

The Retail Observer

June, 2013

AN EYE ON THE INDUSTRY SINCE 1970

Vol. 24, Issue 6

2013 NKBA DESIGN COMPETITION & SPECIALTY AWARD WINNERS

DISASTER PLANNING: ADJUSTING TO THE NEW NORMAL – Part 1



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Together We Create a Recipe for Success

This issue of *The Retail Observer* is filled with great ideas to help you focus, prepare, tweak and plan your business strategy.

Libby Wagner gets us started off on the right foot with *Taking the High Road*. Let's admit that there is enough to keep the independent business owner up at night. We are reminded not to add to this list by making questionable decisions. Staying true to your personal belief systems and keeping the needs of your staff and partnerships at the forefront will help you maintain a healthy business and peace of mind.

Speaking of peace of mind, don't forget that a little crisis planning now will keep your business afloat later should the unthinkable happen. Remember "Superstorm Sandy" that tore through the northeast and the massive tornado that recently struck Oklahoma? Ralph Wolff shares with us the effects of this hurricane and the steps he has taken to keep his business protected from future calamity in *Disaster Planning and the New Normal*.

I also found Dayn Benson's article, *Networking*, very insightful. Why? Well, how many of you actively network? We tend to look at networking as something a college graduate would do not an independent business owner. Well, you are wrong. As Dayn reminds us, networking is an important part of building brand awareness within your local community and should play a part in your overall marketing strategy.

On a personal note, I recently ran across these tidbits of information that inspired me and hope will help you put things into perspective the next time you're having a hard day.

- While Albert Einstein is known as a genius, he didn't always show such promise. He didn't speak until he was four and didn't read until he was seven. He was later expelled from school, and surprised everyone by winning the Nobel Prize and changing the face of modern physics.
- Walt Disney was fired from a newspaper because he lacked imagination, started several unsuccessful businesses, and even filed bankruptcy. He kept trying regardless of all his failures and eventually found great success doing what he loved.
- Thomas Edison had a difficult time learning in school, and was later fired from multiple jobs for not being productive enough. He later made thousands of unsuccessful attempts at inventing the light bulb before creating the design that changed lives. Thomas Edison once said, "I have not failed. I've just found 10,000 ways that won't work."

Finally, I would like to thank our readers, writers and vendors for the valuable contributions you make to *The Retail Observer* every month - together we create a recipe for success!



Happy Summer!

Eliana Barriga
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The Retail Observer JUNE 2013

VOLUME 24, ISSUE 6

CELEBRATING OUR 24TH YEAR
AS *THE RETAIL OBSERVER*

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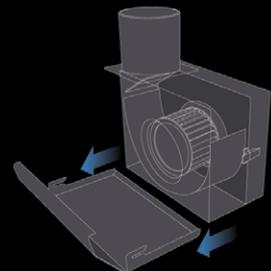
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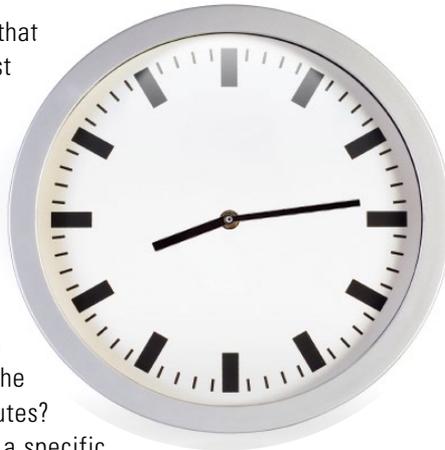
The First 15 Minutes of a Client Relationship

Many people in business state that first impressions are the most important. When a client walks into your showroom or place of business this is very true. The items for sale are clean and organized. Signage is easy to read and properly displayed and employees are well groomed and mannered. I agree this is a simple business practice that we can all agree on. But what about the relationship we build in the first 15 minutes?

Many times a client will walk in with a specific need such as a laundry set or a new refrigerator. Or maybe it's a set of plans for a new house or remodel. I found that before we look at anything it's our responsibility as a salesperson to really understand what the client's needs are above and beyond the box we are trying to sell them.

A few simple questions and a genuine interest in their daily lives and needs can go a long way. How many children do they have, are any at home? How often do they cook and what type of cooking do they do? Do they have any physical needs or constraints that would cause them to have special needs? Are there certain brands that they like or even dislike? Do they have religious observations that the appliance can help solve? Of course what size, color and features are they looking for can answer a lot of questions; but getting to know your client will not only save you time and energy, it will help to form a relationship that can be built upon for years.

Personally, it's been six years now since I've sold my last box. Even after taking this journey with *The Retail Observer*, I still get phone calls from past clients asking me advice or even to just say hello. It's not about the position I have in the Industry today, it's about the relationships I set up years ago by showing a genuine interest in what my client's true needs were outside of me just selling a box. So ask the questions, hear what they have to say and most important make a friendship that goes beyond the boxes we sell.



Happy Retailing,

Moe Lastfogel
moe@retailobserver.com

The Retail Observer JUNE 2013

VOLUME 24, ISSUE 6

CELEBRATING OUR 24TH 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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2013 NKBA DESIGN COMPETITION WINNERS

THIS YEAR'S BEST KITCHEN & BEST BATH
DESIGNERS EXCEL IN THE USE OF GLASS

Glass in all its glory—hand-cut, hand-blown and LED-lit — was creatively used by the winning designers in both the Best Kitchen and the Best Bath in the 2013 Design Competition sponsored by the National Kitchen & Bath Association (NKBA). The category winners in this annual contest were revealed on April 18th at an exclusive Design Competition Awards event at the Republic in New Orleans, during the 2013 Kitchen & Bath Industry Show (KBIS).

Wendy Johnson, CKD, CBD, of Designs for Living in Manchester, Vermont took the Best Kitchen Award for her grand-scale room with a curved LED-lit glass bar overlooking art glass on panels in the cooking and entertaining centers, and an expansive golf course view.

Shea Pumarejo of Younique Designs in Helotes, Texas, earned the Best Bath Award for her Baroque style room featuring a hand-cut glass wall, and red hand-blown glass faucet and sink.

The two honorees were part of the winners' circle that encompasses six categories—small, medium and large kitchens, small and large bathrooms, and powder rooms. In addition, the NKBA Design Competition recognizes Specialty Awards for Before and After Kitchens and Baths, Budget-Friendly Kitchens and Baths, Green Design and Universal Design.

"We take great pride in announcing to the public the topnotch kitchen

and bath designers that our industry has to offer," said 2013 NKBA President John K. Morgan. "Hundreds of entries are received every year, and our designer members continue to impress. The competition this year boasted of innovative concepts, creative expressions and cutting-edge designs."

This year's 400+ entries from across the U.S. and Canada were judged by a panel of eight certified industry experts. Each was either a Certified Master Kitchen and Bath Designer (CMKBD) or both a Certified Kitchen Designer (CKD) and a Certified Bath Designer (CBD). The entries were scored on safety and ergonomics, elements and principles of design, design planning, creativity and presentation.

In addition, approximately 16,000 consumers voted for the People's Pick Kitchen and Bath on HGTVRemodels.com.

Celebrating its 50th anniversary this year, the National Kitchen & Bath Association has conducted a design contest since 1965 when the winners were Danish Modern and Spanish-style projects, and a kitchen with lavender blue cabinets accented by wallpapered soffit and ceiling.

Supporting this year's Design Competition are Platinum Sponsors Jenn-Air, Waypoint Living Spaces and DuPont Surfaces; Gold Sponsors Delta Faucet and Hafele; and Silver Sponsors 20-20 Technologies, Miele, SieMatic, The Home Depot, KWC America and HGTVRemodels.com.

CATEGORY 1 – SMALL KITCHEN

Elina Katsioula-Beall, CKD

Dewitt Designer Kitchens
Pasadena, CA

Small Kitchen – First Place



Second Place:

Mark T. White, CKD, CBD
Kitchen Encounters
Annapolis, MD



Third Place:

Jonas Carnemark, CKD
Carnemark
Bethesda, MD

| continued on page 10 |



Second Place:
Cheryl Kees Clendenon,
In Detail Interiors
Pensacola, FL



Third Place:
Rhonda Knoche, CMKBD,
Rhonda Knoche Design
Portland, OR



Karen Swanson
New England Design Works
Manchester, MA

Medium Kitchen – First Place

CATEGORY 2 – MEDIUM KITCHEN

CATEGORY 3 – LARGE KITCHEN



Wendy F. Johnson, CKD, CBD

*Designs for Living
Manchester Village, VT*

Large Kitchen – First Place

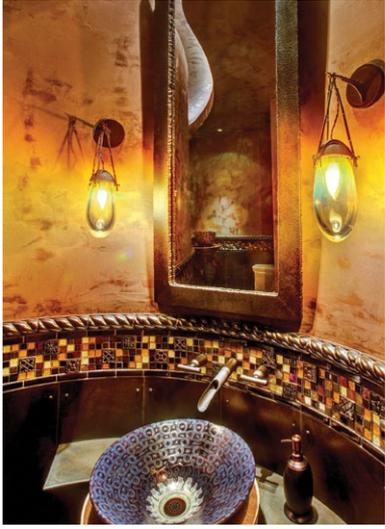


Second Place:
Bryan Reiss, CMKBD
*Distinctive Design
Mt. Pleasant, SC*



Third Place:
Brigitte C. Fabi, CMKBD
*Drury Design Kitchen &
Bath Studio
Glen Ellyn, IL*

| continued on page 12 |



Second Place:

Lori W. Carroll,
NCIDQ\ASID
Lori Carroll & Associates
Tucson, AZ



Elina Katsioulas-Beall, CKD

Dewitt Designer Kitchens
Pasadena, CA

Powder Room – First Place

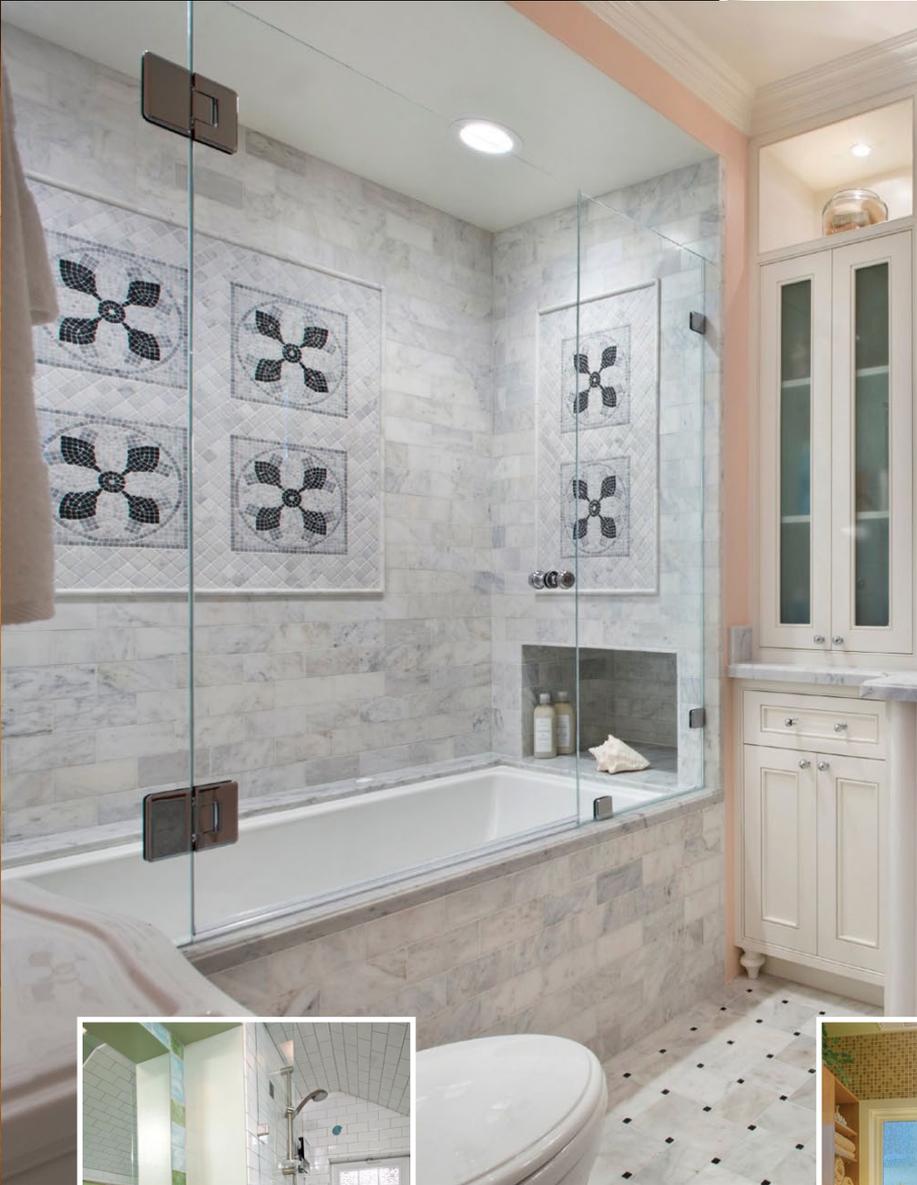


Third Place:

Lori W. Carroll,
NCIDQ\ASID
Lori Carroll & Associates
Tucson, AZ

CATEGORY 4 – POWDER ROOM

CATEGORY 5 – SMALL BATH



Leslie Lamarre, CKD, CID, CGBP

TRG Architects | Burlingame, CA
Co-Designer: Erika Shjeflo, CID

Small Bath – First Place



Second Place:
Jon Crabtree
Inspired Spaces
Minneapolis, MN



Third Place:
Terence Tung, CKD
Kitchen Craft Cabinetry
Newcastle, WA

| continued on page 14 |

NKBA
Winner of the
Best Bath
Award



Second Place:

**Lori W. Carroll,
NCIDQ\ASID**

*Lori Carroll & Associates
Tucson, AZ*



Shea Pumarejo

*Younique Designs
Helotes, Texas*

Large Bath – First Place

CATEGORY 6 – LARGE BATH



*Happy 50th
Anniversary*

NKBA 50
National Kitchen
& Bath Association®

From Your Industry Partners & **The RetailObserver**



THE NEW JENN-AIR® VENTILATION SYSTEM: FROM BOLD TO INVISIBLE IN SECONDS

JENN-AIR® Luxury appliance maker Jenn-Air has introduced a dramatically different cooking ventilation system that serves as an impressive design focal point when in use and virtually disappears when not powerfully and quietly clearing the air. Individually hand-crafted of stainless steel and glass, the telescoping Jenn-Air® Accolade™ ventilation system is arc-shaped, with a curved, sculptural profile designed to place ventilation power even closer to the cooking source than traditional systems.

This newest offering is the latest in a long series of Jenn-Air® ventilation innovations spanning five decades. They include the first downdraft cooktop;



a black glass and stainless steel “perimetric” system that hangs on the wall like a flat screen TV; and the first duct-free downdraft ventilation that filters and recirculates air, requiring no ducting to the outside.

“Because it’s both beautiful and fully retractable, the Accolade™ system offers the best of both worlds in luxury kitchen design,” notes Juliet Johnson, manager of brand experience for Jenn-Air. “When it’s doing its job it makes a powerful design statement, but when it’s not needed it disappears, opening up kitchen sight lines and keeping things sleek and uncluttered.”

“Seeing it rise or disappear at the touch of a button invariably results in ‘oohs’ and ‘ahs’ from those who experience it,” she adds. “But given its striking appearance, it will likely stay in the raised position in many kitchens.”

The 36” Accolade™ system is equipped with a high performance, pressure stabilizing in-line blower system that removes cooking smoke at a rate of up to 1,200 cubic feet per minute (CFM). The inline blower system minimizes operating sounds to keep things quiet in the kitchen. High flow speed at the edge of the hood helps to prevent smoke from escaping into the kitchen, even at low motor levels.

The Accolade™ ventilation system can be engaged either by pressing a button on the system itself or using the provided remote control. Its sleek, slim-profile design is enhanced with ambient lighting, concealed controls and discreet LED lighting that indicates fan speed and provides an alert when filters require cleaning.

The system also provides a host of practical features, including dishwasher-safe mesh filters, a magnetic filter attachment, four fan speeds, three duct positions, auto shutoff when retracted, and a timer for automatically turning off the blower. To learn more about the Jenn-Air® appliance collection, or speak with a member of the concierge team, please visit jennair.com.

OBORAIN DEBUTED NEW DESIGNS FOR OUTDOOR LIVING AT THE ARCHITECTURAL DIGEST HOME DESIGN SHOW



Oborain, maker of the first modern pre-fab outdoor shower, launched its newest design, the Cove, at the AD Home Design show in NYC. Unlike the company’s original design, the Fjord, this piece comprises of Cedar clapboard, inspired by the traditional beach houses found up and down the Eastern seaboard. As with the rest of the collection, the Cove shower is hand-crafted in Massachusetts. It is available in a number of sizing options, incorporates the highest quality stainless steel frames, an Ipê or Ash shower deck and is offered with either a Hansgrohe Croma Green shower pipe or Axor Citterio Thermostatic shower pipe.

GOING GREEN

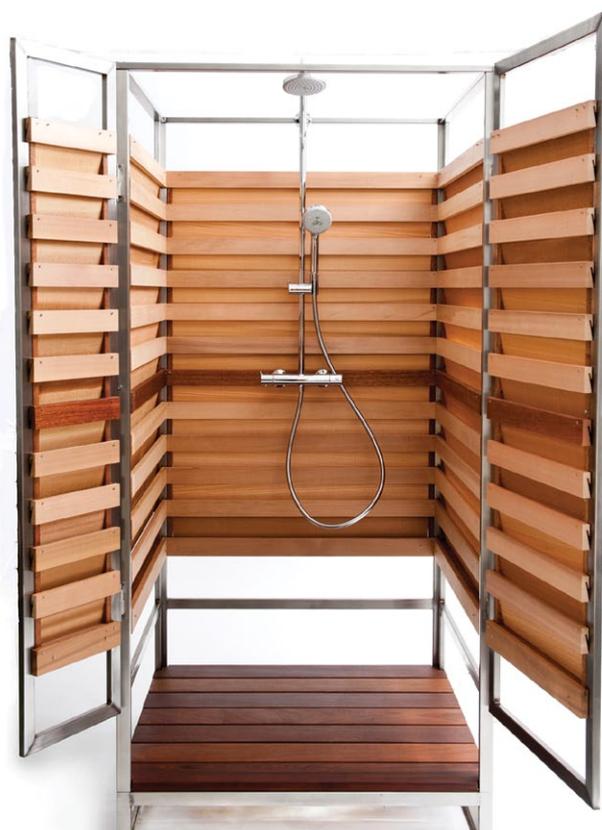
Since its launch last year, Oborain has shown a desire and commitment to using sustainable materials as much as possible. With that, in addition to the standard Dark Red Meranti, they are now offering the Fjord with bamboo cladding and sustainably harvested American Ash shower decking for a more eco-friendly shower package.

In addition, the company is introducing the Obostone decking tiles, created with scrap pieces from the making of the showers. The tiles can be used to create a path to the outdoor shower, or arranged block formation in front of the shower to create a deck. They can even be used as a tray for glasses and a pitcher.

FUNCTIONALITY FIRST

Oborain works tirelessly to improve upon the functionality of their designs. While the drainage pan is not the sexiest part of the shower, it’s certainly a very important one. The new Drainage Pan solves the drainage question by allowing the installer to direct the shower run-off wherever you like - into a drainage pipe, downspout, gully, garden, or storage tank. The pan drops into the base frame and sits on tabs directly below the shower deck, is not visible from eye level, and attaches to a garden hose to direct the run-off wherever one would like. For more information call 413-376-8854 or visit www.oborain.com.

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HEIGHT MATTERS: GE'S NEW ERGO-FRIENDLY FRONTLOAD WASHER AND DRYER GREAT FOR CLOTHES AND YOUR BODY

- GE'S INDUSTRY-FIRST BUILT-IN RISERS FOR FRONTLOAD WASHERS AND DRYERS MEAN LESS BENDING FOR CONSUMERS AND MORE USABLE WORKSPACE
- NEW GE FRONTLOAD WASHER AND DRYER HAVE LARGEST OPENINGS IN THE INDUSTRY, MAKING LOADING AND UNLOADING CLOTHES EASIER
- THE NEW GE LAUNDRY PAIR IS ASSEMBLED IN LOUISVILLE, KENTUCKY



GE engineers and industrial designers are making laundry easier on your body with the industry's first built-in risers and largest openings on its newest, ENERGY STAR® frontload washers and dryers. "Approximately 59 percent of consumers purchase a washer based on its opening and how easy it is to access¹," says Paul Riley, marketing manager for the GE Clothes Care Team. Although manufacturers recommend buying pedestals to raise the height of their washers and dryers, about 60 percent of consumers forgo the added expense.² Many owners skip pedestals and spend their time in the laundry room hunched over, loading and unloading clothes.

GE took the opportunity to improve the frontload laundry experience by offering built-in risers that raise the washer and dryer seven inches, a larger door opening to load and unload laundry, wash and dry features that simplify the process, and a variety of finishes suited to the latest home trends. "Minimizing extreme postures, such as kneeling in front of the washer drum, was a focus in the development of the integrated riser on our new GE frontload washers," says Dr. Cathy Emery, human factors manager for GE Appliances.

The integrated riser elevates the machine to a height of 47 inches, making the top a useable space for tasks like folding clothes and laying items to dry, and the door is a comfortable height for putting in and removing laundry.

"Traditional pedestals raise the machine to a height that most people consign it to a storage shelf," says Riley. "Without pedestals, the washer and dryer sit so low that some people describe it as uncomfortable. Our integrated risers are a great height for an average American."

A LAUNDRY LIST OF FEATURES FOR A SIMPLE CLEAN

- GE engineered a wider door – the largest opening in the industry – to accommodate big items like a bulky comforter.
- The Stain Removal Guide will help get rid of five of the most commonly researched stains on the internet (grass, wine, blood, tomato and dirt) by adjusting the water temperature, spin speeds, wash action and soak time for any cycle.*
- The GE frontload laundry pair are available now, and consumers can choose from white, ruby red or metallic carbon finishes.†
- Single-Item Wash: Ditch the environmental guilt with this uniquely designed cycle that offers great wash performance for single items.
- Overnight Ready: This setting can wash and dry a small load and have it ready to wear by the next morning without having to be transferred to the dryer.‡
- Steam Assist: Helps loosen hard-to-remove stains to get clothes clean.
- Pre-Soak: This optional setting allows for a generous pre-sudsing and soaking cycle ranging from 30 minutes to eight hours to take care of unruly stains or to allow users to dye fabrics.
- Multi-Dose Dispense: The washing machine does its best washing when the detergent is dispensed in smaller amounts during the wash cycle rather than dispensed all at once in the beginning. In this model, there is a timed release for detergent, bleach and fabric softener.
- Detangle Assist: This dryer feature makes wrestling clothes apart a chore no more. During the cycle, the drum rotates in reverse to prevent the tangling of clothing and speeds up drying results.

Estimated retail price of the new GE frontload washer with integrated riser, model GFWR4800FWW, is \$1,299, and the dryer with integrated riser, model GFDR480EFWW, is \$1,299.

For more information on GE Appliances, visit www.ge.com/appliances.

¹The Stevenson Company, August 2009.

²The Stevenson Company. Data ranges from 2008 to 2011 and pulled from a second quarter 2012 Stevenson report. An average of 28.9 percent of consumers purchased pedestals for their frontload washing machines.

* GE recommends pre-treating stains before washing for best results.

† Color availability varies by model.

‡ GE frontload washer's Overnight Ready cycle keeps clothes moving gently up to eight hours to remove moisture content for 2.5 lbs.

Association of Home Appliance Manufacturers spec allows drying of one pair of jeans, three cotton dress shirts, two soccer uniforms, three sets of crib sheets, one dress shirt, one pair of khakis, or two sets of scrubs.

** Retailers set their own prices.

| continued on page 20 |

ONE SIMPLE STEP FOR MANKIND

Only GE offers industry-first features like RightHeight™ risers along with innovative stain-fighting technology to make chores easier and clean simple. geappliances.com





EUROCHEF USA ANNOUNCES THE NEW ILVE® 36" PROFESSIONAL GAS COOK TOP

EuroChef USA, INC.  ILVE

EuroChef USA is the exclusive US Distributor of ILVE Italian-crafted cooking appliances. The ILVE brand, well known for attention to detail, elegant design and cutting edge technology, continues its tradition of quality-engineered appliances with the all-new 36" Professional Gas Cook Top. ILVE is a preferred brand worldwide and now here in the U.S., for people with a passion for cooking and design.

"ILVE innovation and functionality never ceases to amaze the industry. In an effort to meet the great rise in demand and need for high-performance cook tops in the kitchen, EuroChef is introducing the ILVE 36" Professional Gas Cook Top," states Melissa Haber, EuroChef's director of sales and marketing. "This professional style cook top satisfies the needs of the at-home chef in a way not found with any other cook top in the market. Along with its high-power brass burners and large cooking surface, the ILVE 36" Gas Cook Top offers flexibility and convenience with an incredible Nine Ways to Cook. This appliance meets and exceeds the need for a professional 'drop in' cook top." See the YouTube video: Nine Ways to Cook with ILVE® at www.ilveappliances.com/video.php.

Available in Summer 2013, the new ILVE cook top offers the same distinct Italian craftsmanship and functionality found in the entire ILVE Collection of

professional grade cooking appliances. The cook top features a convenient layout of five high efficiency brass burners that burn up to 15.5K BTU, as well as an oblong center burner that evenly heats the stainless steel griddle that is included with the cook top.

Precision burner controls each come with position accurate control and "one touch" automatic electronic ignition. Other features include a flame sensor safety device and easy to clean, removable cast iron grates and burner caps. Plus, enjoy an unprecedented Nine Ways to Cook with optional accessories such as center grates, barbeque grill top, steam and warming basins, steak pans and more!

ILVE ranges come standard with luxury features such as full size warming drawers and rotisseries on most models. ILVE ranges are available in standard American widths of 24, 30, 36, 40, 48 and 60 inches.

The full product line of EuroChef includes: dual fuel ranges, gas ranges, gas wall ovens, electric wall ovens, gas pro range tops, gas cook tops and electric cook tops. The popular Verona and VeronaPro lines also offer optional accessories including a stainless steel range top griddle, maple cutting board, a variety of island trim and backguard options and rounded handles. Additional options in the ILVE line include chopping board, wok ring, griddle top cover and color matched range hoods.

Since 2001, EuroChef USA has been the national distributor of Italian-made professional style major appliances. EuroChef USA markets and sells the ILVE, Verona and VeronaPro brands offering a full line of ranges, ovens, cook tops and range hoods.

For more information call (866) 844-6566 or visit www.eurochefusa.com.



BEST IQ BLOWER SYSTEM OFFERS THE BEST OF BOTH WORLDS: SLEEK AND SMART RANGE HOOD SOLUTIONS FOR DESIGNERS

best BEST®, a leading designer of luxury range hoods, has introduced the BEST iQ Blower System™, an intuitive range hood blower system that guarantees peak operating performance after installation. The BEST PK22 Range Hood is the first BEST Range Hood to be introduced with this technology along with a flush built-in design to allow you flexibility to achieve the range hood design of your dreams.

| continued on page 22 |

ILVE® SPRING PROMOTIONS

FREE HOOD or **\$2000 REBATE**



BUY AN ILVE 48" MAJESTIC RANGE* AND RECEIVE A \$2000 CONSUMER REBATE



BUY AN ILVE 36" MAJESTIC RANGE* AND RECEIVE A FREE MATCHING HOOD



ILVEappliances.com

***TERMS & CONDITIONS:** ILVE Majestic 48" and 36" models must be ordered with a griddle-top configuration, in Midnight Blue, True White, Matte Graphite or Stainless Steel color options and with Chrome trim. Qualifying model #'s are UM120FMPBLX/BX/MX/I and UM90FMPBLX/BX/MX/I.

Offer valid on ranges purchased between March 21st, 2013 through June 30th, 2013.
For additional conditions and to download a rebate form visit ilveappliances.com

EuroChef USA
866.844.6566 • eurochefusa.com

“When designing a custom hood for my clients, the last thing I want to worry about is the performance of the hood,” says Melissa Dominguez, a Miami interior designer and member of the American Society of Interior Designers (ASID). “As a kitchen designer, a system like this would allow me to provide a customizable range hood that ensures easy installation for my contractor along with the technology to eliminate callbacks from clients.”

In addition, the BEST iQ Blower System is up to two times quieter than other high-performance range hoods and removes smoke and odors up to 30 percent faster. This system is also up to 22 times more energy-efficient than comparable high-performance range hoods, providing energy efficiency along with the performance consumers expect from BEST. This improved functionality is due to the system’s advanced digital motor technology, along with a smooth flow blower and filter design that ensure quiet performance.

The BEST iQ Blower System has the intelligence to know when the duct system is severely restricted. If airflow is impeded, an LED light flashes to notify the installer for corrective action. This instant notification means more satisfied clients for designers.

“The advanced technology of the BEST iQ Blower System provides effective, nearly silent normal operation while assuring peak performance for each installation,” says Brian Wellnitz, marketing manager, kitchen ventilation, BEST. “This product with the iQ Blower System satisfies the needs of designers in search of the highest-quality, Italian-designed range hoods with the latest cutting-edge technology.”

The BEST iQ Blower System will be added to select BEST Range Hood designs throughout 2013. BEST iQ Blower System Offers the BEST of Both Worlds: Sleek and Smart Range Hood Solutions for Designers.

For more information on the BEST iQ Blower System, please visit www.BESTrangehoods.com.

PERLICK LAUNCHES INDUSTRY EXCLUSIVE 24" DUAL-ZONE WINE RESERVE



UL RATED FOR OUTDOOR USE, THE NEW UNIT IS THE FIRST TO OFFER INTERCHANGEABLE WINE STORAGE COMPARTMENTS



Perlick Corporation, a leader in total package bar equipment, beverage dispensing systems, and luxury residential undercounter refrigeration, recently launched the Signature Series 24" Dual-Zone Wine Reserve.

Available in June, 2013, the unit is UL rated for outdoor use and is the industry’s first undercounter, dual-zone wine reserve to feature interchangeable red and white wine storage compartments.

“Perlick’s 24" Dual-Zone Wine Reserve provides designers with an attractive, reliable solution for their clients’ entertaining needs anywhere in the home, including outdoors,” states Jeff Wimberly, vice president of Sales for Perlick’s Residential Products. “This unit is an entertaining must because it properly cools up to 46 bottles of wine in two separate temperature zones. So, whether used in the dining area or outdoor kitchen, it eliminates the need to leave a party just to gather more wine from the cellar.”

As part of Perlick’s new Dual-Zone line of undercounter refrigeration, the industry exclusive Signature Series 24" Dual-Zone Wine Reserve includes multiple configurations for indoor and outdoor use.

Other features include:

- Industry exclusive, convertible wine storage – the zones (white and red) are interchangeable/reversible to accommodate varying wine preferences and storage needs
- UL rated for outdoor use
- Two independently controlled temperature zones foster the ability to properly store white and red wine
- Can be configured with solid stainless steel door, solid wood overlay door, stainless steel glass door or wood overlay glass door
- Glass doors are UV-coated with argon-charged warm edge intercept technology to protect wine from harmful UV rays
- Includes six + 1/2 (6 1/2) full-extension pull-out wine shelves
- Stores up to 46 wine bottles (750 ml.) – top zone: 21 bottles, bottom zone: 25 bottles
- Shelves are vinyl coated to prevent vibration and adjustable to accommodate oversized bottles (magnum) bottles
- Unmatched construction and insulation eliminates vibration transfer to properly preserve wine
- Exclusive, adjustable temperature range of 40 – 68 F to complement a variety of wine storage preferences
- Each compartment’s temperature is consistently maintained to +/- 1 F of set temperature
- Fully-integrated depth to allow a flush fit with surrounding cabinetry
- Commercial-grade stainless-steel interior (odor-free and prevents the growth of bacteria)
- Front vented, RAPIDcool™ convection cooling refrigeration system
- Exclusive 1,000 Btu Variable Speed Compressor
- Industry Best Three-Year Warranty plus an additional three years on the sealed system
- Price varies according to configuration; \$3399 - \$3749

To learn more visit www.perlick.com or call 800-558-5592.

| continued on page 24 |



Everything is perfect tonight, including your wine temperature - thanks to your Dual-Zone

The perfect evening means serving your wine at the perfect temperature. The new Perlick Dual-Zone Wine Reserve offers a temperature range of 40° through 68° - you program each of the dual refrigeration compartments separately. One chills your white wine while the other slightly cools reds - so you and your guests can enjoy your vintages at optimal serving temperature.

Plus, the Perlick Dual-Zone Wine Reserve is indoor/outdoor rated, so you're never more than steps away from serving wine at its peak.

With stainless steel interior, state-of-the-art digital controls, and other industry-leading features, the choice is easy.

Choose Perlick and relax.



Perlick.com

GLOBAL REFRIGERATION MANUFACTURER MAKES ALL PRODUCTS IN THE U.S.A.

HOMEOWNERS CAN NOW “BUY AMERICAN” WITH TRUE PROFESSIONAL SERIES®



For more than 65 years, True Refrigeration® has been the leading choice among top chefs, hotels and beverage providers. The family business, now in its third generation, is known globally for excellence yet all True products are proudly designed and handcrafted in the United States.

With the recent addition of the company’s True Professional Series® residential line, homeowners can now “buy American” and enjoy the company’s refined line of commercial-grade undercounter refrigeration products. As reported by ABCNews, if each person in the US spent an extra \$3.33 a year on American-made goods, it would create 10,000 new American jobs.

“We’re proud of not only our commitment to quality manufacturing, but are proud to do our part in creating American jobs.” notes True Owner, SteveTrulasko.



True’s heritage dates back to the company’s founding after World War II, when Bob Trulasko and his father Frank, along with brother Art, started the company in their St. Louis area home. Dedicated to manufacturing the best refrigeration products in the world, the same excellence and innovation behind its commercial success underlies its industry-leading True Professional Series®.

The True Professional Series®, designed with the homeowner in mind, offers customizable undercounter refrigeration products and includes the True Wine Cabinet, Dual Zone Wine Cabinet, 15-inch Series, Beverage Center, Undercounter Refrigerators, Undercounter Refrigerator Drawers and Beverage Dispenser.



INTRODUCING ROBOVAC 200 FROM NEXVAC THE ROBOTIC VACUUM THAT “CLEANS WHILE YOU’RE AWAY”



Nexvac has announced the introduction of their new robotic vacuum cleaner RoboVac 200. RoboVac 200 comes with a remote control for directing the robot where you would like it to clean. It also has an automatic 5 mode cleaning program to ensure that the unit completely cleans a room. The automatic cleaning program allows you to just press a button and walk away. RoboVac 200 “Cleans while you’re away”.

On board sensors tell RoboVac 200 when to back up, turn and clean around an object. RoboVac 200 also has a series of cliff sensors that protect the robot from falling down a flight of stairs. The RoboVac 200 has adjustable cleaning times and the unit runs for up to 80 minutes of continuous cleaning. This design has been in testing for the last 14 months and is based on a model that has been available in Europe for the last 5 years. RoboVac 200 is an improved version of that model.

Nexvac is the first manufacturer to market a robotic vacuum solely through the independent dealer system. Jim Coward CEO of Nexvac says “The independent dealer structure will benefit the consumer by being able to provide the knowledge needed to train the consumer on the use of robots in their home. Some companies in the past have relied on the big box stores to sell their robots. I think this is a mistake because training the consumer is the last hurdle before widespread acceptance.”

Nexvac CFO Robert Timmons says “This is a market with a tremendous amount of growth potential. I have made a point of making all the parts available to all the retailers that carry the RoboVac 200. Our competition has repeatedly denied dealers from repairing or inspecting their units. Our units come with a 1 year warranty and 6 months on the battery. However, RoboVac 200 is designed to last for much longer. | continued on page 28 |

ELEGANTLY & EFFICIENTLY DESIGNED

The Fagor 30” Bonita Grey Induction Cooktop gives the countertop a seamless integration that blends into most counter spaces allowing for the continuation of a sleek and modern kitchen environment.

The induction control panels are discreetly concealed into the overall unit while the scratch and stain resistant glass keeps the Grey induction cooktop looking consistently...”Bonita”.



www.fagoramerica.com



Liebherr's BioFresh Plus Technology Keeps Food Fresher Longer



Ian Knauer of PBS' series "The Farm"

Available in select Liebherr refrigerators, the patented BioFresh Plus refrigeration compartments where temperatures are kept just above freezing—keep food at an optimum humidity level, allowing them to retain their vitamins and minerals, and stay fresh up to three times longer than in traditional refrigerators.

The low humidity DrySafe compartment is ideal for storing meat, fish and dairy products, which should always be wrapped airtight. Fruit and vegetables are best kept in the HydroSafe compartment with a high level of humidity. Fruit and vegetables should be placed unwrapped in the drawer to allow the humidity to circulate.

Chef, cookbook author, and star of PBS' new television series "The Farm," Ian Knauer, trusts Liebherr's BioFresh technology to preserve his fresh foods.

"Growing up working on a farm in Pennsylvania and later cooking alongside some of the world's culinary greats, I've known that the fundamentals of any great dish are fresh, seasonal ingredients. It's one thing to have a refrigerator for its good looks, but Liebherr focuses

just as much on their food preservation and to me that's the most compelling reason to have one in the kitchen, which I do."

Liebherr is encouraging homeowners to store their food according to its nutritional elements and has outlined the vitamins of everyday grocery items and the particular BioFresh Plus compartment they should be stored in:

- For instance, the crucial Vitamin A can be found in items including carrots and broccoli. When stored in a BioFresh Plus compartment at 32°F these foods can last up to 80 days, much longer than when stored in traditional vegetable bins.
- Vitamin B6, found in fish, lasts up to 7 days longer in Liebherr's BioFresh Plus compartment at 28°F, when compared to traditional refrigerators.
- Vitamin C, found in grapefruits and oranges should be stored at 43°F, to last up to 17 days.

Ian's show "The Farm" will premiere nationally in July 2013 on PBS. To learn more about Ian and Liebherr's BioFresh Plus Technology visit their website, www.liebherr-appliances.com.

RO



Splurge **Wisely.**

It's not how much you spend on your kitchen – it's how intelligent you are while doing it. Just ask any Liebherr owner. Our stainless refrigerators resist fingerprints, hold more food, keep it fresher longer, and come with a warranty that meets or beats other brands you're considering. It's the premium refrigerator that makes your kitchen look beautiful – and you look brilliant. Be wise and follow the QR code below.



www.liebherr.us/hg

LIEBHERR

Quality, Design and Innovation

Parts will be made available on the unit to all the major parts suppliers in the United States as well as our independent dealer base.”

If you would like information on becoming a RoboVac 200 dealer please contact Steve Mosbacher at 800-260-8227. They are signing up territories right now and are interested in talking to qualified independent retailers.

THE BEAUTY OF BAMBOO

ATLAS HOMEWARES HIGHLIGHTS EXOTIC AND ECO-FRIENDLY HAMPTONS HARDWARE COLLECTION



What’s not to love about bamboo? It’s beautiful, durable, sustainable—not to mention one of today’s hottest materials in interior design. In fact, bamboo is increasingly popular in everything from flooring to furniture. On-trend as always, Atlas Homewares has incorporated this Asian-inspired medium into a sophisticated line of decorative hardware that combines the best of exotic elegance and casual contemporary charm.

A part of the popular Hamptons Collection, each eco-chic piece is crafted by hand and carefully woven with natural-hued bamboo. Styles range from knobs and pulls (\$10.20 to \$35.50) to bath hooks, towel bars and rings, and toilet paper holders. Available in brushed nickel and aged bronze finishes.

Ideal for the bathroom, the Hamptons Collection is equally suitable in kitchens, game rooms, outdoor entertainment areas, and anywhere you want to make a statement. It’s a fun and unexpected way to add texture to a space and to bring a bit of the outdoors inside. No wonder this trend keeps attracting new followers. Long live bamboo!

Under the creative direction of Adrienne Morea, Atlas Homewares has enhanced home décor with decorative hardware that is both inspiring and style driven. Drawing inspiration from everything from nature to global travel, the Atlas Designer strikes a connection with those who have an eye for fashion. Atlas Homewares aspires to set the trend when it comes to decorative hardware. Each season brings a new collection ensuring a dynamic gallery from which to choose and longevity in an industry that demands a discerning eye.

For more information about Atlas Homewares’ bamboo-adorned Hamptons Collection, visit www.atlashomewares.com.



VIKING ACQUIRES SOUTHERN CALIFORNIA DISTRIBUTOR SUES, YOUNG & BROWN, INC. AND NORTHERN CALIFORNIA DISTRIBUTOR THE GENE SCHICK COMPANY



Viking Range, LLC, the originator of commercial-type appliances for the home, announced the acquisition of longtime distribution partner Sues, Young & Brown, Inc. (“SYB”) and longtime distribution partner The Gene Schick Company (“GSC”)

The Baldwin Park, CA- based company SYB has been the exclusive distributor for Viking in Southern California since the first Viking range was introduced in 1987. SYB, Inc. has been in business since 1944, representing the best in home appliances and electronics. The SYB Viking Product Center showcases the entire array of Viking products in various designer vignettes, allowing consumers to envision their homes designed with a Viking kitchen. Skilled product specialists assist visitors by reviewing product features and benefits and answering any questions that may arise.

The current SYB management team will remain in place to support a strong network of Southern California retail appliance dealers and will continue to perform marketing, warehousing and service support for Viking. “The addition of SYB to the Viking team strengthens an already rock-solid relationship between our two companies and ensures continued success moving forward in one of the most vital markets to our business,” said Brian Waldrop, Viking executive vice president and CFO. “Our history together dates back to the very inception of our company, and SYB has always been an invaluable asset to Viking and our esteemed dealer base.”

The Hayward, CA-based GSC, in business since 1973, has been the exclusive distributor for Viking in Northern California and Hawaii since the earliest days of Viking. “The addition of GSC to the Viking team further strengthens the Viking brand and ensures continued success moving forward in one of the most vital markets to our business,” said Brian Waldrop, Viking executive vice president and CFO. “The Viking - GSC partnership has always been a huge asset to Viking and dates back to 1987, when the first Viking range was shipped.

Viking will be combining GSC’s organization with the recently acquired SYB organization in Southern California in order to better serve the California, Hawaii and northern Nevada markets. The synergies of the combined organizations will provide Viking customers with a unified sales, marketing and logistics division of Viking Range, LLC. GSC’s sales and service team, led by Mike Beranis, will continue to service the existing GSC markets. For additional information please visit www.vikingrange.com or call 888.845.4641. **RO**

INTRODUCING AQUASMART™ AND AEROCARE LAUNDRY SOLUTIONS



888.936.7872

The AquaSmart™ washer and AeroCare dryer are a perfect match. The 22lb AquaSmart™ uses SmartDrive™ technology to wash your family's laundry efficiently and thoroughly, and the SmartTouch™ control dial makes it easy to select an expert wash every time. The AeroCare dryer works with care and precision based on the needs of the fabric. Two refreshing steam cycles de-wrinkle and refresh garments. The matching toughened glass or white steel soft-close lids provide both appliances with strength and chemical resistance. This perfect pair are made for each other.

Fisher & Paykel

fisherpaykel.com

Smeg: Exclusive Design Domestic Appliances

The Quality and Beauty of “Made in Italy”

OVER HALF A CENTURY OF HISTORY

Smeg, one of the largest Italian domestic appliance companies, was founded in 1948 by Vittorio Bertazzoni, a member of a well-known family of entrepreneurs in the appliance industry. Started as an enameling and metal working company, the acronym SMEG—Smalterie Metallurgiche Emiliane Guastalla (Metal Enameling Factory based in Guastalla, Emilia)—conserves the memory of the initial business activities.

Smeg products have left a mark in the history of Italian design thanks to the company's love for well designed and well executed work, and the determination to make products that are distinguished for quality, technical characteristics and style. In the 1970's Vittorio's son, Roberto Bertazzoni, became President of the company and under his guidance the business has grown progressively. The Smeg brand is now considered to be a symbol of quality in the kitchen and production has gradually expanded to also include products for both the Commercial and Medical industries.

Smeg Headquarters is still located in Guastalla in a building designed by the architect Guido Canali. The building reinterprets, with modern notes, the old rural courts of the Emilia Romagna region where buildings were traditionally built in close vicinity to each other. Inside the Smeg office particular care has been dedicated to safety management, distribution, control of electrical energy and microclimate environment. In 2007, as part of bio-architecture week, Smeg received the “Domotica” prize for the Headquarters in Guastalla, which was declared one of the most innovative in Italy for its intelligent management of energy consumption. The office is widely recognized as an excellent example of sustainable development.

FROM GUASTALLA TO THE WORLD

Today, 65 years after it began, Smeg is still a family run company and the current CEO is Vittorio Bertazzoni, the grandson of the founder. It counts on a loyal and experienced workforce (which has in the past also included 3 generations of the same families), 3 factories all based in Italy and 15 fully owned subsidiaries around the world. Almost 2,000 employees contribute to the growth of an International Group that proudly represents “Made-in-Italy”.

In recent years the economy has had a hard impact on most manufacturers, yet Smeg has successfully expanded its presence in several markets. The presence of the brand in the United States was consolidated in 2008 with the opening of a prestigious showroom in the Architecture & Design Building in the heart of New York City.

TECHNOLOGY FURNISHING THE KITCHEN

Smeg's secret resides in the products' uniqueness and in Smeg's quest for aesthetic perfection. Smeg believes that the kitchen is not only a place for cooking food but an environment to value. The company payoff sums up the vision behind the products: Technology with style. Technology is expressed by the work of in-house engineers who have developed cutting-edge solutions, such as the first double convection oven cavity in a gas range, and in dishwashers the innovative double arm “Orbital” wash system and speedy Economy cycle which cleans a load in just 27 minutes.

Style and elegance have always been crafted with special attention to the design, ergonomics and functions. The cooperation with some of the most recognized Architects and Designers, including Renzo Piano, Guido Canali and Marc

Newson allows Smeg to bring a new and timeless look to the kitchen. The latest recognition comes from the American Designers community that granted Smeg the “Good Design 2012” award.

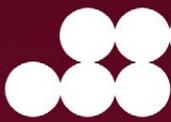
NEW RANGES DEDICATED TO U.S. CONSUMERS

Smeg's passion for cooking transpires in the performances of the latest products added to the freestanding line. Three new gas ranges with sleek designs combined with functions inspired by commercial pro-ranges are the perfect match for the American kitchen. The versatility starts with the sizes: the ranges come in a choice of 24”, 30” and 36”. All ranges are finished in solid satin stainless steel and at only 25” deep they mount flush with kitchen furniture.

- C24GGXU, 24” gas range ideal for compact kitchens. A small appliance with big features including a large oven able to fit a 16lb turkey, and 4 burners with a total of 30,800 BTU.
- C30GGXU1, 30” gas range that offers 5 burners and a total of 57,400 BTU, much more than can be provided by similar products in the same category.
- C36GGXU, 36” gas range with a double fan convection oven that allows heat to be distributed equally throughout the whole oven for cooking different recipes at the same time without mixing the flavors.

Optional accessories include a Moka ring (burners reducer) and a Wok ring designed to meet the needs of different cultures and cooking habits. Island trims are available to complete the look of the ranges, and are currently being offered free of charge with every new range purchased until the end of 2013. LP converters are provided as standard.

For more information: www.smegusa.com. **RO**

 **smeg**
technology with style



www.smegusa.com

Ph. +1 212 265 5378

C30GGXU1 - 30" FREESTANDING GAS PRO-RANGE IN STAINLESS STEEL.

D

ISCOVER A LOVE OF DETAIL AND A PASSION FOR TRADITION.

BEHOLD THE BOLD NEW C30GGXU1, THE LATEST IN A LONG LINE OF TRADITIONAL RANGES PRODUCED BY SMEG SINCE 1948. A STATE OF THE ART APPLIANCE THAT INSPIRES YOU TO REDISCOVER TRADITIONAL RECIPES, AS WELL AS INVENT YOUR OWN TO BRING ANY OCCASION TO LIFE. EXCLUSIVE AESTHETICS, SUPERB QUALITY AND UNMISTAKABLE DESIGN ARE THE INGREDIENTS THAT MAKE ANY SMEG APPLIANCE UNIQUE. FALL IN LOVE WITH A PASSION TODAY.

SMEG USA, INC.
A&D BUILDING,
150 EAST 58TH ST., 7TH FL.
NEW YORK, NY 10155



MARVEL is Re-Engineering the Quiet Revolution in Ice Machines.

When it comes to entertaining a few or a crowd, ice machines are a great addition for the home. But not all ice machines are created equal, and the wide variety of cube sizes, shapes, and clarity can make choosing the right ice maker a challenge. Experienced trade professionals know that one of the biggest consumer complaints is noise. Get the facts on why MARVEL's new ice machines trump the competition and hit the mark on all the features you and your customers demand.

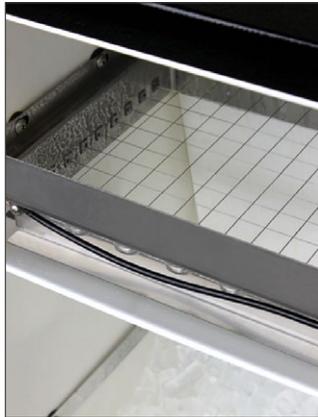
Tasted, Seen, but Not Heard

Many new ice machine owners are disappointed in the amount of noise their clear ice maker produces when running or harvesting ice. Not so with MARVEL. We've engineered our pumps and ice path to be the quietest in the industry. Our factory or field installed drain pump has a motor and impeller design that greatly reduces start-up transient noises and running noise levels. Our new sound buffering ice path minimizes the loud impact noise that competitive ice makers produce when dropping ice into the bin.

The Purest Ice Possible

MARVEL Clear Ice Machines use a fractional freezing process that creates perfectly clear gourmet ice cubes. As water runs over the cold plate, pure water

freezes first. Impurities are carried away into the water reservoir, leaving a clear slab of ice. When the slab is the correct thickness, it is released onto a stainless steel cutter that cuts the slab into uniform $\frac{3}{4}$ " squares. The result? A perfect cube of ice that cools your beverage quicker, takes up less room in your glass, and won't affect the flavor of your beverage.



Stainless Steel Ice Cutter

A Wide Selection of Sizes and Styles

MARVEL Clear Ice Machines are available in both the Professional Series with full length pro-style handle and stainless steel toe grill, and the MARVEL Series with designer handle and black toe grill. Clear ice models produce up to 34 lbs. of ice per day.

You can also opt for a MARVEL Crescent Ice Machine, which requires no drain and produces up to 12 lbs. of ice per day. If space is an issue, consider our 24 $\frac{1}{8}$ " high Compact Crescent Ice Machine that also makes 12 lbs. of ice daily.

Full size model door options include solid stainless steel, wood panel overlay, black, and white. There's also an Outdoor model available, with a corrosion resistant stainless steel exterior.



Undercounter and Compact Models Available

Premium Undercounter Refrigeration and Wine Preservation

AGA MARVEL is the leader in undercounter refrigeration, with a huge selection of wine cellars, beverage centers, refrigerators, beer dispensers, and ice machines. All our products are manufactured to the same stringent standards as our scientific, medical, and industrial products. With elegant styling that complements any kitchen or entertainment room, smart shelving designs that maximize capacity, and flawless fit and finish, MARVEL is the smart premium undercounter choice.



AGA MARVEL

800.223.3900 | www.agamarvel.com



The ice machine that has it all.
Except the noise.



The appliance market is filled with chatter, but one thing is clear. MARVEL's whisper-quiet ice machines are removing the racket from home ice making.

Engineered to minimize sound without sacrificing performance, MARVEL gourmet ice machines feature a purring motor and impeller that reduce operational noise and a sound buffering ice path that muffles cube impact noise.

MARVEL is delighting homeowners with the only high-efficiency ice machine that produces crystal-clear ice by the pound—without disturbing the peace.

AGA MARVEL

800.223.3900 | www.agamarvel.com/ice

2013 NKBA

DESIGN COMPETITION

SPECIALTY AWARD WINNERS



RAISE A GLASS

This kitchen translates into some serious cooking and baking for her, and a computer center and seven-stool raised bar area for him. A large center island forms the heart of the space, open to an elaborate wall of cooking, refrigeration and storage. Not to be missed is a small second island providing an intimate dining space for two. This visually interesting, yet functional space serves up a blend of woods, stainless steel, concrete and glass – perfect for that weekend escape.



Wendy F. Johnson,
CKD, CBD

*Designs for Living
Manchester Village, VT*

BEST KITCHEN



THE FORWARD FASHIONISTA

This high-fashion boutique bathroom with closet & display shelves are perfect for storing those designer shoes and handbags. Clean and simple lines of marble tiles and cabinetry, juxtaposed against the curves of the serpentine vanity, baroque mirror, and hand-blown glass faucet and sink ignite a fun and daring space for the diva in you.



Shea Pumarejo
Yunique Designs
 Helotes, TX

BEST BATH



FRENCH COUNTRY FLAIR

Rough hewn finishes and salvaged wood planks help recreate the Old World French décor the clients truly desired. A custom hood was created, using copper, copper rivets, forged-iron strapping and an old beam. The island top is made from longleaf yellow pine boards, tied together with forged-iron strapping. Open shelving, made from longleaf yellow pine, sandblasted, set off with black metal supports. Whitewashed, old-wood flooring and old beams in the kitchen ceiling and dining room unify the areas and recreate the feel of a French farmhouse kitchen.



Richard Ourso,
CKD, CAPS
Ourso Designs
 Baton Rouge, LA

BEFORE & AFTER KITCHEN



^^ AFTER >>>



<<< BEFORE

| continued on page 36 |



BANG FOR THE BUCK

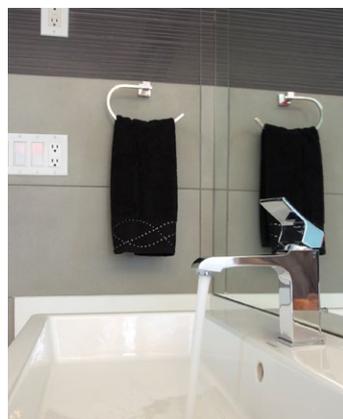
The challenge: Make it more modern and spacious, all on a budget! A pony wall between the shower and toilet, along with frameless glass doors and panels, opens the space while maximizing the natural light. The original bath's chrome cup/toothbrush holder, an oversized mercury glass pendant, as well as other cabinets, faucets and accessories were re-incorporated into the final layout. An Amish-made custom vanity is one of the many special features of the bathroom - both easy on the wallet and the eyes.

Winner of the
Budget-Friendly Bath
Award

Elizabeth Schulz, AKBD
ABK Today
Lancaster, PA

Budget: \$20,000 or less

BUDGET-FRIENDLY BATH



RESPECTFULLY REMODELED

This master bath exudes contemporary visual appeal, yet revels in carefully planned green design. Cambria recycled quartz countertops define simplicity and pureness. Cabinets are 100% VOC free, low-flow shower/rain heads and low-flush toilet ensure maximum water efficiency. Walls feature recycled tiles, and LED lights illuminate the bath efficiently.



Winner of the
Green Design
Award

Anastasia Rentzos, CKD, CBD
Andros Kitchen & Bath Designs
Mississauga, Ontario

Green products, materials & practices

GREEN DESIGN

| continued on page 38 |

| continued from page 37 |

ON A MISSION

1920s Storybook Mission home was designed for wheelchair accessibility. The design enables the client and two other wheelchair users to access appliances comfortably and move freely between the cooktop and sink. A custom soapstone sink, shallow with a deep end, allowed for a garbage disposal unit. Appliances at the right height and drop down doors provide easy access with glass doors above the refrigerator for a cable box and a stereo, operated by remote control.

Winner of the
Universal
Design
Award

**Sandra Tierney,
CMKBD, CID**

*Cabinets by Design /
Escondido, CA*

Universal products, materials & practices

UNIVERSAL DESIGN



A FAMILY AFFAIR

This inviting space caters to the desire to host quality family gatherings. A dual-purpose baking center with ample counter space serves as a buffet. Touch technology faucets, fully dimmable color-corrected LED lighting, and decorative niches are some of the special features that make the remodeled space exceptional. Beautiful colors, textures and finishes are fit for a cozy family affair.

Winner of the
Best Builder/
Remodeler
Award

Angela Victoria Rasmussen

*House 2 Home Design & Build
San Jose, CA*

CLAY LYON HONORARY AWARD





ROOM TO GROW

A child will enjoy this grown-up refuge now and for years to come. A built-in perch is a perfect nook to sit or send out a quick text. Round stone mosaic medallions and circular sconces support the rhythmic pattern. Pink ribbon on the shades and turned wooden cabinet legs add a feminine touch.

Leslie Lamarre, CKD, CID, CGBP
 TRG Architects
 Burlingame, CA
 (Consumers voted on HGTVRemodels.com)

PEOPLE'S PICK BATH



STEP BACK IN TIME

This renovated historical home features antiqued, hand-painted finishes and a large antique Chinese print—a step into historic modernity! Original heart pine floors, oversize cabinets, dark countertops, large arched windows and exposed brick and beams add to the unique character of the soaring space. A custom walk-in cooler is housed under the staircase.

Bryan Reiss, CMKBD
 Distinctive Design
 Mt. Pleasant, SC
 (Consumers voted on HGTVRemodels.com)

PEOPLE'S PICK KITCHEN

Customer Experience and Growing Your Ticket



Bundling. Store-Within-A-Store. Loyalty Programs. No matter what you call them—retailers continue to develop programs to entice consumers into their store in hopes of driving purchases.

Bundling has been around since the '60s when grocery stores began to realize that building a display of complimentary products would result in increased case turns better than single item displays. This practice is still used in the grocery channel, but does it really work for the independent specialty retailer? Let's take a look at an independent appliance retailer, Mountain High Appliance, located just northwest of downtown Denver. They have a showroom that is atypical of most independent locations, with 14 demonstration kitchens and professional chefs hosting product demonstrations, allowing customers to 'try before they buy'.

What does this have to do with bundling? Nothing and everything! While hosting the demonstrations, smaller appliances and accessories are used. These items can be found tastefully placed throughout the showroom. They also have an extensive line of outdoor grills plus, you guessed it, a nice line of accessories available for purchase. But bundling in and of itself is not the answer. It is apparent to this marketing professional that they know their customer and have built a successful business based on that knowledge. In addition to live demonstrations, they partner with local craftsmen to educate their customers on cabinets and countertops, and they just recently added a Serta mattress room, which brings me to the Store-Within-A-Store concept.

Why mattresses, I inquired? Their customers shared with them, while shopping for major kitchen appliances, that it had been 10-years or more since they had purchased a new mattress. Mountain High Appliance listened to their customer and introduced the Serta product line to generate a measurable increase in their overall ticket sales. While there are other large appliance and mattress retailers in the immediate area, MHA provided so many additional benefits and added value to their retail customers shopping experience, it has allowed them to open a fourth location this year.

THE VANILLA SYNDROME

Too often in the rush to move inventory, customer experience is lost. Floors are packed with too many products and not enough human interaction and

intelligence. The general feeling is that of a warehouse, not a welcoming, home-like atmosphere. And the products? There is little to no difference from those offered by the large home improvement centers. What has happened to differentiation and being a destination location? We have yet to see any one retailer become the 'one stop shop' for every audience, every need, and every price point.

There was a time when retailers were mom and pop stores and customers shopped locally, seldom shopping out of town. Stores were the social gathering spots. Eventually the big box stores appeared offering convenience and lower pricing, which they delivered along with minimal customer service and an atmosphere totally lacking in personality.

Seven years ago, we predicted that the retail trend would be that of moving away from the mega store concept and back to more of a neighborhood model. And indeed, larger stores have begun reducing their footprint, focusing more on satisfying the local customer. Meanwhile, technology is here to stay and showrooming has become a common term.

We say, 'carpe diem' – seize the day! Like Mountain High Appliance, it's time to get focused and deliver a customer experience like no large competitor can do. Refresh your location so it is bright, warm and welcoming. Have adequate, well-trained staff involved at every touch point with the customer and utilize professional at-retail service companies as your outsourced execution arm. Be creative in your engagement of customers and offer unique products that set you apart. Most importantly, know your customer better than you know yourself. For at the end of the day, your 'next best customer' looks very much like your 'current best customer'. **RO**

Rhonda Bauer is Senior Director of Marketing and Trade Relations at World Alliance for Retail Excellence and Standards, a non-profit membership association, serving all sectors of the retail industry.

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Checklists:

Create Efficiencies, Save Money and Prevent Customer Service Errors

I picked up the best-selling book *The Checklist Manifesto* out of curiosity. I'd heard several reviews and was intrigued that its author, a surgeon named Atul Gawande, would seek out new processes to improve outcomes in medical procedures. I wasn't aware of the number of failures throughout the practice of medicine. When I started to understand more about the complexities of many procedures, though, I was glad to hear that someone had undertaken a serious effort to fix the problem.

Dr. Gawande found that some of life's most complicated endeavors—like building skyscrapers and flying aircraft—are made virtually failsafe with the implementation of the lowly checklist. In one study, where he implemented a simple ninety-second checklist in eight hospitals around the world, deaths and post-surgical complications were reduced by more than one-third with no additional costs, drugs or technology.

Conversely, I clearly remember my father—an experienced competitive glider pilot—telling me that his one near-fatal crash was due to his failure to go through his checklist. As a result, he didn't connect his dive brake and couldn't properly control his descent. He'd flown thousands of hours and assembled his plane hundreds of times—but this one time, he didn't check and re-check every step and follow simple written procedures.

So if checklists work in operating rooms, airplanes and commercial building, how else can they be used?

Mohnish Pabrai, managing partner of \$500 million Pabrai Investment Funds is a student of Berkshire Hathaway. He studied every investment Warren Buffet made.

Unable to crack Buffet's code, he ultimately bid \$650,000 in a charity auction to have lunch with the Wizard of Omaha. Buffet's secret? A checklist process he uses in vetting every potential investment opportunity.

So, how can you use checklists in your business?

- **Create a delivery and warehouse checklist.** Include truck fueling, washing and maintenance. Outline when merchandise is to be pulled and where it will be staged. Check what's loaded on every truck for accuracy against a routing list or copies of sales invoices. Email customers to confirm delivery address and day and time of delivery. Eliminate delivery errors and reduce shrinkage.
- **Develop a vendor meeting checklist.** Before every supplier meeting, check on-hand inventory, sales history, outstanding receivables for returned merchandise and unpaid co-op. Talk to your sales team and your service department about competitive issues and service complaints. Your orders will be based on data and need, not on emotion or on the supplier's deal-of-the-day.
- **Develop a month-end checklist.** Include what needs to be done to close your books, when and how to take inventory, what sales reports you analyze, payments that need to be made, how commissions are calculated and paid. You'll avoid end-of-year crunch by tackling important tasks every month.
- **Write a new employee checklist.** Outline policies and procedures to explain including health insurance, vacation, paid

time off, and holidays. Make a list of introductions to be made; give new team members important telephone and email contacts for others in the company and outsiders they may need to have. You won't forget to give every team member the information they need to succeed in your company.

I can think of dozens of places where checklists will create efficiencies, save money and prevent customer service errors. But you're probably not going to try even one.

Even with proven results, Gawande's research shows the reticence of people to develop and use checklists. Highly skilled professionals convince themselves that there's no need—their success is proof enough that what they're already doing is good enough. Why then do even the most experienced pilots rely on multiple checklists? Why do surgeons post one on the wall to ensure that patients get antibiotics before surgery and that all sponges are removed before closing the incision? Because they're disciplined and because the cost of failure is unthinkable.

I'm leaving for a big, exotic faraway vacation next week. I've got a long list of things to do and a packing checklist. And...

- Write *Retail Observer* column. **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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Build Your Dream Team

Educate, Motivate, Stimulate, Evaluate, and Terminate

There's an old saying: "Behind every successful man is a strong woman."

I would massage that a bit and say, "Behind every successful business are strong employees."

That, of course, begs a definition of "strong." In this case, I would define a strong employee as one who is skilled and knowledgeable, willing to take on more responsibility than is required, works longer and harder than others, is a great communicator, loves a challenge, and is honest, loyal, respected, and respectful.

What would you give to have an organization filled with such people? How do you think that would impact your business? The answers should be obvious. The next question, of course, is how do you get those people and build a dream team that will drive the success of your organization?

Chances are good that you already have employees who have many of the characteristics I've listed here. Your task now is, in essence, to develop them and clone them. To do so, take the following five steps:

1. Educate. My mantra over the years has been, "Train, train, train." You must spend the time and the money to educate your employees on your products and services, but you also must provide them the skills that will make them great communicators. An employee can know your products inside and out, but if he can't communicate with your customer and understand and meet that customer's needs, his knowledge is of no benefit.

2. Motivate. Don't roll your eyes and think I'm going to bring up the subject of money here; I'm not. While money might be a short-term motivator, it will not produce the desired results over the long term. What will? Recognition. Make it your goal to catch your employees doing something right every day and then publicly praise those employees. When you recognize your people, you build their self-confidence and their self-esteem. In the process, you motivate them to perform at even higher levels.

3. Stimulate. Look around you. How many of your employees look bored? How many of them simply do enough to get by? The blame for that situation lies with them—and with you. It's critical, if you are to build a dream team, that you challenge your employees. Shake things up a little. Move people around so that they have a sense of the operations of the entire organization, and encourage them to bring new ideas to each process involved. When you stimulate people, you energize them. And, when you energize them, you get improved performance.

4. Evaluate. We got report cards in school for a reason: We—and our parents—needed to know where we were in the learning process and what we needed to do to get to where we needed to be. On a quarterly basis, meet informally with employees to give them feedback on their performance during the past three months. On an annual basis, conduct an

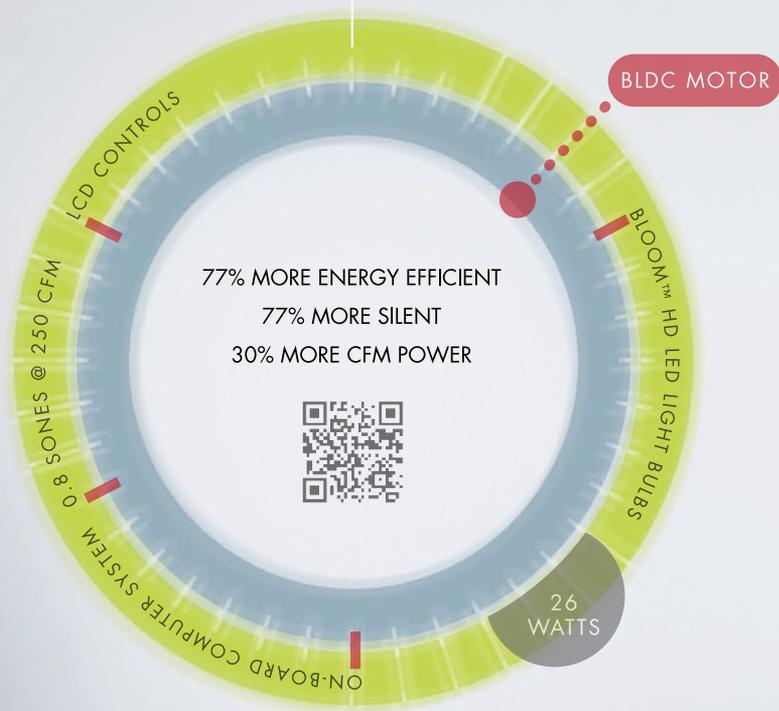
official performance review. The quarterly review gives employees an opportunity to improve; the annual review lets you know whether or not employees are willing to do what is necessary to remain with your organization.

5. Terminate. Low-performing employees are a drain. They collect their paychecks but do little or nothing to contribute to your bottom line. They also drag others down with their lack of enthusiasm; they de-motivate those around them. If Bob and Carol are making the same salary, but Bob is doing one-third the work Carol is doing, it doesn't take a genius to predict that, in time, Carol's drive to perform at the highest possible level will dissipate. Identify low-performing employees—and show them the door. You can't afford to have them on your payroll.

When you build a dream team, you will have employees who show up every day ready—and eager—to get to work. They will feel valued and, in turn, will value what they do and how they do it. They will give you the best they have to give. You couldn't ask for more. **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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Taking the High Road

It's been several years since I traveled to Peru to visit the beautiful Andes mountains, and I've been thinking a lot about the euphemism we use for behaving ethically, honestly and sincerely: taking the High Road. The High Road is a great metaphor for leaders, and an even more poignant one as we reflect upon recent years and examples of leaders and business professionals who elected not to take the High Road at all. It's been discouraging, devastating to some, perhaps even abhorrent in some cases. And sometimes, we wonder if these leaders are just clueless, mean-spirited, evil, selfish? We grapple with all sorts of negative descriptors to try and explain why someone might cheat, steal, lie or create conspiracy.

A few years ago, I was coaching a mid-level leader of a large global organization. Her role was far-reaching and her scope of work crossed cultures, languages and industries. She had challenging peers, a volatile boss, and absurd work hours. She was really struggling and regularly falling into victim-mode because it was such a distressing situation. We worked on clarifying goals, identifying win-win scenarios, strategized on how to create better, stronger working relationships. She took two steps forward, one step back. It was an exhausting process for her. At one point, we were working through a situation where she had some important decisions to make, and finally, she said, "So, basically, you're telling me I need to take the High Road?"

"Yes," I replied, "always."

"But it's so hard," she said.

Which is why they call it the High Road, right?

Thousands of people have trekked the Inca Trail to Machu Picchu. It's not the only way to get to the top, but it's definitely the toughest way. On average, you'll spend four days, hiking between 7-10 hours, climbing uneven stone steps up or



down, with elevation gains or losses of 4,000 feet. At one point, you'll cross a pass at over 15,000 feet. What were these Incas thinking building their complex, beautiful city so high in the clouds? Journeys to Machu Picchu are both metaphorical and literal. Touted as one of the Seven Modern Wonders of the world, it is a destination for thousands per year. But why do this? Why take this High Road? I'm not a mountaineer, but I know what they'd say: it's worth it.

It's worth it to take the High Road in business, too. Whatever your values or beliefs about ethics, in the end, and around the world, we base our business dealings on a set of beliefs that the vision is that we will trust one another to follow-through, that we believe someone's word is good, that if I pay you for your product or service, I can expect to get that which you promise. This isn't just an ideal or a fairy tale, this is the same sort of faith that we can have when we arise in the morning and know the floor will be there to hold us as we pad our way into the kitchen for coffee. And besides, what's the alternative? I want to expect the best, and I do. And I know that cynicism, in life and in business, is just a veil for fear of disappointment, concern or worry.

Here are some simple assessment questions to determine whether you're on the High Road:

- How do you feel about it when you think about your decision?
- What are the inherent risks, and are they worth it?
- Does it pass the "newspaper" test?
- What would you tell your kids about it?
- What would your mother say?

Always take the High Road. It's always worth it, regardless of the destination and cost, and yes, sometimes it will not be easy and it will be challenging to see the mountain through the mist, and you will only be able to focus on the next, specific, small step. But each step gets you closer to the top, the magnificent vista, and the clarity that comes from such a journey. **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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Developing a Team Focus

A group does not become a team until it can hold itself accountable as a team. This requires discipline that brings the team together with a common purpose, approach and responsibility. This discipline is critical to the success of all teams. Yet, effective teams also have a focus within the organization.

Trust and commitment are the results of individuals working toward a common objective. Consequently, teams enjoy a strong common purpose and approach that holds them responsible both as individuals and as a team for their performance. This sense of mutual accountability produces the rich reward of equal achievement that is shared by all team members.

Organizations must create the kind of environment that enables performance by teams, individuals and the organization.

Groups established as teams with the primary purposes of job enhancement, communication, organizational effectiveness or excellence rarely become effective. Only when appropriate performance goals are set can the process of discussing objectives and approaches give team members clear alternatives. At that point they can disagree with the goal and the path that the team selects; in effect, they can opt out, or they can pitch in and become accountable with and to their team members.

Most effective teams are classified in one of three ways.

1. Teams That Recommend—These teams include task forces, project groups, audit groups, quality groups and safety groups that are asked to study and resolve particular problems. Teams formed to render recommendations almost always have predetermined completion dates. Two critical issues unique to such teams are getting off to a fast, constructive start and dealing with the ultimate handoff required to get their

recommendations implemented.

The key to the issue of a fast start lies with the clarity of the team's charter and the composition of its membership. In addition to wanting to know why and how their efforts are important, task forces need a clear direction as to time commitment and the people senior management expects to participate. Management can assist these groups by ensuring the inclusion of individuals with the skills and influence necessary for crafting practical recommendations that will carry weight throughout the organization.

The ultimate handoff is almost always a difficulty for such teams. To avoid this, teams should transfer the responsibility for recommendations to those who must implement them. The more that senior management assumes recommendations will just "happen," the less likely this will be the case. The more involvement team members have in executing their recommendations, the more likely they will get implemented.

2. Teams That Make or Do—These teams include people at or near the front lines who are well acquainted with the value-added activities of the organization and responsible for basic manufacturing, development operations, marketing, sales or service. With some notable exceptions, such as new product development or process design teams, these teams tend to have no set completion dates, as their activities are ongoing and continuous.

These teams have the greatest impact on their organization when they focus on the company's critical delivery points. These are the places where the cost and value of products and services are most directly determined. Performance at these points depends upon combining multiple skills,

perspectives and judgments in real time. Here the team option is considered the smartest direction for organizations to proceed.

Teams that make or do must have a relentless focus on performance. Senior management must make clear, compelling demands on these teams and pay constant attention to their progress with respect to both team basics and performance results.

3. Teams That Run Things—Despite the fact that many leaders refer to the group reporting to them as a team, few groups accept this label. Groups that become real teams seldom think of themselves as a team due to the high degree to which they are focused on performance results.

The main issue these teams face is the determination of whether a real team approach is appropriate to the situation. As many entities can be more effective as working groups than teams, the key is to decide whether individual performances will suffice or substantial and incremental performance through real team products is required.

Working groups present fewer risks in that they need little time to shape their purpose since the leader usually establishes it, meetings are run regardless of priorities to agendas, and group decisions are implemented in relation to specific individual assignments and accountabilities.

In practical terms, most teams that run things tend to be smaller, usually two to four people. **RO**

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

Excerpt from: Building Strong Teams: Pinpoint Leadership Skill Development Training Series, Majorium Business Press





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by Andrew Bannecker

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Resist Consumer Trends

Take Charge of Technology

Our primary objective at Nationwide Marketing Group is simple. We are diligently committed to generating new tools that improve our member's ability to collect market share as it becomes available. Over the last rolling twelve months, we have grown the national market share of our group by over 1.0%. Today, we have a different step in our walk. We are stronger. We are winning. We are "The Independents"!

Among other initiatives, we promised to bring our members a tool to create better interaction with consumers on the floor; earn trust; demonstrate our integrity; and close more business. The result is our "Answers Info-Pad" program and it is working...very well. We are scrambling to get 1,500 tablets in our members' hands and we are just in the beginning stages. The reception by our members has been overwhelming and clearly demonstrates our determination to improve. While we are proud that our current Retail Sales Pro's are the best in the industry, we are jumping to incredible new levels. It's a very exciting time!

Check these stats out:

- Nearly half (48%) of all U.S. consumers already own a smartphone, and that number is rising fast.
- Roughly 58% of consumers who own a smartphone have used it for store-related shopping.
- We even know that 53% take a photo of the product.

The percentage of consumers using their smartphones or electronic devices for shopping varies by store category, from 49% in electronics and appliance stores to 24% in furniture and home furnishings. These statistics could be especially concerning in that half of today's shoppers are

using their own smart devices to gather information, utilize real live sales experts time and knowledge (complete with digital pictures) only to return home and potentially make an online decision. As independent retailers, we have a simple choice to make. Either we resist the change in these consumer trends, or directly embrace these technologies and engage with our consumers to better serve them, create their trust, remove all barriers and earn their business on the spot. At Nationwide, we have elected to engage.

Now, imagine interacting directly with your consumer, on the floor. You can demo HD brand and product infomercials, compare product features, present exclusive consumer incentives and finally price shop everywhere... before they leave your store. These are pretty basic benefits. How about getting even more creative and share product reviews, share competitor reviews, write immediate thank you notes to consumers, post real-time experiences to social media or communicate directly with delivery / install staff. The opportunities are endless and the true "Retail Sales Pro" will execute them and develop an incredible purchase experience for all of their customers.

The great news:

- Smartphone shoppers are 14% more likely than non-smartphone shoppers to convert in-store, even if they used a mobile app or site not belonging to the retailer.
- 72% of shoppers who used their smartphone on their last in-store trip made their purchase while in store.

If consumers know that they're getting the retailer's best price in the store, it's far easier to complete the transaction immediately—instead of shoppers going home to research prices or look for

better promotions on the retailer's e-commerce site. Research overwhelmingly suggests that consumers would much rather purchase in-store from Independent Retailers as long as their trust is earned and their pricing fears are addressed.

NMG's "Info-Pad" program addresses all of the features discussed. With the help of many of our suppliers, we have purchased the tablets at a ridiculously low price, pre-loaded with the programs and marketing assets in our PrimeMedia facility and shipped from there to our members. These devices are simple to use and updated daily with the latest pricing and promotional trends.

While our members are embracing this technology, many are even exploiting the program by using it in advertising campaigns and on their websites to engage with their consumers before they enter the store. One thing is for sure; members like ECA get it and are winning!

Market share positions are changing everyday. Consumer shopping trends are changing everyday. We very much believe that in order to grab more share in the future, we must follow the consumer... not expect them to follow us. Dealers embracing these trends are winning? Are you set up to receive new customers from other channels or are you resisting change? The answer to that question should be simple. **RO**

Sources: Forrester Research – (web influenced sales forecast), Deloitte, Cross View, Kenneth Leung, Retail, Financial Services

Jeff Knock is the Senior Vice President of Appliance Marketing for Nationwide Marketing Group, a leading buying and marketing organization for independent retailers.



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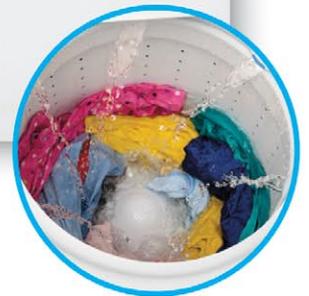
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4K Ultra HDTV to Give AV Industry Shot in the Arm

With low sales in the consumer electronics biz, Ultra HDTV may help retailers get consumers excited about home entertainment again.

In the face of decreasing consumer electronics sales and independent retailers struggling for margin, the audio video industry could use a little infusion of excitement. Especially on the video front, where the death knells for 3D—a concept that never really caught on for the home market—are still ringing in our ears.

One technology, 4K Ultra HDTV, is poised to do just that, offering resolution four times that of current high-definition displays (3840 x 2160) and giving retailers and consumers alike something stimulating to look at, talk about, and buy. We've seen many 4K demos and can attest that the image is every bit as good as the hype. And it's for this reason alone that we predict 4K will be successful. It touches the core of what home entertainment enthusiasts are looking for—the ultimate in picture quality.

As with all the various video technologies that came before it, available 4K content lags behind available hardware. To address the scant 4K content issue, retailers need to stress—and demonstrate—that today's content can be upconverted to 4K and looks amazing. This means consumers don't have to wait for 4K discs to flood the market or for broadcast 4K to hit the air. Take Toshiba's L9300 4K UltraHD TV Series, for example. Each set in this series has an incredible scaler (Toshiba's CEVO 4K Quad+Dual Core Processor) that renders near UltraHD image quality from less-than-4K content, effectively mooted the content issue. These stylish sets have a sleek gun-metal finish and no visible logo. They will be available very

soon in a 58-, a 65-, and an 84-inch model, which will go for \$14,999. Like Toshiba's line, most other 4K sets will upconvert any image—from home videos to CNN—to 4K quality. While this may not be “native” 4K content, it is incredible image quality nonetheless, and you'd be hard-pressed to tell the difference between 1080p high-def images upscaled to 4K and native 4K images.

Studios are working on content, as well. Not unexpectedly, Sony has remastered several movies in 4K, such as *Taxi Driver* and *Ghostbusters*, available now. The company also recently announced a \$699 FMP-X1 4K media player that will be available this summer that comes preloaded with 10 4K movies and short films, including *The Bridge on the River Kwai*, *Bad Teacher*, *The Other Guys*, and more. In the fall, Sony will launch its 4K fee-based video distribution service, which will stream video to the FMP-X1.

In terms of more mainstream sets that retailers can begin selling, there are several 4K Ultra HDTVs available now. Sony just made its new 55-inch XBR-55X900A (\$4,999) and 65-inch XBR-65X900A (\$6,999) 4K Ultra HD LED TVs available in stores and online. Surprisingly, there are less expensive models on the market, like that from Chinese manufacturer Seiki, which recently announced a 50-inch set for only \$1,500. This set is a great model for retailers to get the conversation started about 4K with clients. While it doesn't have a lot of the whiz-bang features of more expensive sets or a fancy upconverter, it will bring foot traffic into stores and is a simple over-the-counter exchange.

Like the Toshiba's 84-inch set mentioned above, other manufacturers are offering—or plan to offer—4K sets at larger sizes. LG has an 84-inch model (84LM9600) that costs \$16,999,

with limited availability now. Samsung's 85-inch model is \$39,999, featuring a modern stand. Sony's 84-inch is \$24,999 is available now (bundled free with the company's 4K Ultra HD Video Player discussed above). Of course, 4K availability across the board will be very tight for the first few months, with models less than 84 inches more readily available. Retailers need to get in line for their allocations so they can start showing and selling 4K. Needless to say, there is no shortage of manufacturers who want to be at the dawn of this new technology, even if their road maps and launch dates are vague.

It's important that the independent retailer be there as well. Only they can show UltraHD to its full potential and therefore allow consumers to experience the excitement and the difference firsthand, in the proper environment. By demonstrating 4K, quality—not just size—becomes a real talking point. This in turn opens up the conversation to other product categories, such as a high-quality surround system. After all, you can't get 4K and not invest in an equally good sound system. Selling high-end 4K Ultra HDTV also benefits the independent retailer by offering great margins. Most importantly, however, is that retailers can now offer their customers the ability to step up to a feature they actually want: A better picture. **RO**

Jim Ristow is the executive vice president of consumer electronics for BrandSource, helping to establish it as one of the largest and most influential CE merchandising groups in the United States.



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NATIONWIDE EAST ANNOUNCES NEW VICE PRESIDENT

Nationwide East, a regional division of Nationwide Marketing Group, has promoted Dean Hanby to Vice President of the group. Howard Khouri, who previously held this role, is retiring this month. "Howard has been an integral player to the growth and success of Nationwide East and he will be missed dearly," said Dave Robison, Director of Nationwide East. "I am confident Dean is the ideal leader to fulfill this role and am excited about some of the new initiatives he will lead in the future."

Hanby joined the Nationwide East team in October of 2012. An industry veteran with 30+ years of experience, he has helped Nationwide East reach new levels of success. Dean previously worked with retailers such as Conn's and A1 Appliances, as well as working with DSI and Campo.

"I am really looking forward to utilizing my experience to continue the growth of Nationwide East," said Hanby. "I feel that having a fundamental understanding of the independent retail channel will enable me to help the team combat challenges ahead."

INDEPENDENTS UPSTAGE NATIONAL CHAINS IN NEW MARKETING CAMPAIGN FROM NATIONWIDE

Scan the QR code below to see the video that went viral in March, initiating widespread interest amongst thousands of independent retailers across the US.



What began as a video presentation for the group of nearly 5,000 attendees at Nationwide Marketing Group's PrimeTime! kick-off reception has grown into a national campaign, contrasting advantages of the independent dealer experience versus the big box alternative.

Following its premier, the original video entitled "The Independent Resurgence" garnered thousands of views from members and vendors in a matter of days on Nationwide's imediatube.com video site. President Robert Weisner put it this way, "Sometimes a message is so on-target that it takes on a life of its own. We didn't plan for this to become a consumer facing message but our members and vendors pretty much demanded it." Members immediately began contacting Nationwide's digital production team with requests for a version to imbed on their companies' websites, include on their Nationwide digital signage kiosks and to broadcast as a television commercial. As a result, the Nationwide PrimeMedia production team has created 60-second and 30-second commercials that can be customized for each member's store brand, local marketplace, and key vendor partners.

The group's COO Les Kirk added, "Nationwide has been supporting the Independent for more than 40 years. As the largest group of Independent furniture, appliance, electronics and bedding dealers in North America, our mission has always been to generate increased consumer awareness and appreciation for our members' local brands and the brands they sell. This campaign accomplishes that goal nicely."

Dave Bilas, EVP, applauded the efforts of one of the campaign's catalysts, SVP Jeff Knock. Knock said, "What's great is that consumers can access these spots through a variety of media options. From in-store kiosks, to video enriched websites, to social media, and finally television commercials, shoppers can be reached wherever they view."

The Independent Resurgence campaign is just one of an array of exclusive campaigns that the Nationwide Marketing Group provides members to increase traffic, enhance their stores' local brand acceptance and generate sales. A sample of these Independent Resurgence videos can be viewed on imediatube.com (insert key word) or by scanning the QR code. **RO**



UPCOMING EVENTS

JUNE

JUNE 16—FATHER'S DAY

JUNE

5-6

**PACIFIC COAST BUILDERS
CONFERENCE (PCBC)**
San Diego Convention Center
SAN DIEGO, CA
www.pcbc.com

21-23

DWELL ON DESIGN
LA Convention Center
LOS ANGELES, CA
www.dwellondesign.com

20-22

**AIA 2011 NATIONAL CONVENTION
AND DESIGN EXPOSITION**
Colorado Convention Center
DENVER, CO
www.aiaconvention.com

10-12

NEOCON WORLD'S TRADE FAIR
NeoCon - Merchandise Mart
CHICAGO, IL
www.neocon.com

JULY

**NATIONAL GRILLING &
PICNIC MONTH**

29-AUG 2

LAS VEGAS SUMMER MARKET
Las Vegas World Market Center
LAS VEGAS, NV
www.lasvegasmarket.com

AUGUST

11-14

PRIMETIME! BY NATIONWIDE
Gaylord Texan
DALLAS, TX
www.nationwideprimetime.com

16-19

MEGA FALL 2013 SHOW
Renaissance Hotel
NASHVILLE, TN
www.megagroupusa.com

25-28

**BRANDSOURCE NATIONAL
CONVENTION & EXPO**
Caesars Palace
LAS VEGAS NV
www.brandsourceconvention.com

OCTOBER

19-24

HIGHPOINT MARKET
HIGH POINT, NC
www.highpointmarket.org



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GORMSEN'S MAYTAG SAN DIEGO WINS STORE MAKEOVER IN BRANDSOURCE MEMBER DRAWING

BRANDSOURCE AND MAYTAG TEAM COMPLETES REMODEL IN 48 HOURS; TIME-LAPSED VIDEO ILLUSTRATES PROJECT TO INSPIRE OTHER MEMBERS



BrandSource member Gormsen's Maytag of San Diego, Calif. was the lucky winner of a dazzling store makeover last month. Family owned and operated since 1961, the store was in dire need of remodeling, admitted owner Axel Gormsen, so they entered a BrandSource drawing – and won! The job was finished in exactly 36 hours and the entire project can be viewed in time-lapsed video on YouTube: <http://www.youtube.com/watch?v=bLgSkYampsY&feature=youtu.be>

"We coach our members to help them improve the look of their stores and make them more appealing to women, who make up more than 85 percent of purchasing decisions," said John White, executive VP of BrandSource. "Our goal was to create an atmosphere that's more like someone's home with an appealing layout, color scheme and a general look that is welcoming and aesthetically pleasing."

The makeover included tearing out old carpeting and installing new pergo flooring, applying two-tone paint to the walls, installing new hallway frames and improving the look of the sales & parts window, dressing up the electrical system, installing sconces to the front display window and placing beautiful plants and warm details throughout the store.

"We were thrilled to be the winners," said Heather Gormsen, store manager. "We're feeling extremely motivated and have already put together a long list of future goals to piggyback on what's already been done. We may have a special sale and redo our price tags, for starters. There's a positive energy flowing through the store and our longtime customers are going to be amazed."

BRANDSOURCE BOARD OF DIRECTORS ELECTS JEFF ZEGLIN AS CHAIRMAN



Jeff Zeglin

Jeff Zeglin has been elected Chairman of the Board of the BrandSource retailing group, which serves more than 4,000 independent dealer members. An active BrandSource member since 1990, Zeglin has served in various positions on the Board since that time and has owned and managed Zeglin's Home TV & Appliances in Moline, Ill. and Davenport, Iowa for 37 years.

Zeglin said his priorities involve moving BrandSource forward as it harnesses new technologies, spearheads competitive financing programs and expands its Expert Warehouse operation to better serve members in all regions.

"I firmly believe that buyer's groups are the salvation of the independent dealer, and BrandSource is the best group, bar none," Zeglin said. "I'm committed to maintaining a razor-sharp focus on doing everything we can to support our members and help them succeed."

According to Bob Lawrence, CEO of BrandSource, Zeglin's appointment will help the organization continue to evolve as it seeks out and implements innovative new programs.

"Over the last few years that Jeff has served on our Board of Directors, he has demonstrated a keen understanding of our organization and our industry, and he really knows what it's like to run a retail business," said Lawrence. "With his long record of dedicated service, professionalism, commitment and knowledge, we know he'll make a tremendous contribution to the entire BrandSource organization."

Zeglin resides in Rock Island, Ill. with his wife, Nina. They have five children and five grandchildren. He's involved with many local charities, including serving as Chairman of the local Heritage Ball as well as coaching baseball for many years in Rock Island. **RO**

American Red Cross



Your support brings hope.

Recent tornadoes have destroyed many communities and left many families in need.

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Disaster Planning and

Disaster planning you ask? Yes, and if you think you live in a safe area and will never have to plan for a disaster, someday you might be proven wrong. Any area you live in can be a disaster area. But I am not referring to property disaster, although that may be part of the equation, I am more specifically referring to economic disaster. An economic disaster is when you cannot operate your business normally due to external conditions that are not under your control.

As a barometer I will tell you a little about my business so that you may gauge what I am suggesting and compare it to your own business. My wife and I have a small business in the town of Toms River, NJ. We have two retail stores and employ some twenty good hearted people. We sell and service appliances, sell and install heating and cooling equipment, sell parts and do an abundance of community and charitable work. We have been in business for 33 years.

At this writing it will have been almost five months since Superstorm Sandy devastated our neighborhood and the community we live and work in. We live on a canal off the Barnegat Bay in a small neighborhood called Shelter Cove. It was given its name because of the geographic safety of the area. Since the canals were dug some sixty five years ago, the neighborhood has never flooded, until Sandy. We thought we were safe, we were wrong.

As with almost every home in our area and for miles along the barrier islands the flood waters were tenacious in their pursuit of destruction. In the town of Mantoloking some 58 homes were washed into the bay, along with hundreds of boats and oh yes, appliances.

As if Sandy was not enough, we were hit again a few days later with a blizzard bringing heavy snows

and high winds. What utilities were not affected by Sandy surely were by the blizzard. As you can imagine, during and for many days after the two storms, utilities were non-existent. Electric power, phone service and cable were gone, mainly due to the utility poles having been toppled from the erosion of the ground due to the receding flood waters and being brought down by high winds and falling trees and the weight of a heavy snow. Even cell phone service was spotty at best.

No power, no phone and no internet. How does one operate a sales and service business without basic utilities?

As the days went on, slowly the utilities began to come back on line. The phones started to ring and we were able to reopen our doors once again. But with the reopening of our business brought the reality that we would not be able to run our business the same normal way we did before the storm. It was time to recognize the New Normal. The new normal brought with it uncertainty and many questions. How would our valued employees pay their bills after being out of work for almost seven days? How would our business pay our bills without revenue? Were there any appliances left untouched by the flood waters to service? How would we run our trucks without gas?

This is the first in a series of articles on economic disaster planning. My hope is that you will benefit by my experience and begin to insulate yourself and your business so that if a disaster hits your area you will be somewhat prepared.

Like trying to untangle a backlash on your fishing reel, the more you get into this subject the more complicated it becomes, so bear with me and we will try and untangle the mess.





the New Normal—Part 1



EMERGENCY CASH:

It is critical to have some cash on hand. If you think about it, it makes perfect sense.

Not that anyone was buying appliances or ordering service during this time, as most people were busy trying to restore some basic services. Those who were not driven from their homes by the flood waters were without power and were standing in lines at the few gas stations that did have gas and power, trying to fill gas tanks to run their generators. Since the gas stations did not have phone service or internet they did not have their credit card service working.

Our fleet of 12 trucks could not use the company gas credit card as cash was the only type of currency the stations would accept. With the high price of gas, it would cost almost a hundred dollars just to fill one truck. Cash was king.

Many of our banks were closed because of no power and no ability to connect with their main terminals. Our bank was one of them. Our employees needed to buy food for their families. With no banks and no paycheck they needed cash to survive. Again cash was king.

The amount of emergency cash you have on hand should be determined by the amount of cash you think you may need to get you through for a week or so.

ELECTRIC POWER:

There is much to be said for natural gas. Natural gas is almost never interrupted during a storm. When you lose power for an extended period of time, you are not able to run your business. Never having to deal with a natural disaster as large as this I have to admit we were caught short. What employees we did bring in had to work by flashlight until we were able to secure a portable generator. How I wish I had the foresight to install a natural gas generator prior to the storm.

SERVICE:

Not everyone in our trading area was affected by the storm and many still needed service. Our company, like yours, receives its work orders via phone and internet. Without the ability to retrieve and respond to the work orders, we were effectively abandoning our customers. We decided to set up a base camp in an area that did have phone and internet. We were able to retrieve our internet work orders and transfer them to our main location for distribution to the techs.

Many large corporations—and even our federal government—have offsite locations that are a mirror image of the main corporate location just so that in the wake of a catastrophe, they are still have the ability to operate.

Think about how and where you will set up a working office if you are without basic utilities. You will need access to your customer's records, so an offsite backup of your records would be very useful. With the advent of cloud data storage, this would be a very economical vehicle. Remember that just because your main location is without utilities, you may have customers who are trying to reach you and who need your service.

In our next issue we will be exploring many aspects of dealing with the New Normal. [RO](#)

Ralph E. Wolff
MCAP, CSM
Industry Relations, PSA

Service News features alternating writers discussing topics of the service industry.





Networking

In July of 2001 I opened my first construction business. Then the terrorist attacks happened. The country and the American consumer changed their spending habits immediately. It wasn't the best time to start a business. Tens of thousands of MY dollars in advertising had fallen on deaf ears or ended up in a trash can. I needed to find another way to build my business.

I was in the handyman business. My average ticket was \$350. I needed a lot of volume to attain my financial goals. I started knocking on doors, going to chamber meetings, and creating a local brand for my business. That's how I fell into networking. By the grace of God and the people around me, I was able to survive the recession and grow to 13 trucks on the road before selling the business in 2007.

This article will focus on simple tactical actions that you can implement for your appliance repair business. The point of building a local brand is to create resale value and current income for your business. When I talk about value, I'm speaking specifically about exit strategies that determine how much you can sell your business for when the time comes.

WHO IS IN YOUR NETWORK, AND WHY DO YOU ENGAGE WITH THEM?

"I don't skate to where the puck is, but to where it is going to be." - Wayne Gretzky

Who you surround yourself with will play a huge role in determining the success that you and your business will have. A well-networked person will see trends before the market does. He will be able to position his business proactively rather than reactively and he won't be caught off guard when the market changes.

Strategically aligning with competitors, vendors, clients, suppliers, and other industry experts will give you the information that you need to make world-class decisions.

In the appliance repair world the best place to surround yourself with industry leaders is at the annual USA ASTI and RSM conventions. At this meeting you will rub elbows with 500 colleagues from around the world, as well as with dozens of vendors and other industry experts who want to see your business grow.

There are three relationship circles in everyone's life:

1. **The life circle**—comprises your family and long-term friends.
2. **The social circle**—comprises people you see at least monthly; includes church, clubs, chambers of commerce, networking groups, and online affiliations.
3. **The work circle**—comprises colleagues, vendors, competitors, employees, clients, and association members.

HOW CAN YOU NETWORK EFFECTIVELY?

The most important part of networking effectively is knowing what you do and why you do it. Many people call this a 30 second commercial. A well-delivered commercial will tell a new acquaintance, as well as an old friend, what you do and why you do it in a way that impacts them. The part that is often left out of these commercials is the sentence that discusses WHY you are in business. Don't make this mistake. It's the most important part of your introduction.

Here are other suggestions that will help you be a better networker:

- **Be curious.** People want to be appreciated. Learn to be a pro at asking questions.

- **Be prepared.** Keep a supply of marketing materials with you at all times. Always be ready to tell a story about your business—the more unusual and memorable the better.
- **Add variety.** Go to many different types of events, and don't just spend time with people you know. Make a point to meet new people and learn about them.
- **Determine who the centers of influence are in an organization.** Typically one or two people in any group will be the most influential. Those are the people who you want to know first.
- **Be engaged.** Many meetings take place early in the morning or late at night when our energy is drained. Be an actor and bring energy into the room.
- **Prioritize your meetings.** Make sure that the most important meetings don't take a back seat to lesser meetings. Mark your calendar to attend the ASTI and the regional meetings every year.
- **Develop an inner circle.** I've heard it said that your five closest friends define you.

Whether you're just starting out in business or looking to transition your business to the next generation, your local brand and reputation will determine the level of success that you are able to achieve. Networking is a significant strategy to help you achieve the brand awareness and the reputation needed to reach your goals. **RO**

Author: Dayn Benson is the founder of ExcluServe, a business growth consulting firm, and development partner at Right Now Marketing.

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AHAM Announces New Volunteer Leaders

The Association of Home Appliance Manufacturers (AHAM) announced its new association leaders at its annual member meeting “Scaling New Heights” in Washington, DC on April 30, 2013. Included are AHAM Officers and the Board of Directors.

AHAM’s Board filled two officer vacancy terms expiring in 2014 by approving First Vice Chair D. Jeffrey Noel, Corporate Vice President, Communications and Public Affairs, Whirlpool Corporation; Second Vice Chair Manuel Cortez, Senior Vice President, Operations, Groupe SEB USA; and Treasurer Melanie K. Cook, General Manager, Cooking Products, GE Appliances. Continuing to serve as Board Chair is Paul V. Sikir, Vice President of Design Engineering, Sub-Zero, Inc.

Directors newly elected by the membership are: Patricia Bassett, Vice President, Product Development, Jarden Consumer Solutions, who will continue to serve as Portable Appliance Division Chair; Dochul Choi, Senior Vice President, R&D, Samsung Electronics America, Inc. who will continue as Major Appliance Division Chair; Melanie K. Cook, General Manager, Cooking Products, GE Appliances; Steven M. Fraundorfer, Vice President, Global Operations, Appliances Division of Spectrum Brands; Joon So, Vice President and General Manager, Cold and Home Comfort Products, Electrolux Home Products NA; and Mark Viken, Vice President, Marketing, Sharp Electronics Corporation. The term of Ms. Bassett and Ms. Cook expire in 2016, the term of Mr. Viken expires in 2015, and the terms of Dr. Choi, Mr. Fraundorfer and Mr. So expire in 2014.

Re-elected to the Board of Directors with terms expiring in 2016 are: D. Jeffrey Noel, Corporate Vice President, Communications and Public Affairs, Whirlpool Corporation; Paul V. Sikir, Vice President of Design Engineering, Sub-Zero, Inc.; and John I. Taylor, Vice President, Public Affairs & Communications, LG Electronics USA. Re-elected with a term expiring in 2015 is Jerry G. Ryder, Consultant Executive Management, InSinkErator Business Unit, Emerson Commercial and Residential Solutions.

Members of the AHAM Board of Directors continuing to serve are: Mark J. Bissell, Chairman and CEO, BISSELL Inc. (Immediate Past Chair); Franz J. Bosshard, President & CEO Emeritus, Bosch Home Appliances Corporation; Jim Bowman, Fellow, Honeywell International, Inc. (Supplier Division Chair); Manuel Cortez, Senior Vice President, Operations, Groupe SEB USA; Winston S. Lindsay III, CEO, Lindsay Manufacturing, Inc. (Ex officio director and Floor Care Division Chair); Debbie Mudway, Vice President, Marketing USA, Home Environment and Digital, Kaz, Inc.; Sue Stevenson, Vice President and General Manager, Electrolux Major Appliances Canada (AHAM Canada Council Chair); and Joseph M. McGuire, AHAM President.

Former AHAM Board Chairs who continue to participate in AHAM Board meetings as Honorary Chairs-Active Status are: Earl F. Jones, Senior Counsel, Regulatory Compliance, GE Appliances; Edward V. McAssey, III, COO, Lasko Products, Inc.; and Gordon L. Stauffer, Senior Vice President, Government Relations, AGA Marvel. **RO**



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Fresh Ideas from KitchenAid

Advanced Food Care System Helps Keep Food Fresher Longer

“Using the freshest possible ingredients as the foundation for a great recipe is the mantra of both professional chefs and passionate home cooks,” says Gail Bruce, senior brand manager. “The Preserva® Food Care System allows them to buy fresh ingredients today with the confidence that they’ll stay fresh even if they aren’t going to need them for a few days.” KitchenAid has introduced new freestanding French door refrigerators that utilize this system of cutting-edge advancements to help extend the storage life of both fresh and frozen ingredients. KitchenAid also offers the Preserva® System on four side-by-side refrigerators.

REGULATES BOTH TEMPERATURE AND HUMIDITY



Preserva®
Food Care System

One reason that food, particularly produce, spoils prematurely is low humidity inside the refrigerator. The Preserva® Food Care System has independent cooling systems that help maintain proper humidity levels inside the refrigerator and freezer. Dual evaporators operate in sequence so

there is no mingling of refrigerator and freezer air. Inside the refrigerator, humidity levels remain at their proper level to keep produce in a cool, moist environment that helps extend the flavor and texture. As just one example, lettuce stays fresh up to four days longer.* Inside the freezer, the air stays crisp and dry to help prevent freezer burn.

HELPS KEEP ODORS OUT AND FLAVORS IN



The FreshFlow™ Air Filter is 15 times more powerful than baking soda at reducing common food odors. The filter is continuously active to help minimize odor transfer.

CARES FOR YOUR FRESHEST INGREDIENTS



“Consumers are interested in eating food that comes fresh from the market or roadside stand,” says Bruce. However some produce can emit ethylene gas, which can speed up the ripening process, causing undesired changes in taste and texture. To help offset this, the Preserva® Food Care System features the FreshFlow™ Produce Preserver. This cartridge helps absorb ethylene to extend the freshness of produce up to 25%.**

INDUSTRY-EXCLUSIVE PLATINUM INTERIOR

The glossy, platinum interior finish gives consumers a premium alternative that complements the metallic accents throughout the refrigerator. Other interior features include ClearVue™ LED Theater Lighting with 10 LED lights that transition gradually from dim to bright. At full intensity, it’s easy to find food on all levels, including inside the crispers.

KITCHENAID® CRAFTSMANSHIP



A premium feel and finish is evident throughout the refrigerator. The LED controls above the dispenser respond to a light touch similar to many popular electronic devices. And inside the refrigerator and freezer, you get the SatinGlide®

System which allows shelves, drawers, crispers, and bins to glide out on smooth ball bearing rollers even when fully loaded. The freezer drawer has two or three levels of storage, depending on the model selected, to help keep the freezer organized. **RO**

* Compared to KitchenAid® 27 cu. ft. French door refrigerators with single evaporators.

**Based on commonly purchased produce.

† Available on Model KFIV29PC.

TAKE A REVEALING LOOK AT FRESHNESS



Introducing an industry-exclusive platinum interior.

Give your customers a brilliant reason to see everything this refrigerator has to offer. The Preserva® Food Care System helps keep lettuce fresh up to four days longer* and extends the freshness of produce up to 25%**. Complementing these innovations, premium craftsmanship is on display in every drawer, shelf, and bin. Learn more at kitchenaid.com.

*Compared to KitchenAid® 27 cu. ft. French door refrigerators with single evaporators.

**Based on commonly purchased produce.

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All backed by the confidence of a 2-year limited warranty on parts and labor, and the efficient performance you'd expect from the 2013 Energy Star® Partner of the Year.

*Largest in total capacity based on manufacturers' published specifications as of May 2013. Model LSSB2791ST.

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