both the length (warp) and width (weft) threads. The thread count is the number of threads counted along two sides (up and across) of the square inch, added together.

The vast majority of those that the DACRON® brand team surveyed concurred with the NTA on filling, citing it as being responsible for the “right firmness/softness” of a pillow (85 percent), “keeping shape and loft” (85 percent) and overall comfort (84 percent). Moreover, 80 percent felt the filling was the leading indicator of whether the pillow would “improve quality of sleep.” Three-quarters of the respondents also said filling is what makes a pillow “hypo-allergenic” and “machine washable and dryable,” and 62 percent said it’s the filling that helps the pillow “stay smelling fresh”.

When presented with several pillows to evaluate, a majority preferred the one with DACRON® Performa® fiberfill and a ticking with a lower thread count.

Bedding products filled with luxuriously comfortable Comforel® fiberfill, durable and functional Performa® fiberfill, and long-lasting DuraLife™ fiberfill often can be identified by the DACRON® fiber quality seal. The DACRON® fiber quality seal is based on a legacy of fiber technologies that have earned peoples trust for more than 50 years. In a 2010 nationwide survey sponsored by the North American DACRON® fiberfill brand team, two-thirds of consumers polled said they are familiar with the DACRON® brand, giving it one of the highest levels of consumer awareness among popular home furnishings brands.

ZIGBEE ALLIANCE PASSES 300 ZIGBEE CERTIFIED PRODUCTS MILESTONE

MARKET DEMAND, GROWING FAMILY OF ZIGBEE STANDARDS TRIPLES DEMAND FOR SMARTER, GREENER INTEROPERABLE WIRELESS CONTROL SOLUTIONS



The ZigBee® Alliance, a global ecosystem of companies creating wireless solutions for use in energy management, commercial and consumer applications announced it has certified 341 ZigBee Certified products. This growth is more than 80 percent over last year’s 187 ZigBee Certified products.

ZigBee standards have been adopted by more than 350 global manufacturers with representing annual revenues exceeding \$1 trillion, according to a 2010 report from ONWorld. The ZigBee Certified products are used by

millions of consumers and businesses worldwide. The growing list of ZigBee standards, now at 10, appeal to manufacturers wanting to offer their customers smart, green and easy-to-use products on an interactive wireless sensor and control network.

“We attribute much of the increase in ZigBee Certified products to the Alliance’s focus on developing standards that address specific market needs,” said Bob Heile, chairman of the ZigBee Alliance. “ZigBee offers much more than just point-to-point connectivity found in many wireless offerings today. ZigBee builds the true Internet of Things. Only ZigBee offers highly reliable, energy efficient, low-power, wireless mesh networking specifically designed to run standards that solve problems. The ZigBee Certified program assures buyers of all types that every product wearing the ZigBee Certified logo performs reliably and delivers the features and functionality defined by our standards.”

The ZigBee Certified program tests the functionality and interoperability of products using ZigBee standards and specifications. The certification of products is a critical part of the ZigBee Alliance’s standards development process. Unlike most other standards groups, the testing and certification of products is required before any ZigBee standard or specification is released for use. The ZigBee Certified process allows manufacturers to deliver a variety of products to customers of all types who can benefit from the simplicity of ZigBee control. To see a full list of products, visit www.zigbee.org.

BROAN OFFERS FOUR NEW ENERGY STAR QUALIFIED RANGE HOODS

BROAN Broan® has expanded its extensive line of ENERGY STAR® qualified products with the addition of four new range hood options. With so many options, homeowners and contractors no longer have to sacrifice style, price and customization for the sake of energy efficiency.

Always at the forefront of energy-efficient home ventilation innovation, Broan was the FIRST manufacturer to introduce an ENERGY STAR qualified hood, more than two years ago—the QDE Series. Rounding out the line, Broan now offers two under-cabinet range hoods, the QSE and APE Series, in addition to a stainless steel chimney | continued on page 24 |



COOL ON THE OUTSIDE

HOT ON THE INSIDE

THE BERTAZZONI DESIGN SERIES BUILT-IN OVEN



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ENERGY STAR QDE Range Hood



ENERGY STAR QSE Range Hood

hood and a power pack option for custom applications. All have received HVI® (Home Ventilating Institute) certification, and all support requirements for Green Building Programs including USGBC®, LEED®, NAHB® and ENERGY STAR.

“We were the first manufacturer with an ENERGY STAR range hood on the market, and now we offer consumers exactly what they have asked for – options,” says Brian Wellnitz, marketing manager, kitchen ventilation, Broan-NuTone. “These new models are energy conscious, powerful, affordable and stylish—a perfect fit for any kitchen.”

The new ENERGY STAR qualified Broan range hoods conserve 34 to 42 percent more energy than standard

models. With energy-efficient motors and compact fluorescent lighting that lasts up to 10,000 hours—five times longer than incandescent bulbs—the new Broan hoods save energy and money while providing exceptional power, quiet operation, ease of cleaning and superior lighting compared to other ENERGY STAR hoods on the market.

Broan’s new ENERGY STAR hoods are available in several popular designs and configurations.

FEATURES SPECIFIC TO THE APE SERIES (Professional Styling):

- 9-inch pro-style hood height for maximum capture
- Hidden, variable speed controls with last setting memory

| continued on page 26 |



ENERGY STAR APE Range Hood



ENERGY STAR RME Range Hood



INTRODUCING THE LINES OF PERFECTION

THE NEW S3 SERIES FROM SCHOLTÈS

The name that signifies timeless design, technological excellence and professional performance across Europe has arrived. Cooking products, dishwashers, ventilation, refrigeration, wine storage and coffee machines create an appliance line so rich in history, so impeccably designed and so full of flavor that North American kitchens will be transformed to the place for life's best experiences.



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Scholtès.com

- 440 CFM at maximum speed
- 0.7 sones at normal speed (200 CFM)
- Bright 42-watt compact fluorescent (bulb included)
- Convenient 4-watt night-light (bulb included)
- Dishwasher-safe, antimicrobial protected filters
- Heat Sentry™ detects excessive heat and adjusts speed to high automatically
- Available in 30-inch width stainless steel finish

FEATURES SPECIFIC TO THE QSE SERIES (Contemporary Styling):

- Based on popular Allure® design
- Two-speed rocker switch
- 210 CFM at maximum speed
- 1.5 sones at normal speed (110 CFM)
- Vertical or horizontal discharge
- Bright, 42-watt compact fluorescent light bulb (included)
- Convenient 4-watt night-light (bulb included)
- Dishwasher-safe aluminum filters
- Available in 30-inch width stainless steel, white and black finishes

FEATURES SPECIFIC TO THE BROAN ELITE RME50000 (European Styling):

- Three-speed slide control
- Heat Sentry detects excessive heat and adjusts blower speed to high automatically
- Dual 13-watt fluorescent lamps included (one level)
- Dishwasher-safe aluminum filter
- Ducted telescopic flue accommodates ceiling heights from up to 8 to 9 feet; extension flue also available
- 290 CFM at maximum speed
- 0.5 sones on normal setting
- Available in a stainless steel finish

FEATURES SPECIFIC TO THE PME300 (Power Pack for custom applications):

- Three-speed slide control
- Heat Sentry detects excessive heat and adjusts speed automatically
- Dual 13-watt fluorescent lamps included
- Dishwasher-safe aluminum filter
- Quiet centrifugal blower
- 290 CFM at maximum speed
- 0.5 sones on normal setting
- Works with 30-inch, 36-inch custom hood liners, “Box” or “T” designs
- Available in a stainless steel finish

Broan is committed to providing high-quality, energy-efficient products to its customers. To learn more about ENERGY STAR qualified and other Broan products, visit www.Broan.com.

| *continued on page 28* |



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LG ELECTRONICS PRODUCTS EARN 'ENERGY STAR® MOST EFFICIENT 2011' DESIGNATION

HEADLINED BY FIRST TWO REFRIGERATORS TO QUALIFY, PLUS EIGHT TVS,
FIVE CLOTHES WASHERS, LG PRODUCTS RECOGNIZED AMONG INDUSTRY'S
MOST ENERGY EFFICIENT



More home appliance and consumer electronics products from LG Electronics have achieved the new 'ENERGY STAR® Most Efficient 2011' designation than any other manufacturer; the global technology innovator announced.

This new initiative by the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy (DOE) recognizes the most energy-efficient products in their categories among those that have earned the ENERGY STAR label. In addition to the first two refrigerators in the industry to meet the rigorous qualifications, eight LG LED HDTVs and five clothes washers received this coveted designation.

The Most Efficient recognition represents approximately the top five percent of products in their respective categories, demonstrating exceptional and cutting-edge efficiency performance. Most Efficient also continues ENERGY STAR's work to provide the best energy-efficient information for saving energy and money, and protecting the climate.

"Energy efficiency is a core consideration across the board when LG designs new products, from washing machines and refrigerators to HDTVs and desktop monitors," said Wayne Park, president and CEO of LG Electronics USA. "We're proud that LG is among the first with products to be designated as ENERGY STAR Most Efficient in 2011 and we're pleased that we have 15 products qualified under this new program. We look forward to more of our products achieving this distinction soon."

The first two refrigerators qualified for ENERGY STAR Most Efficient in 2011 are LG French Door Models LFC25776 and LFC21776. Both refrigerators feature LG's redesigned compressor to maximize energy efficiency. Typically, the compressor is either running at full power or off completely, but LG's Linear Compressor can vary output depending on need, saving energy by 8 to 17 percent compared to previous models with conventional compressors.

"This new designation will help Americans save money and cut pollution by quickly pointing them to the best ENERGY STAR products have to offer," said EPA Administrator Lisa P. Jackson. "Highlighting ENERGY STAR's Most Efficient products is a great way to encourage the strides in innovation that bring even more energy and money saving choices to our stores. We know American consumers are eager to make purchases that save them money on their utility bills and reduce the pollution in the air we breathe, and these labels will help them identify the best ways to find those purchases."

Energy Secretary Steven Chu said, "Over the last two decades, the ENERGY STAR program has consistently offered consumers energy choices that have helped families save billions of dollars on their energy bills. The new Most Efficient designation is the next step towards encouraging new, more energy-efficient products to enter the market, so that consumers will have even more choices when it comes to high-performance, high-efficiency products that will save them energy and money."

| *continued on page 30* |

STUDIO SERIES

SEAMLESS STYLE FOR THE ULTIMATE BUILT-IN KITCHEN

INTRODUCING THE STUDIO SERIES FROM LG

For the ultimate in luxury, look no further than the LG Studio Series. With premium features and impressive new styling, the LG Studio Series provides sophisticated design for a beautiful statement in any home. With seamless counter depth refrigerators, sleek built-in cooktops, ventilation hoods and warming drawers, the Studio Series offers the very finest appliances from LG.



CONTACT YOUR LOCAL DISTRIBUTOR FOR MORE
INFORMATION ON THE LG STUDIO SERIES





FRANKE CELEBRATES CENTENNIAL WITH CENTENNIAL SINK SYSTEM

FRANKE In the Centennial Sink, Franke, the master of sink systems celebrates its first 100 years by creating a design that brings together ageless elegance and contemporary quality and innovation. Its shape evokes fine sterling silver service pieces, with its curved perimeter tapering to an ample bowl. And like the artistry of the 18th Century masters of fine silver, it evokes the question, “How did they achieve this?”

In three sizes adaptable to a variety of spaces the Centennial Sink supports a bottom grid for draining, a top grid to raise the work surface and a cutting board adaptable for left or right hand use, further increasing functionality. The Centennial sink meets the kitchen designer’s demand for a style that is equally at ease in traditional and contemporary settings.

The first sink system from Franke conceived and designed from start to finish in the US, it celebrates the American kitchen with the highest quality materials in a traditional D-bowl shape. The three 18 gauge stainless steel undermounts are suitable for cabinets of 24” to 33” in width, with bowl depths ranging from 7 7/8 to 9 1/16.

Optional American made accessories include the heavy-duty gauge even-welded steel bottom and top grids and cutting boards of replenishable Iroko wood, with a symmetrical shape making it reversible for left- or right-hand use. The use of two boards transforms the sink into a single solid work or serving surface that lends itself perfectly to informal entertaining events.

Franke designers are currently putting the finishing touches on the Centennial Faucet to provide an even fuller

expression of the sink system’s elegant grace. The Centennial Faucet’s gracefully curved neck complements the sink’s signature curves.

With its combination of engineering skills and design refinement, Franke’s Centennial Sink is a fitting tribute to a century of quality, innovation and consistency. For more information visit www.frankeksd.com or call 1-800-626-5771.

SUB-ZERO TAKES AN INTERNAL APPROACH TO ICE AND WATER DISPENSERS / WOLF INTRODUCES E SERIES BLACK GLASS OVEN

SUB-ZERO’S NEW CONFIGURATION CONSIDERS DESIGN AND ENERGY EFFICIENCY



In an effort to provide consumers with the benefits

of ice and water dispensing technology without sacrificing kitchen aesthetic, Sub-Zero, Inc., an industry leader in premium refrigeration, introduces its new Internal Ice and Water Dispenser models Available in early 2012, these new models not only epitomize Sub-Zero’s dedication to innovation but also commitment to design.

An extension of Sub-Zero’s built-in line, the Internal Ice and Water Dispenser is available in 42” and 48” side-by-side models with the ability to hold approximately 50 ounces of chilled, filtered water. A maximum ice feature increases ice creation by 40% during a 24-hour period. Additionally, an advanced water filtration system significantly reduces contaminants while preserving the fresh taste of clean water and ice.

“The addition of the Internal Ice and Water Dispenser underscores Sub-Zero’s appreciation for limitless kitchen design,” said Michele Bedard, vice president of marketing for Sub-Zero Wolf, Inc. “Providing consumers with functional and design-driven products is paramount.”

As is standard with Sub-Zero refrigerators, the new Internal Ice and Water

| continued on page 32 |





COOL IN THE KITCHEN.

Great meals start with
great ingredients.

AVAILABLE DECEMBER 2011.

DCS by Fisher & Paykel once again brings "cool" to the kitchen with the introduction of the French Door Refrigerator.

REFRIGERATOR KEY FEATURES.



ACTIVESMART™ SYSTEM.

ActiveSmart™ refrigerators do the thinking for you by sensing and responding to daily use.



HUMIDITY CONTROL SYSTEM.

The Humidity Control System creates the perfect environment for fruit and vegetables in each bin.



ICE & WATER.

The fully integrated in-door water dispenser and internal ice maker have no impact on valuable storage space.

Dispenser models include a superior preservation system comprised of a dual-compressor operating system that separately controls the temperature and humidity of the refrigerator and freezer compartments. Preset temperatures are held within a plus-or-minus one-degree ensuring optimal freshness.

WOLF'S BLACK IS THE NEW STAINLESS STEEL

Available in 30" standard or flush inset application, the Black Glass model comes adorned with a black glass tubular handle and cobalt blue interior. In addition to the oven, Wolf also offers black glass trim kits for Warming Drawers and 30" Convection and Standard Microwaves.

"Our commitment to design has always been on par with Wolf's dedication to innovation and quality," said Michele Bedard, vice president of marketing for Sub-Zero and Wolf. "Introducing a new finish elevates the line and opens a whole new realm of design possibilities for designers and consumers alike." Equipped with dual convection technology, the Black Glass E Series Oven distributes heat evenly around the interior cavity, ensuring precise, even cooking. Additionally, the oven is outfitted with dual halogen lighting, three adjustable oven racks, a temperature probe and broiler pan.

For further information please visit www.wolfappliance.com.

BLUESTAR™ HOSTS FIRST-EVER DEALER EVENT AT READING, PA HEADQUARTERS

COOKING PRESENTATION BY CHEF MARCUS SAMUELSSON



BlueStar™, a manufacturer of high-performance gas ranges and cooktops for the residential market, held a Jamboree for its mid-Atlantic dealers and business partners last month at its Reading, Pennsylvania headquarters hosted by Chef Marcus Samuelsson.

Chef Samuelsson prepared hand-picked recipes from his best-selling *The New American Table* cookbook. As a BlueStar owner himself, Samuelsson demonstrated how BlueStar commercial-quality ranges can take cooking in the home kitchen to an entirely new level.

Originally a manufacturer of high-powered commercial ranges, BlueStar now markets exclusively to the residential market and is featured in the homes of many of the world's top chefs and cooking enthusiasts. The ranges are stacked with features generally restricted to professional chefs, but designed for the home kitchen. BlueStar's unique 22,000 BTU open burner system is the most powerful open burner on the market. The ability to custom order a BlueStar range with a



(From Left to right): John Novella, BlueStar Vice President of Sales; Chef Marcus Samuelsson; Mike Trapp, president of Prizer Painter Stove Works, Inc., the manufacturer of BlueStar.

choice of 190 custom colors opens up amazing new possibilities for kitchen makeovers.

"We are honored to have one of North America's most prominent chefs host our first dealer event at our newly renovated BlueStar showroom," said Mike Trapp, president of Prizer Painter Stove Works, Inc., the manufacturer of BlueStar, "and we look forward to helping more people become the best cooks they can, whether they're aspiring chefs, cooking enthusiasts, or just enjoy firing up the stove during the holidays."

Award-winning chef and cookbook author, Chef Samuelsson was the youngest chef to ever receive two three-star ratings from *The New York Times* while at Aquavit as Executive Chef. In 2010 Marcus was the winner of *Top Chef Masters* Season 2 and also served as the guest chef for the first State Dinner of the Obama administration. Today, his new Red Rooster Harlem restaurant in NYC is open in the vibrant community Chef Samuelsson calls home.

Each BlueStar is built with the highest quality materials and the distinctive workmanship that comes from 130 years of expertise. Available in a painter's palette of 190 colors, options run the gamut from popular stainless steel and jet black, to warmer, stylish hues including teal, brown, orange and magenta, to bold primary colors like ruby red and cobalt blue. Handcrafted entirely in the U.S.A. in Reading, Pennsylvania, BlueStar cooking products are designed for discerning home chefs who demand restaurant quality results in their own kitchens.

BlueStar is available at select appliance dealers nationwide. For more information or to locate a dealer, visit the company website, www.bluestarcooking.com. **RO**

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MONDAY, JANUARY 09, 2012

6:30 P.M., THE VENETIAN



STEVE BALLMER
MICROSOFT CEO

Microsoft Chief Executive Officer Steve Ballmer will deliver a preshow keynote address at the 2012 International CES.

“We are pleased to welcome Microsoft back to the CES keynote stage,” said Gary Shapiro, president and CEO, CEA. “From mobile to desktop to gaming and beyond, Microsoft has a significant impact on all aspects of the consumer technology industry, and Steve Ballmer’s keynote is a great way to kick off the exciting 2012 International CES. We are excited to hear Microsoft’s latest initiatives and Ballmer’s vision for where consumer technology is heading.”

Microsoft has used the CES keynote stage in previous years to unveil innovative new products, including the original Xbox and Avatar Kinect.

TUESDAY, JANUARY 10, 2012

8:30 A.M., THE VENETIAN



DR. PAUL E. JACOBS
CHAIRMAN AND CEO OF
QUALCOMM

Dr. Jacobs’ keynote follows a State of the CE Industry keynote address delivered by Gary Shapiro, president and CEO, CEA. Jacobs’ keynote will be part of the Technology and Evolving Countries (TEC) Program at the 2012 CES, focused on the role mobile technology plays in global innovation and

NOTES

Row Seat to Technology?

12 CES KEYNOTE ADDRESSES

economic growth in consumer electronics.

Dr. Paul E. Jacobs was named CEO of Qualcomm in 2005 and was appointed chairman of the Company's board of directors in 2009. Since joining Qualcomm in 1990, he has spearheaded Qualcomm's efforts to develop and commercialize mobile technology breakthroughs that have contributed significantly to the growth of both the Company and the industry. Noteworthy developments that began under Dr. Jacobs include the first smartphone, the inclusion of GPS capabilities in mobile phones and the creation of the Snapdragon processor.

The TEC Program at CES shines a spotlight on technology's critical role in enabling economic, social and political empowerment opportunities for evolving countries and their citizens. Additional TEC sessions will be announced later this fall.

To hear Dr. Paul Jacobs' thoughts on the significance of this keynote and what he will cover, please visit his new post on Qualcomm's OnQ blog.

TUESDAY, JANUARY 10, 2012
11 A.M., LAS VEGAS HILTON THEATER



DIETER ZETSCHKE
CHAIRMAN OF THE BOARD OF
MANAGEMENT OF DAIMLER AG/
HEAD OF MERCEDES-BENZ CARS

Dieter Zetsche, Chairman of the Board of Management of Daimler AG and Head of Mercedes-Benz Cars, will deliver a keynote address at the 2012 International CES. The 2012 show marks Mercedes-Benz' first International CES keynote address.

Dieter Zetsche was named Chairman of the Board of Management of Daimler AG in January 2006. He has held several executive positions since joining Daimler AG's research division in 1976, including chief engineer of Mercedes-Benz, Brazil, president of Mercedes-Benz, Argentina and president | *continued on page 36* |

of Freightliner, USA. In 2000, he became CEO and president of the Chrysler Group. Dr. Zetsche has been a member of the Board of Management of Daimler AG since December 1998.

“Dieter Zetsche is an iconic and instrumental leader in the automotive sector, where innovative technology unveiled each year at CES is a vital component of today’s driving experience,” said Gary Shapiro, president and CEO, CEA. “We are thrilled to welcome the innovation leader Mercedes-Benz to the 2012 CES keynote program and look forward to hearing Dieter’s vision on the interplay between automotive innovation and the digital realm.”

TUESDAY, JANUARY 10, 2012

4:30 P.M., THE VENETIAN



PAUL OTELLINI
PRESIDENT AND CEO OF
INTEL CORPORATION

Paul Otellini became Intel Corporation’s fifth chief executive officer in May 2005. Since joining Intel in 1974, Otellini has managed several Intel businesses, including the company’s PC and server microprocessor division and the global sales and marketing organization. Under Otellini’s leadership, Intel aims to create and extend computing technology to connect and enrich the lives of every person on earth.

WEDNESDAY, JANUARY 11, 2012

1:00 P.M., THE VENETIAN



HANS VESTBERG
PRESIDENT AND CHIEF EXECUTIVE
OFFICER OF ERICSSON GROUP

Hans Vestberg, president and chief executive officer, Ericsson Group, will deliver a keynote address at the 2012 International CES.

Hans Vestberg was named president and chief executive officer of the Ericsson Group in January 2010. Vestberg oversees the company’s 90,000 employees throughout 180 countries. Since joining Ericsson in 1991, Vestberg has been instrumental in developing the company’s industry-leading services operation, which today represents 39 percent of Ericsson’s total sales. Vestberg is focused on advancing the company’s leadership through innovation, technology, services and sustainable business solutions.

“Ericsson is a global leader in mobile broadband and telecommunications technologies and services and we are thrilled to welcome Hans Vestberg to the CES keynote stage,” said Gary Shapiro, president and CEO, CEA. “Ericsson has grown into a market leader with its equipment powering broadband networks for more than 1,000 service providers in 180 countries. With more than forty percent of the world’s mobile traffic passing through Ericsson’s equipment, this dynamic company will share its vision of our mobile broadband future.”

SUPERSESSIONS

TUESDAY, JANUARY 10, 2012



IP&TV WORLD FORUM AT CES
TUESDAY, JANUARY 10, 2012
12:00 PM - 1:00 PM
LVCC, NORTH HALL N255-257

OTT is a mainstream delivery mechanism, and broadcasters and cablecos are seeking to harness IP’s interactivity to enhance their services. Multiscreen and on-the-go TV are now must-have services, and app stores are being delivered through Smart TVs and peripherals. How will CE companies negotiate the threats and opportunities in this rapidly developing market?



CNET PRESENTS THE NEXT BIG THING IN CE
TUESDAY, JANUARY 10, 2012
3:00 PM - 4:00 PM
LVCC, NORTH HALL N255-257

Always standing-room-only, this session sets the stage for the year ahead. Brian Cooley, Molly Wood and a team of expert editors share the trends and reveal the emerging categories that you can bank on in 2012. Don't miss this lively and thought-provoking session!

WEDNESDAY, JANUARY 11, 2012



CONNECT2CAR: CONNECTING AUTOMOTIVE AND CONSUMER ELECTRONICS LIFESTYLES

WEDNESDAY, JANUARY 11, 2012

9:00 AM - 11:00 AM

LVCC, NORTH HALL N255-257

By 2017, over 13 million vehicles with connected-vehicle platforms will be sold globally. The big challenge for automakers and the aftermarket will be to integrate new systems and apps into the car as soon as consumers adopt them. How will automakers capture the millennials who consider driving a distraction?

PRESENTER:

Patti Kreh – SAE International

MODERATOR:

John Waraniak – SEMA

PANELIST(S):

- Jon Bucci – Toyota Motor Sales USA
- Chris Cook – Mobile Electronics Retailers Association
- Nick Pudar – OnStar LLC



ARGUE THE FUTURE

WEDNESDAY, JANUARY 11, 2012

12:00 PM - 1:00 PM

LVCC, NORTH HALL N255-257

Joshua Topolsky moderates a discussion among the brightest minds in tech and culture. This stellar panel explores, the most controversial industry advancements from 2011 and the most scintillating product announcements at CES. Their predictions about the future of consumer electronics will be anything but predictable!



ONE-ON-ONE WITH FCC CHAIRMAN

JULIUS GENACHOWSKI

WEDNESDAY, JANUARY 11, 2012

1:30 PM - 2:30 PM

LVCC, NORTH HALL N255-257

Join FCC Chairman Julius Genachowski and CEA President and CEO Gary Shapiro for a candid conversation about Chairman Genachowski's vision for and tenure at the FCC and his ongoing efforts to bring meaningful change to the agency. They discuss developments in broadband, spectrum reform, competition policy and other critical issues impacting our industry.



A GLOBAL PERSPECTIVE ON RETAIL

WEDNESDAY, JANUARY 11, 2012

3:00 PM - 4:00 PM

LVCC, NORTH HALL N255-257

You'd think that retail giants across the globe would have many differing, insightful and interesting perspectives on international retail, and in fact, they do! The current global economy has introduced new challenges, advantages and realities. Hear about this and more straight from the world's foremost leaders.

MODERATOR:

Gary Shapiro – Consumer Electronics Association (CEA)

PANELIST:

Brian Dunn – Best Buy

Consumer Electronics As Industry Leaders into the

At its 12th annual Consumer Electronics Hall of Fame awards ceremony, 11 industry leaders joined the 159 inventors, engineers, retailers, journalists and entrepreneurs inducted since 2000 that provide products and services that entertain, inform and connect consumers.

The dinner was an upbeat affair with the honorees expressing their belief that America is a great place for innovation. They stressed that the consumer electronics (CE) industry is full of creativity in design, software development and marketing and that the \$190 billion CE industry is improving the lives of consumers worldwide. The 2011 inductees each made a significant impact on the world with their vision and drive to bring their ideas to market.

Speaking at the Consumer Electronics Association's (CEA) Industry Forum in San Diego, Gary Shapiro, president and CEO of the association that created the awards program, praised the inductees for their contributions to the growth of the industry.

"The success of our industry is built upon the technologies and products these leaders created. Our products have a powerful impact on the world and I am proud to be part of this strong tradition of innovation that continues to contribute to the economy today," he said.

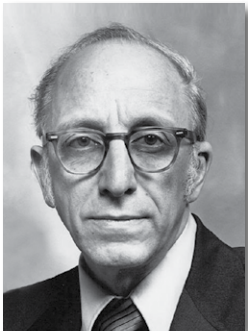
Following are the new members of the 2011 CE Hall of Fame in the categories in which they were inducted:

INNOVATORS/TECHNOLOGISTS

- **Ralph Baer** developed the Brown Box, later to become the Magnavox Odyssey interactive TV/video gaming system.
- **Dr. Fujio Masuoka** invented flash memory while at Toshiba and also developed SAMOS memory.
- **Dr. Robert Metcalfe** was working at Xerox PARC in 1973 when he co-invented Ethernet – a standard for connecting computers over short distances.
- **Dr. Claude Elwood Shannon** is credited with founding both digital computer and digital circuit design theory in 1937.
- **Dr. Andrew Viterbi** invented the Viterbi algorithm used for decoding convolutionally encoded data that is used in cell phones for error correcting codes, as well as for speech recognition, DNA analysis and other applications.

FOUNDERS/CORPORATE EXECUTIVES

- **Dr. Eli Harari** – Co-founder and former CEO of SanDisk. The company invented or co-developed many of the standard memory card formats used in CE products ranging from digital cameras to smartphones.
- **Stanley S. Hubbard** – In 1981, Hubbard Broadcasting started U.S. Satellite Broadcasting (USSB), and was instrumental in the development and launch of the first digital satellite system for television in 1994.
- **Sam Runco** – Founder of Runco International, the



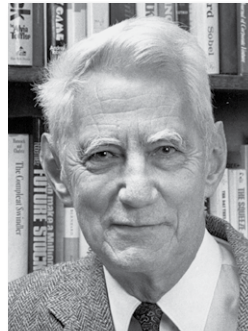
Ralph H Baer



Dr. Fujio Masuoka



Dr. Robert Metcalfe



Dr. Claude Elwood Shannon



Dr. Andrew Viterbi



Eli Harari

Association Inducts Eleven to the 2011 CE Hall of Fame

company was the first to introduce a line doubler with a multi-frequency projector in 1990 as well as the first multiple-aspect-ratio controller, the ARC-IV, to the high-end home theater market.

RETAILERS/BUYING GROUPS/DISTRIBUTORS

- **Sandy Bloomberg** – Founder of Tweeter, the specialty consumer electronics retail chain that had more than 100 stores that marketed high-end electronics products.

JOURNALISTS

- Team: **Ivan Berger** and **Lance Braithwaite** worked together at Berger Braithwaite Labs/Video Magazine (*Sound & Video Magazine*) and wrote extensive product reviews.

Accepting his award at the dinner, Ralph Baer thanked CEA and the judges and said, “I’m still in the electronics toy business today and with any luck, I’ll license them this year.” The next honoree Sandy Bloomberg said, “The Tweeter legacy is the more than 1,000 people that are working in the industry today that were at Tweeter.” Following him, Dr. Eli Harari said that he and others at SanDisk saw a diamond in the rough with flash memory. He said, “Steve Jobs recognized the power of flash early on with the iPod. We have a saying at SanDisk, store your

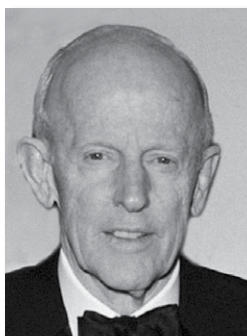
world in ours.” He ended by surprising the dinner attendees with an enthusiastic cheer that he used to encourage his employees of “Go SanDisk!”

The next honoree, Stanley Hubbard said, “I’m standing on the shoulders of a great dad who made this possible and my great sons. We believed that DBS didn’t stand for ‘don’t be stupid.’” The team award for journalists was presented next. Ivan Berger said, “What made our work significant is that what we did had never been done in video.” Lance Braithwaite added, “Before Ivan, I wrote lead-footed prose and he convinced me that was not what the public is looking for.” Dr. Andrew Viterbi was honored next. He said, “I am so thrilled to be inducted in to the same class as Dr. Claude Shannon.” He added, “It took me 50 years to push forward to what Claude Shannon proposed for the U.S.” The evening ended on an inspirational note with final honoree Sam Runco. In often humorous acceptance remarks he said, “I believe this is a great time in history.” He added, “We really did change the world. I did my little part and it’s nice to be young enough to enjoy the fruits of my labor.”

The Hall of Fame inductees were chosen by a panel of industry judges from nominations submitted by industry professionals. Judging for the 2011 Hall of Fame took place on February 23, in New York. To read the 2011 CE Hall of Fame booklet, visit www.CEVision.org. **RO**



Harari



Stanley S. Hubbard



Sam Runco



Sandy Bloomberg



Ivan Berger



Lance Braithwaite

Enjoy and Profit from the Spirit of the Season

It's December. It's gotten cold and the sun barely gets over the trees in my yard. The days are short and dark. At the same time, though, the holiday spirit is rampant. Cheerful holiday music greets me when I go into stores or even into my car. School choruses are caroling and the Salvation Army volunteers are ringing their bells. Seasonal smells of ginger cookies and cider fill the air.

Maybe it's the coming New Year with its promise of a clean start and an end to 2011's despair or perhaps freshly fallen snow has brightened our outlook. As someone who's still carrying around last year's extra ten pounds, I don't know if New Year's resolutions work or not, but I do believe that this is a time to reflect and look ahead.

Here are some of the things that might help you make 2012 less stressful, more profitable and even fun:

- **Understand the new normal.** There's no near-term housing boom around the corner and unemployment will remain fairly high. Still, more than 90% of Americans are working and they're your prospects, not necessarily the builders, architects and contractors that fueled your growth in the last decade.
- **Merchandise to the market.** Consumers are trading down to less featured, more value-priced products. With the right assortment, you can step customers down to the product that fits their budget instead of cutting prices on more expensive models.
- **Go digital.** Update your website. Get

on Facebook and post to your page frequently. Collect email addresses from your customers so that you can market to them electronically. Claim all your free local listings on Google, Yahoo, Bing, Yelp, CitySearch and AngiesList.

- **Manage your inventory.** Develop a written merchandising plan. In order to carry a SKU, it has to have some combination of unique benefits, value to the consumer, or profit to the company. Stock a few back up pieces of fast moving key models that are readily available for fast delivery but order others as customers buy them.
- **Stash some cash.** In this uncertain economy, banks and finance companies are reviewing their risks, and cutting credit lines. Cash reserves are more important than ever. Limited working capital could seriously impact your ability to pay your bills and buy merchandise.
- **Study the competition.** Know what products they push and how they price them. Learn about their services and what they charge for them. Chances are you have a better selection, more knowledgeable associates, and that you'll meet competitive prices when the deals are exactly the same.
- **Give world class service.** Yes, folks will pay for service—for delivery on a particular day at a particular time, for sales associates who have the customer's best interest at heart—those who ask lots of questions before demonstrating

products. Follow up thank you notes—the old fashioned hand written kind—and telephone calls differentiate your business from your big box competitors.

- **Take care of your team.** Payroll is probably your biggest expense so it makes sense to treat your people like your biggest asset. Like you, they read the news. They know people who have lost jobs and homes. They have fears of falling behind or not being able to send their kids to college. The more secure they feel at work, the more productive they'll be.
- **Share your good fortune.** Holidays remind us of those less fortunate but it's good business to get into the community and give where we can all year round. Nothing gets us out of the doldrums like doing something for somebody else.

No matter how you celebrate the season—whether it's Christmas, Hanukkah, Kwanza or just sitting by the fire with your loved ones—take some time to reflect on the possibilities. On the suppliers and team members who've been with you through the years. On the good times you've had and the great times you can create in the future. **RO**

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



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Doing More With Less

HOW TO MOTIVATE YOUR EMPLOYEES TO BE MORE PRODUCTIVE

Now, more than ever, organizations are looking for ways to motivate their employees to be more productive. The volatility of the economy is forcing organizations in every industry to look for ways to do more with less. The question is: What will motivate your employees?

Most managers would instantly respond, “Money.” They couldn’t be more wrong. While we all want to be paid a decent wage for our work, money will not motivate us to improve our performance or productivity. What will? Recognition.

The need for recognition and praise is right up there with the need for food, water, and shelter. We all want to feel valued, to be recognized for our contributions. Far too many executives, however, put more emphasis on monetary rewards than they do on recognition, costing their companies more financially and doing nothing to motivate their employees. Money is at the bottom of the motivational ladder.

Too often, the only feedback many employees get is negative. Unless you balance any criticism with recognition, you are doing nothing more than demoralizing your employees, who in turn will become frustrated and less productive. It’s much better to praise successes than it is to dwell on failures—and it will cost your company nothing.

Recognition brings with it other

benefits besides increasing productivity. It builds loyalty and reduces turnover, because employees who feel valued don’t want to look for jobs elsewhere. It also builds employees’ self-esteem and self-confidence, which makes them feel good about themselves and more willing to tackle new challenges.

In order to be effective, recognition must do the following:

- **Be timely.** If an employee does an excellent job on a project, and a week goes by before you acknowledge and praise her work, it is meaningless. If, on the other hand, within a matter of hours you tell her what a wonderful job she did and what a valuable member of the team she is, you will motivate her to continue to do good work.
- **Be specific.** It’s not enough to simply say, “Nice job, Joe.” It’s much more effective if you say, “Joe, you did a terrific job on that report. You not only answered all the questions I had, you turned it in a day ahead of schedule. I can’t tell you how much I appreciate your hard work.”
- **Be sincere.** If you constantly acknowledge employees’ effort with a simple, “Good job,” it will have no effect. It’s too easy—and it sounds insincere. If, on the other hand, you recognize that employee and his efforts not only with words of praise but with body language—a smile, enthusiasm, and a warm

handshake—you are sending the message that you sincerely appreciate a job well done.

- **Be public.** When you recognize and praise the work of an employee—and do so in front of other employees—you not only are motivating that employee to continue to perform well, you are motivating other employees to work hard and earn similar praise. You do this in a variety of ways. You can recognize the employee verbally, either in your own words or, perhaps, reading a letter of recognition from the chief executive officer or another high-ranking company official. Another option is to feature the employee in the company newsletter. You can bet that employee will keep a copy of that article for many years to come.

Recognition is a powerful motivational tool that also reduces turnover, builds strong teams, and improves your organization’s bottom line by increasing productivity. In the process, it makes you look good as a manager and increases your chances of moving up the ladder. **RO**

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



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Be Genuine—Be Bold—Be Focused

A FAREWELL TO READERS

In May 2008, the folks at *The Retail Observer* offered me, a fledgling freelance marketer, a chance to write a monthly column about branding.

It was, and still remains an exciting time to work in this field of marketing and branding. With the internet, social media, mobile phones and other forces changing the way people communicate and connect so immediately, we are living in a rapidly changing marketing environment. It seems, as soon as you have something figured out, the rules change once again.

Writing this column has been a tremendous thrill for me. It has given me a platform to share my ideas and express my opinions. It has been scary at times, as I was forced to put my ideas out there for the world to criticize, being challenged every month to come up with new and interesting ideas to engage my audience.

Over the years, I have covered a lot of topics from public relations, creativity, web sites to social media. The column has encouraged me to come up with new ideas, new approaches and has forced me to see the world differently, looking for a branding lesson in a variety of places. In return, I got my name in print and the ego boost that comes with that.

I have come to learn that the time to make a change, to make your next move, is usually before you think it is. One of the worst things someone can do is stay too long and wear out their welcome. So, because of the changing and increasing demands on my time in the marketing world, I have decided to step away from my regular column.

I would like to take this opportunity to thank everyone at *The Retail Observer* for allowing me to grace the pages of their magazine. They have given me a great gift by allowing me the opportunity to share my voice with their readers, and that is something truly precious. While I am sad to leave these pages, I know that new energy and fresh ideas will serve the magazine well, and the next columnist will have some exciting and insightful ideas for your monthly pondering.

I especially want to thank you, the reader, for your attention and loyalty. I hope that over the years I have inspired you to try new approaches, sharpen your brands and strive for excellence.

I would like to leave you with these three last branding tips that sum up my philosophy:

BE GENUINE

Offer products and services that truly serve your customer and provide

real, honest value. The best thing you can do for your brand is to do your job and do it well. Provide a product or a service that your customers need (whether they know it or not), leaving them happy they got it from you.

BE BOLD

Don't be afraid to be different, quirky or strange. Try new things. Thump your chest. If you're the best, then stand up and say you're the best. Invest in your brand. Take the steps necessary to make sure you get noticed. Just be sure you can back it up by being genuine.

BE FOCUSED

The temptation is so great to be all things to all people. Resist it. Focus on your core customer, your key differentiator, what you do best. The more you try to be all things to all people, the more diluted and vanilla your brand will be. But if you focus on what makes you, you, your brand will thrive.

Good Luck! **RO**

Chris Thiede, a marketing and public relations professional, works at IMRE, an agency of experts in the home industry. Chris blogs at imrehomeiq.com. E-mail Chris at cthiede@imre.com.





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Returnability

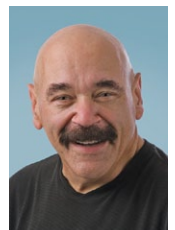
WHAT'S YOUR RETURNABILITY QUOTIENT?

Returnability is a new word that I created which describes the appeal a website has to have for the need, want or desire to return again and again. The Returnability Quotient will simply be a measure of all of the elements combined that create a measurable and comparable score to judge the effectiveness of a website. Let me list the 10 key elements of the Returnability Quotient:

1. ***A constant flow of new and useful information.*** The goal is to be the source of the hot topics or trends within your industry. This doesn't mean you have to write even one article. All you have to do is be a collector of information that you can gather from other websites, newsletters or blogs.
2. ***Tools can encourage return visits to your site.*** In the home décor business, a floor planner widget or software will help to lay out furniture in a room electronically, better known as computer aided design. Think in terms of what kinds of tools you could offer on your website that would be beneficial to your customers.
3. ***Specialized reports that are updated on a regular basis*** can be a wonderful tool to bring people back to your website. The reports can vary in topics but the common denominator must be the things that benefit your readers.
4. ***Humor, jokes and cartoons*** are the easiest ways to capture customers and bring your website to life. People love to collect and share jokes that will give your site free exposure and possible referrals.
5. ***Calls to action*** are simple, graphical boxes with a compelling offer whereby you send the subscriber special reports or information pertaining to something of interest to them. If you're thinking that this graphical box doesn't really bring people back, you're half right. What the box does is to collect customer contact information which allows you to send that customer additional offers that in turn will bring customers back to your site.
6. ***Free webinars.*** Create a series of webinars about things of interest to your customers which they can watch to keep them on the site longer and make them return only if you let them know there are more webinars that are constantly changing.
7. ***Polls and surveys.*** Ask your customers survey questions that would have interest to your readers. These surveys can be done on a short term basis or can be offered on an ongoing basis. An example might be the percentage of expenses for advertising and marketing or advertising trends and the survey results change when someone fills out a survey form. The results are continuous, cumulative and updated data.
8. ***Specialized stock market reports.*** There are widgets that you can get which will collect specific stocks that will apply to your industry. In essence, you are supplying information that your reader cannot find compiled in this way anywhere else. Therefore, this makes your site a place they want and need to return to.
9. ***Quotes.*** People love to read pithy informational or motivational quotes about their job, relationships or living. Be a collector of quotes and offer a quote of the day or of the week and it will bring people back to your site.
10. ***Adaptable material*** that can be adopted from various websites, the news, blogs or newsletters that you gather to make your site the hub of information pertaining to a specific topic. It is estimated that there are over ten million free articles on the web at any given time. Check them out.




Now ask yourself how many of these 10 key elements are you currently doing? If you're not doing any, give yourself a zero. If you're doing a little of it, give yourself a 5. And if you're fully engaged in it, give yourself a 10. **RO**

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



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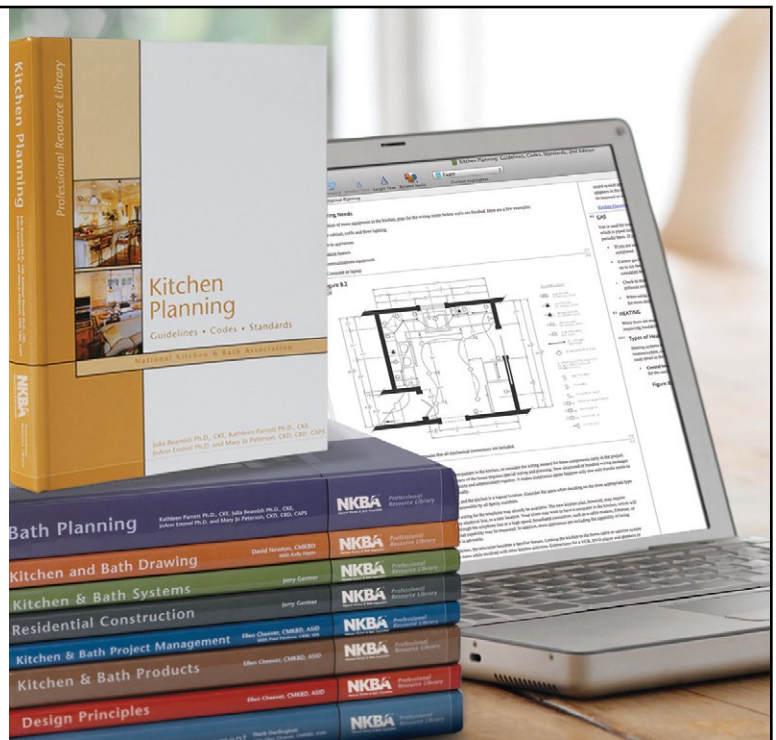
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The Influence of Color



Among the great chefs of the world, it is widely believed that the success of a prepared meal, besides the interplay of smells, flavors and textures is the colors of the various ingredients. I have always believed that color is the essential ingredient to create the ideal kitchen, a playground to experiment with our tastes, senses and personal style.

Color provides sensation, mood and personality. The colors we choose for our kitchen, as well as our living spaces, reflects the way we look at life. From the passionate feelings created by a ruby-red, to the soothing qualities of a powder-blue, the crispness of an acid-green to the exhilaration of corn-yellow, color gives life to space and allows form and function to take shape. With its expressive quality and its striking appeal, I feel that space is inseparable from color.

Approaching the kitchen as a fashion statement, I am always on the watch for color trends and influences. From the runways of Paris to the auto salons of Milan, color is everywhere and that includes the kitchen. Dark somber wood finishes of the past are now

giving way to bright, bold and edgy color combinations.

“In these days of tighter budgets and economic limitations, consumers look to color for renewed energy, optimism and the promise of a brighter day,” says Leatrice Eiseman, executive director of the Pantone Color Institute®. “When remodeling, they have come to understand how color can help them alter a mood of a room as well as provide the opportunity to experiment with new looks and color combinations.

As we swiftly approach the beginning of a new year, the color experts have begun to give their forecasts for the hot new hues for 2012. We will find that the new source for inspiration will be drawn from the great American outdoors. “Native plants and flowers, oceans and lakes, as well as stone, rock and minerals will dictate the palate for the American home.

According to Debbie Zimmer of the Paint Quality Institute, the hot colors to look for will be blues, sparkling sea-glass blue to colonial blue-grey, being a naturally soothing color, blues are suitable for all living spaces. In

addition, a variety of green shades, from celery and asparagus to fir and fern, are expected to make it into more interiors next year, including dining rooms and kitchens to family rooms and bedrooms. And to my surprise, Ms. Zimmer predicts that a harmonious combination of patriotic blue and red hues can add ‘a punch’ to any room when used as an accent color.

I believe that we are on the leading edge of a color renaissance. Returning to the center-stage after a long hiatus, color is back with a vengeance. Evoking multi-sensory impressions, color is reaching; once again, to new heights of popularity, from the streets of New York, London and Paris, to our kitchens, baths and livingrooms.

It is safe to say that ‘Color, in all its variations, is back’. **RO**

Kevin Henry is Senior VP of Sales and Marketing for Enkeboll Designs. You can follow Kevin's thoughts and observation on his blog at www.theessentialkitchen.blogspot.com





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Finding Your Leadership Voice

SETTING THE STAGE FOR A GREAT 2012

What I believe differentiates you as a leader is your voice. Voice is how you sound in your speech, your writing, your messaging and framing. Voice is the manifestation of genuineness or authenticity. Those behaviors and actions and idiosyncrasies that make you “you” and allow you to lead from a place of confidence, assurance and passion. Voice is weaving your stories and experience and view of the world into how you lead and how others perceive you. Your voice is uniquely, absolutely yours.

Most business writing and speaking I’ve seen is boring, verbose and absolutely ignores the audience in any way other than to demonstrate how smart the author or speaker thinks they are. There are exceptions, of course, and these are those whose voice, personality and humanity jump out at you. They feel authentic and genuine to you. If what they say resonates with you, you might even imagine yourself aligning or following, adapting or adopting ideas, methodologies or traits.

How are you speaking to your new employees? What was the last company team meeting like? Does your team feel both inspired and infused with a sense of purpose and loyalty for your company mission when they interact with you?

HOW CAN YOU FIND YOUR VOICE?

Step 1: Get a journal or thought book and record your thinking. Yes, I

realize that paper is so *old school*, but I think it makes a difference.

Step 2: Use the following questions to prompt your writing and thinking. Best method is to just write, without stopping, editing or censoring. If you get stuck, just write “I can’t think of anything . . .” or “blah blah blah” until you get unstuck.

Q1: What Do You Want? How do you envision your best version of yourself as a leader? Where would you work? With whom? In what industry or circumstances?

Q2: Why Do You Do What You Do? What is your personal mission or purpose? What gets you excited and completely enthusiastic? Where is your passion?

Q3: What Experiences or Incidents Have Shaped You? What are some of the best lessons you’ve learned? How do you know? What would you do again, no matter what?

Q4: How Do You Make Things Better? I’ve included, at the bottom, one of my favorite Emerson quotes about defining success. How about you? What is your ultimate value and contribution?

Q5: What’s Next? Where do you go from here? What’s your next step, decisive action or grand adventure?

Step 3: Put your writing/thinking work away for at least a day. Give yourself some distance from the idea generating and brainstorming. Then, set aside an hour or 90

minutes to review and reflect on what you’ve written. Ask yourself the following: “After my review, I have identified the following three intentions for my own development as a leader: 1, 2, 3.”

The writing/thinking exercise helps you get clear about what’s important to you and for you. Reflecting and reviewing allows you to identify the next, most pertinent intentions to have for yourself. This is the road to congruence.

Finding and knowing your voice is essential. I love helping my clients identify what they want, why they want it, how to say it or ask for it, how to clearly articulate, how to listen and respond, how to make good decisions—all of these things help someone stand firmly, decidedly, in their own important places, speaking with confidence. Where do you want to take your company or team? What does success look like for you? What do you want them to do, or stop doing? Your ability to articulate, to use language that rings true to you and that influences others, is using your voice well. **RO**

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



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Your Service Department: A Necessary Evil or Profit Center?

Fall is here and we're in the midst of the holidays. Soon the New Year will be here, which presents us all with a chance for a fresh start. There will be many resolutions for losing weight, a better diet, more exercise, time spent with friends and family and much more, however there is one additional resolution that every independent servicing dealer needs to make: a commitment to focus on the profitability of their service department.

Unfortunately, many servicing dealers view their service department as a necessary evil whose primary function is to serve the needs of the sales department. Installation corrections, customer education calls, "squeaky wheel" customers, floor display repairs and every other "messy" part of the business fall on the shoulders of the service department.

Here are three recommendations that will help you turn your service department into a profit center and make 2012 a prosperous and profitable year for you:

1. Determine your cost of doing business.

Brand Source Service, the specialty service division of Brand Source, as well as service trade associations have long been proponents of determining the cost of doing business (CODB). Unfortunately, too many servicers treat this like going to the dentist: they should, but don't because they are afraid it will hurt.

If you haven't done so in the past 6 months, determine your cost of doing business TODAY. There are several tools that will help you do this

very simply. Selling service without knowing your CODB is like selling a washing machine without knowing your landed cost. Knowing your CODB also empowers you in negotiations over warranty rates. Not knowing it, means you're just asking for more money "because".

2. Bill your sales department for the support that your service department provides. Too often service departments support sales at no charge, unfairly skewing the profit and loss statement because of all the "free" work provided. Conversely, the sales department will also show more profit than it should because it has not been charged for services provided by the service department.

The most successful servicing dealers closely track every source of revenue and expense and charge it to the appropriate department. For example, if a service technician is dispatched on a customer education call that the manufacturer will not pay for then that trip charge is charged against the sales department. Another example would be if the handles on a refrigerator are scuffed on a door frame during delivery, the sales department would be charged for the replacement handles and the labor to install them. This doesn't mean that separate companies need to be set up with a separate set of books, although many companies do that, but it does mean internally tracking this information so that you get an accurate snapshot of the financial

performance of both departments.

3. Increase your first time complete percentage and decrease your cycle time.

If first time completes and cycle time sound familiar it's because there has been a resurgence of attention paid to these performance areas by manufacturers in the past few years.

Your first time complete percentage is the percentage of calls that you complete on one trip. Cycle time is the number of days between receiving and completing the call. While a few manufacturers offer financial rewards for good performance in these areas, don't improve your scores for the money they pay. Improve these scores because they directly affect the profitability of your service departments. More calls done faster equals more money at the bottom line. First time completes hinge on correctly pre-diagnosing the call and having the part on the truck. Internal training and a good parts distributor can help you accomplish these. Cycle time can easily be tracked through a free service found at www.mycycletime.com. The site will generate a plethora of valuable reports that will tell you more about your business than you could have imagined. **RO**

J.R. Zirkelbach, Director of BrandSource Service. BSS: Bringing profitability to the independent services. For more information, call 714.502.9620 or e-mail services@brandsource.com





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Impact Your Business, Your Marketplace, Your Life

Nationwide Marketing Group announced open registration for PrimeTime! by Nationwide, their biannual buying show and strategic member conference, taking place at the Gaylord Palms in Orlando, Florida on February 26-29, 2012. The theme for the upcoming event is IMPACT your business, your marketplace, your life.

The premier buying group and marketing organization for independent appliance, electronics and furniture dealers, encourages members to attend the event to keep up to date on the latest tactics, strategies and resources needed to remain competitive. Independents from across the country will meet and share ideas on the challenges they face and brainstorm new ways to beat the market. In addition, manufacturers and service providers who exhibit at the show understand the needs of the independent and their constraints, so come prepared to provide them with the very best customized group exclusive programming and show offers.

Nationwide maintains that running an independently owned business is more than keeping the books straight and effectively managing employees. It is finding the right product mix, the right message, the right pricing and the right level of service that will keep existing customers happy and grab the attention of new customers. That's why Nationwide invites industry experts to every show who provide their members up to date information on what's going on in the market and share profitable trade secrets through educational courses, presentations and group meetings.

At the last PrimeTime! held in August, Nationwide celebrated a milestone of 40 years in service. It was reported to be the largest event for the buying and marketing organization with registration totals reaching upwards of 3400 people, representing over 1000 appliance, electronics, furniture and rent to own independent dealers and vendor companies from across the country.

"For four decades, Nationwide along with our vendor partners, have been committed to supporting the independent dealer with the very best programming in the industry," said

Robert Weisner, CEO. "We are leading the way together in all areas of business, helping our members prepare to meet all future challenges and opportunities."

For exhibitor and attendee registration and other information about PrimeTime! buying show and strategic member conference go to www.nationwideprimetime.com or call Sterling Events Guest Services at 1-800-777-8741.

PRIMETIME! UNIVERSITY OFFERS NEW COURSES FOR INDEPENDENTS IN FEBRUARY 2012

The PrimeTime! buying show and strategic member conference brings in the "Best of the Best" industry experts to teach the strategies and techniques that are working in business today through courses specifically tailored to the independent dealer. Take a "sneak peak" at some of the educational courses being offered at the upcoming show and get the answers you need to grow your business!

IMPACT YOUR BUSINESS

- Raise the Bar! *How to develop a more effective retail team*
- Bad Business Assumptions That Cost You Sales and Profits
- Service Black Ink: *Cash flow management secrets your accountant never shared*
- Merchandising Electronics in the Multi-Channel Marketplace

IMPACT YOUR MARKET

- Competing Against Mass Merchandisers: *Running your own race and winning*
- Don't Compete on Price, Compete on Value
- Taming the Beast: *How to manage and monetize social media in less than 15 Minutes a day*
- Internet Pricing - *The options and the tradeoffs*

IMPACT YOUR LIFE

- Culture Shift: *Understanding the modern work place*
- Refocus-Refresh-Redefine: *Discovering your IMPACT power!* **RO**

2012

UPCOMING EVENTS

2012

CHRISTMAS—DEC.25 / **HANUKKAH**—DEC. 20–28 / **KWANZAA**—DEC.26–JAN.1

2012

JANUARY

10-13

INTERNATIONAL CES CONSUMER ELECTRONICS SHOW

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

30- FEB. 3

LAS VEGAS MARKET GIFT + HOME – VEGAS KIDS

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

FEBRUARY

8-11

NAHB INT'L BUILDERS SHOW

Orange County Convention Center
ORLANDO, FL
www.buildersshow.com

15-18

APPLIANCE SERVICE TRAINING INSTITUTE (ASTI)

El Tropicano Riverwalk Hotel
SAN ANTONIO, TX
www.unitedservicers.com

26-29

PRIMETIME! BY NATIONWIDE

Gaylord Palms
ORLANDO, FL
www.nationwideprimetime.com

27-29

VDTA/SDTA CONVENTION & SHOW

Ernest Morial Convention Center
NEW ORLEANS, LA
www.vdta.com

28-29

BRANDSOURCE CONVENTION

Marriot World Congress
ORLANDO, FL
www.brandsourceconvention.com

MARCH

1-3

HEARTH, PATIO & BARBEQUE EXPO (HPBE)

Georgia World Congress Center
ATLANTA, GA
www.hpbexpr.com

6-9

DIGITAL SIGNAGE EXPO

Las Vegas Convention Center
LAS VEGAS, NV
www.digitalsignageexpo.net

10-13

INTERNATIONAL HOME AND HOUSEWARES SHOW

McCormick Place
CHICAGO, IL
www.housewares.org

17-21

MEGA SPRING NATIONAL CONVENTION

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www.megagroupusa.com

28-31

NATIONAL APPLIANCE SERVICE CONVENTION 2012

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www.psaworld.com

29-APRIL 1

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APRIL

21-26

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

BrandSource Releases First Series of Broadcast Ads

FEATURING KATHY IRELAND, BRAND AMBASSADOR

BrandSource announced that it is releasing its first series of broadcast advertising spots featuring leading lifestyle designer and Forbes-celebrated CEO, Kathy Ireland, who serves as Ambassador for the BrandSource organization and its 4,500 independent dealer members.

The Fashion CEO, mom and chief designer of kathy ireland Worldwide is appearing in advertising and promotional campaigns to help BrandSource members generate greater awareness of their individual businesses and more foot traffic in stores.

The 30-second broadcast spots begin with Ms. Ireland highlighting BrandSource’s major brand selections at everyday prices and is followed by a tailor-made promotional showcase for each participating member. The segments end with Ms. Ireland touting the BrandSource tag line, “For the best service, selection and

value, come to the source.BrandSource.”

The first spot is available on Brand-Source Marketing YouTube channel at: www.youtube.com/watch?v=5Wd6isilBS4.

Ireland began her role as Brand-Source ambassador earlier this year. The spots were created by Torus Marketing during BrandSource’s annual convention in Las Vegas in August.

“We believe that the new advertising spots featuring Kathy will help us hit a home run with our target customer—the woman who makes final purchasing decisions for the home,” said Bob Lawrence, CEO of BrandSource. “Kathy is a role model for many women, and she’s been a tremendous source of support for our organization.”

Forbes.com names Kathy Ireland one of the 20 Best-Branded Women on Twitter. In 2011 Forbes reports kiWW annual sales at over \$1.5 billion. *2010 License Global Magazine* names kathy ireland Worldwide #28 most powerful licensed brand globally. **RO**

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A Note from the USA President Lance Kimball

It's December already! Each year as I get older, it seems that time goes by faster and faster. As the president of USA, 2011 was a busy and fulfilling year. It's my first year as president and I'm excited about the direction USA is headed and the new benefits for USA members.

I hope you've heard about the most exciting new and free member benefit—the USA Service Library. This is a web based appliance technical sharing database for all USA members.

Let me give you a great example of how you might use the USA Service Library. Let's say you have a technician on a repair for a two-year old LG washer and the customer tells the technician that the washer had an error code, but cannot remember what the code was. Your tech opens the washer up but cannot find the tech sheet, because the last tech who worked on the washer kept it.

With the USA Service Library, now all your tech has to do is open his laptop or iPad and log into the USA Service Library and search for LG washers. The website search engine searches all the data and finds an LG washer service manual that shows the tech how to put the washer into diagnostic mode. Your tech can now review the error codes with the service manual, quote the

customer and complete the repair on his first visit. No going back to the office trying to find the information on some CD or send an email hoping someone can answer his question.

What a powerful resource just for being a USA member and the best part is that it is FREE. This benefit is included in your membership investment. Please visit the USA Service Library at:
www.usaservicelibrary.com.

Many of you go to our annual convention and take advantage of the more than 120 hours of technical and management training; however, we realize that some of you are not able to attend. USA is reaching out to offer you training in addition to our annual convention.

This year USA offered technical and management training at seven Regional Service Meetings. One of our goals was to offer training all over the country, and we did just that. The RSM's were offered on the west coast in Seattle and Sacramento, northeast in Albany, southeast in Atlanta, midwest in St. Louis and Columbus, and southwest in Dallas. The training included management classes presented by Dean Landers, Tanner Andrews, and Paul MacDonald. The RSM's offered technical classes by Whirlpool, GE, Bosch, and Electrolux.

One of the most encouraging aspects was the support from the industry. Here is a list of companies that supported these RSM's:

- Mr. Appliance
- NEW
- WL May
- Reliable Parts
- Lowes
- MEGA Group USA
- Marcone Appliance Parts
- 1ST Source Servall
- GE
- Whirlpool
- Electrolux
- Bosch

Thank you to everyone that attended the RSM's and the companies that supported the training events. It was because of this industry support that the RSM program was so successful.

I'd also like to wish everyone Happy Holidays and a very profitable New Year. One way to learn how to be more profitable in 2012 is by attending the 2012 ASTI convention February 15-18 in San Antonio. You can register today at www.ASTI.us. **RO**

Lance Kimball

*President: United
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WHEN GOVERNMENTS USE PUBLIC MONEY TO WOO NATIONAL CHAINS, ECONOMIC GROWTH AND JOB CREATION ARE NEGLIGIBLE—INDEPENDENT RETAILERS ALSO SUFFER

Sifting through the postmortem news of Borders Group's demise, I came across a local newspaper story about a California town that had spent \$1.6 million to lure a Borders bookstore to a local shopping center. According to the paper, government officials in Pico Rivera in 2003 agreed to pay part of a new Borders store's operating expenses by providing a \$10,833 monthly subsidy for the next 15 years.

That might seem like an astonishing amount of public money to give a retail shop, but what's truly remarkable about the deal is just how unexceptional it actually is. Handing out multimillion-dollar subsidies to large chains has become commonplace in much of the country. These deals are premised on the idea that new shopping centers and big-box stores expand employment and create economic growth. The trouble is, these giveaways have done little more than help large retailers at the expense of small businesses.

No one knows exactly how much public money has flowed to chains. These subsidies take different forms—property tax exemptions, sales tax rebates, job tax credits—and most states do not keep a central record of every municipal and county development incentive. But Good Jobs First, a nonprofit research group that tracks these deals, estimates that large retailers have received at least several billion dollars over the past 15 years. Its Executive Director, Greg LeRoy, says the giveaways have continued through the

recession, despite budget shortfalls and a glut of vacant retail space.

BIG BENEFICIARIES

Wal-Mart Stores (WMT) has been a frequent recipient. From 2008 through 2009, the company pocketed \$7.9 million in tax exemptions from local development agencies in New York, according to data from the state comptroller. Wal-Mart also received \$1.8 million in tax credits and rebates in 2009 to build five supercenters in Louisiana, records kept by the state's Board of Commerce & Industry show. Last year, the St. Louis Post-Dispatch reported that the city of Bridgeton, Mo., approved a \$7.2 million deal to finance construction of a single Wal-Mart supercenter.

Subsidy recipients and government officials often justify these deals on the basis of job creation and economic growth. While Wal-Mart and Amazon did not respond to requests for comment, Molly Snyder, a Target spokeswoman, says the "Kenner Target store created more than 200 new jobs." She notes: "The business development agreement was a key factor in helping to get the project built."

SCANT ECONOMIC GROWTH

A recent study, however, indicates that subsidizing retail development produces neither job gains nor new tax revenue. Earlier this year a consortium of local governments in the St. Louis metro area found that cities and counties in the region had diverted more than \$5.8 billion in

public tax dollars to finance private development. More than 80 percent of these funds supported the construction of new chain stores and shopping centers.

Yet the region has seen virtually no economic growth. "The number of retail jobs has increased only slightly and, in real dollars, retail sales per capita have not increased in years," the authors of the study wrote, noting that many of the region's municipalities are now broke. According to the study, more than 600 small retailers have closed in the St. Louis metro area. The resulting job losses have offset the job gains from the new development.

These findings should prompt other cities and regions to reconsider the wisdom of giving big retailers tax breaks and subsidies. Not only is evidence of a public benefit lacking, but local businesses shouldn't see their tax dollars used to boost their biggest competitors.

A more prudent, and fairer, way for cities to support economic development would be to invest in infrastructure, education, and other community assets that are broadly beneficial to a wide variety of businesses and potential entrepreneurs. **RO**

Stacy Mitchell is a senior researcher with the Institute for Local Self-Reliance, and directs initiatives on independent business and community banking. She is the author of Big-Box Swindle.



Why Buy Local?

REASON # 1

Building Community!

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Why Buy Local?

REASON # 2

Economic Vitality!

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Why Buy Local?

REASON # 3

Character!

Why did you choose to live here? What keeps you? Independent businesses help give our community its one-of-a-kind personality.



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Why Buy Local?

REASON # 4

A Healthier Environment!

Independent, community-serving businesses are people-sized. They consume less land, carry more locally-made products, and locate closer to residents – creating less traffic and pollution.



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RESIDENTS TO TAKE
JOB CREATION
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BY EXERCISING
THEIR POWER TO
STRENGTHEN THEIR
LOCAL ECONOMIES.

November 1st marked the launch of an unprecedented collaboration among advocates for local independent business. Representing over 38,000 locally owned and independent businesses across the U.S. and Canada, Shift Your Shopping will encourage residents and businesses to make a “Shift” by buying from local independent businesses for the holiday season. Shift Your Shopping offers a simple, powerful way to boost our economy and preserve and create jobs in our communities.

“We’re asking community residents to shift your purchases of food, cards, gifts, flowers and other holiday purchases to where it matters most, from your friends and neighbors at locally-owned businesses. And while you’re at it, see some familiar faces and enjoy the experience,” said Joe Grafton, director of Somerville Local First in Massachusetts.

Americans do a large portion of their annual retail shopping budget between Nov. 1 and Dec. 31—about \$700 per shopper according to the National Retail Federation. Numerous studies show that if those dollars are shifted to locally owned, independent businesses, they’ll generate far more economic benefit in local communities than money spent at local chain outlets or businesses outside the community.

Shift Your Shopping encourages residents to take job creation and economic concerns into their own hands by exercising their power to strengthen their local economies. Numerous studies on the impact of buying from local independent business have found impressive benefits. For example, a 2008 study of Kent County Michigan by Civic Economics projected shifting 10% of the county’s per



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capita spending from chains to locally-owned independent businesses would create “almost \$140 million in new economic activity and 1,600 new jobs for the region.”

In addition, annual surveys over the last four years show places that “go local” do better. For example, last year, the Institute for Local Self Reliance gathered data on annual revenue changes from nearly 2800 independent business.

That data revealed independent businesses in communities executing long-term “buy local and independent” campaigns averaged a healthy 5.6 percent increase over the previous year. This gain more than doubled the 2.1 percent increase reported by independent businesses in areas lacking such campaigns. All of those campaigns operated with support from the American Independent Business Alliance (AMIBA) and/or Business Alliance for Local Living Economies (BALLE).

Shift Your Shopping combines the efforts of AMIBA and BALLE with more than 150 local business alliances comprised of over 38,000 local businesses. Grassroots groups like Oakland Grown and the Humboldt

Independent Business Alliance in California and Asheville Grown Business Alliance in North Carolina will execute campaigns with their own flair, picking and choosing from among campaigns like America Unchained!, Buy Local week and Plaid Friday, the colorful alternative to Black Friday. ShiftYourShopping.org will provide access to resources from all of these campaigns, including templates allowing anyone to spread the message easily in their community. Anyone can participate and make a direct impact where they live.

“Shift Your Shopping promotes the united vision and voice of thousands of real people in real communities across the U.S. and Canada committed to building strong local economies,” said BALLE Executive Director, Michelle Long.

Beyond the economic impacts, Shift Your Shopping is also about celebrating the uniqueness of your community, AMIBA Director Jennifer Rockne said, “By shifting the focus of holiday shopping to locally owned, independent businesses, we can strengthen our communities and economy, create more jobs and—equally important—we can enjoy more relaxed and rewarding experiences doing holiday shopping.”

Shift Your Shopping extends through December. See www.ShiftYourShopping.org for a wide array of resources and information on participating organizations. **RO**

Ten Years of Excellence Celebrated at 2011 DPHA Annual Conference

More than 400 attendees and 70 exhibitors converged at the 2011 DPHA Annual Conference and Product Showcase, in October, at the San Jose Marriott and Convention Center in San Jose, Calif.

Manufacturers, dealers, representatives, trade associates and professional members of DPHA, as well as designers and architects from the decorative plumbing and hardware industry, met to enjoy high-end educational sessions, intimate networking opportunities and a robust product showcase. Educational sessions focused on the following topics: leadership, branding your company, differentiating your company, website development, connecting with your customers and issues that affect representatives the most.

For the first time this year, DPHA also offered CEU courses for the architect and design community and educational training for sales staff.

“The showcase was packed with more than 400 attendees and featured more than 70 exhibitors,” said DPHA President David Crossley. “The breakouts were incredible – some were standing room only! Business was conducted and ideas were flowing at the networking sessions. DPHA members returned to their businesses on Monday with competitive advantages and an upbeat attitude in today’s challenging marketplace. Those who found their way to San Jose networked with friends and returned as stars.”

Steven Weinberg, DPHA’s immediate past president, agreed saying, “This year, we had some new events at our conference—one of which was having educational opportunities for our staff-level members who attended the conference. There was a great turnout for these sessions, and the feedback was that they were exceptional. Another highlight was the exceptional quality of our breakout sessions. The feedback was the best I have ever heard in all my years of coming to the conference. The last highlight for me was the overall appearance of the product showcase itself. The manufacturers by and large made some incredible booths

Photos of this year’s annual conference are available on DPHA’s website.

DPHA WOULD LIKE TO THANK ITS 2011 CONFERENCE SPONSORS:

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- ROHL LLC
- Sherle Wagner Int’l
- ThermaSol
- THG USA

THE DECORATIVE PLUMBING AND HARDWARE ASSOCIATION

DPHA is a nonprofit organization representing the interests and advancing the welfare of independent retailers, manufacturers and manufacturer’s representatives. DPHA develops programs and publications to improve business practices, employee performance and the quality of service that DPHA members provide to designers, design professionals, builders, affiliated trades and the general public.

DPHA represents roughly 350 members operating throughout North America featuring the latest products and trends in premium and luxury plumbing and hardware products for the home. Because DPHA members are independent and entrepreneurial, they can respond quickly to new trends and products, enabling their customers to be on the leading edge of design and technological innovations. For industry members, DPHA is a community like no other. It serves to protect and advance the entrepreneurial, independent decorative plumbing and hardware business. For the design and trade professional communities and homeowners, DPHA is a rich source of product and trend information that will enable you to partner with the best minds in the DPH industry. More information about DPHA and its offerings can be found at dpha.net. **RO**



RETAILERS • DISTRIBUTORS • MANUFACTURERS

TRADE SHOWS, SHOWROOM OPENINGS AND SPECIAL EVENTS

*2011 DPHA
ANNUAL CONFERENCE
AND PRODUCT SHOWCASE*

At the 2011 DPHA Annual Conference and Product Showcase attendees experienced the most beneficial event for the high-end decorative plumbing and hardware industry that now incorporates the architect and design community. They gained process and operational improvements and tips for their sales and business growth strategies during educational sessions. They had the opportunity to view new products and exchange ideas with their peers and business partners during a variety of networking opportunities.



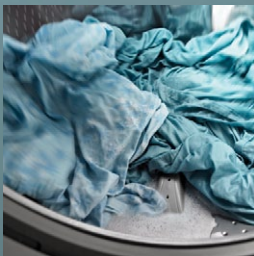


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The FanFresh® option with Dynamic Venting Technology® tumbles clothes for up to 16 hours so you can wash and dry a small load right in the washer.†

#1

#1 RATED FRONT LOAD WASHER**

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Models shown: WFW97HEXW and WE/GD97HEXW with optional pedestals XHPC155XW and worksurface XW29000XW.
 *Compared to adding the detergent manually. **Based on 6X concentration of HE detergent. †Based on a 3-lb load of lightweight fabrics. ††According to a leading consumer magazine.
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Reduces Volatile Organic Chemicals (VOCs), including THMs	✓	✓
Designed with the unique Micro-Pure® technology	✓	✓
NSF Certified	✓	✓
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30% larger filtering surface area	✓	
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Greater particulate reduction	✓	
Best value	✓	
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