

# The RetailObserver

October, 2011

AN EYE ON THE INDUSTRY SINCE 1970

Vol. 22, Issue 10

## Whirlpool Corporation

CELEBRATING 100 YEARS OF PRIDE,  
PASSION AND PERFORMANCE

1911—2011 AT A GLANCE

PAGE 8



Printed on Recycled Paper  
10% Post Consumer

PRSR1 STD  
US Postage  
Paid  
St. Joseph, MI  
Permit No. 158



2764 N. Green Valley Pkwy. Suite 508  
Henderson, NV 89014-2121



1911 **100** 2011

# CELEBRATING 100 YEARS OF HELPING PEOPLE CARE FOR THEIR FAMILIES



NORTH ATLANTIC (CENTRAL)  
MICHAEL GOLDSMITH  
(269) 923-5723

SOUTHERN STATES (EAST)  
DAVE HOFFMAN  
(269) 923-1720

MIDWEST  
JIM WEBB  
(269) 923-1068

NORTHERN PACIFIC  
MARK COLLIER  
(269) 923-1775

SOUTHWEST  
MEL HEINTZ  
(269) 923-1090

NORTH ATLANTIC (UPPER)  
RALPH MORETTI  
(269) 923-1722

MID-ATLANTIC  
MIKE DRUSCHEL  
(269) 923-1063

FLORIDA  
TOMAS DIAZ  
(269) 923-5886

SOUTHERN PACIFIC  
MIKE MOTES  
(269) 923-1758

GREAT LAKES  
SHERRY CLEM  
(269) 923-1880

**WHIRLPOOL CORPORATION**  
**EMPLOYS 20,000 U.S. WORKERS**  
**TO DESIGN, ENGINEER AND ASSEMBLE**  
**MOST PRODUCTS IN THE U.S.A.**

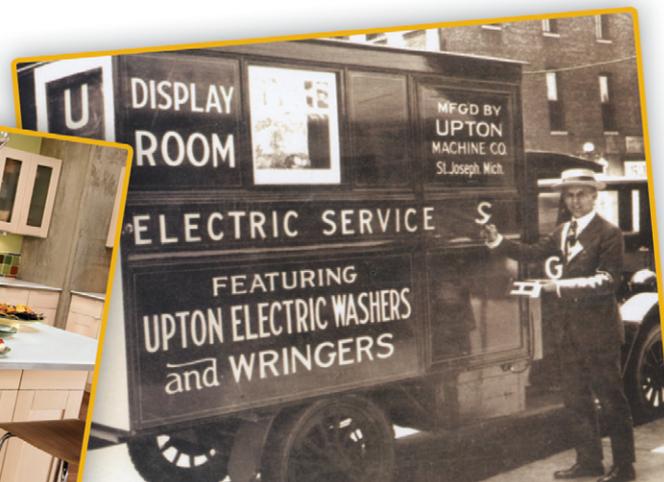
As the **world's leading manufacturer and marketer of major home appliances**, Whirlpool Corporation has influenced home and family life considerably during the past century. From helping bake the cookies that mend a broken heart to battling the grass stains on football uniforms, Whirlpool Corporation's brands have helped make family life a little bit easier.

The company is driven by the belief that everyone needs a comfortable place to call home and has sought innovative ways to improve cooking, cleaning, refrigerating and storing by **focusing on one person, one family, one community at a time.**

"Whirlpool Corporation's history has been **guided by principles of integrity and perseverance** ever since Lou Upton, Emory Upton and Lowell Bassford launched the first electric wringer washing machine in 1911," said Jeff M. Fettig, Whirlpool Corporation chairman and chief executive officer. "Through the Great Depression, two World Wars and the rapid economic changes and challenges of more recent years, those ideals have guided our growth from a small washing machine company to a diversified, multi-billion-dollar global operation, and they will continue to guide us into our second century."

When Whirlpool Corporation looks to the future, it sees families seeking better, richer and more enjoyable lives. Today and tomorrow, **Whirlpool Corporation is working to create innovative products for families around the world.**

To learn more about Whirlpool Corporation's year-long celebration of its 100th anniversary visit [www.whirlpoolcorp.com/100](http://www.whirlpoolcorp.com/100)



## Seasonal Sales, or is “Cash and Scary” the Answer?

Autumn is here and preparations for the annual *Retail Observer* Haunted House are well underway. As we start to take the goblins out of storage and get ready to shop local Halloween haunts for some new ideas; we know exactly where to go for the most unique and ghoulish decorations in town. Ironically, our favorite spot is not a big box store but instead a local furniture independent retailer.

And that's no coincidence. Halloween is the second largest holiday in retail topped only by Christmas. Being a Halloween fan, I've noticed seasonal retail grow immensely over the past few years. Catalogs are getting more sophisticated and carrying a larger selection of items for the avid collector (addicted may well be the case), as well as the fun loving families who just want a little Halloween spirit for the neighborhood kids.

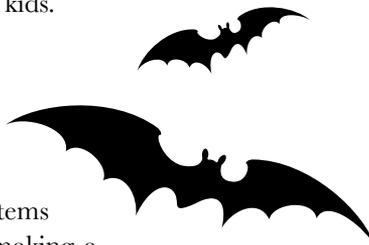
As home entertainment continues to be the most viable option for families in a stressed economy, many independents are profiting from adding on seasonal items year round. Getting started is as easy as placing small items near the cash registers for impulse sales or making a space for a display in the back of the store. This will not only draw in more traffic but will force customers to walk by general merchandise. The key is not to replicate what can be found in the big box stores. Instead, find a line of unique or novelty items that customers won't be able to find anywhere else. You will have loyal customers like me coming back year after year to add to their collection, and not just waiting until they need a new refrigerator or a sofa to come in. As your customers' haunted houses grow, so will your bottom line.

While you're thinking out of the box this Halloween season, be sure to read Rick Segel's article, *Self-Checkout... Are You Kidding?* on page 46 that gives an interesting take on why independents should take a second look at self-checkout systems.



Have a safe and Happy Halloween!

Eliana Barriga  
letters@retailobserver.com



## The Retail Observer

OCTOBER 2011

VOLUME 22, ISSUE 10

CELEBRATING OUR 22<sup>ND</sup> YEAR  
AS THE RETAIL OBSERVER

*Publisher/Managing Editor*  
ELIANA BARRIGA

*Director of Sales and Marketing*  
MOE LASTFOGEL

*Art Director*  
TERRY PRICE

### Contributing Writers

KEVIN M. HENRY  
DON HOLMAN  
RICK SEGEL  
CHRISTOPHER THIEDE  
JOHN TSCHOHL  
ELLY VALAS  
LIBBY WAGNER

Deadline for DECEMBER 2011 issue:  
NOVEMBER 1, 2011

THE RETAIL OBSERVER  
2764 N. Green Valley Pkwy.  
Suite 508  
Henderson, NV 89014-2121  
800.393.0509 • 702.208.9500  
Fax 702.570.5664  
production@retailobserver.com  
info@retailobserver.com  
www.retailobserver.com

To receive a copy of *The Retail Observer* online, or to unsubscribe, please go to [www.retailobserver.com/subscribe](http://www.retailobserver.com/subscribe)



Printed on Recycled Paper



The Retail Observer's website is hosted by Bay Media Arts



COOL ON THE OUTSIDE

HOT ON THE INSIDE

THE BERTAZZONI DESIGN SERIES BUILT-IN OVEN



TO COOK BEAUTIFULLY  
WWW.BERTAZZONI.COM



Eastern Marketing Corp.  
T 800-966-8300  
info@easternmarketing.com

ALMO Specialty Products  
T 800-836-2522 ext. 1  
specialtyales@almo.com

Pinnacle Express Inc.  
T 800-292-8374  
info@pinnacleexpress.com

Milestone Distributors  
T 866-937-3200  
info@milestonedist.com

Doolittle Distributing Inc.  
T 800-829-7820  
lloyd.doolittle@ddius.com

Purcell Murray  
T 800-892-4040  
kmurray@purcellmurray.com

Monde Home Products  
T 888-318-8228  
marketing@mondehomeproducts.com

Amiel Distributions  
T 800-361-0799  
info@amiel.ca

## Connecting to Customers in the Digital Age

I remember listening to a speech at a NARI meeting over 15 years ago from Gordon van Zuiden, Founder and President of cyberManor in Los Gatos, CA. He discussed all of the things that would be coming in the new digital age and left the group amazed by the seemingly endless possibilities for the future. Thanks to visionaries like Gordon and others, many of these products are available today and being sold in your stores.

While the home connectivity market is still in its infancy, consumers can now open their doors without the use of keys or start their car from the warmth of their home. Monitor the performance of their smart enabled appliances and turn off lights that they left on from a distance. Their refrigerator can now send a shopping list to let them know they are out of milk and the eggs are past their expiration date.

The internet has also opened up even more possibilities for consumers. They now have access to informational, educational and entertainment based content, creating consumers with complicated demands. They want to surf the Internet on the TV in the family room. Check their email, bank balances, YouTube, Facebook, LinkedIn or other web-based accounts. Engage in video calls from the couch, instead of in front of a tiny laptop screen. They want to share and distribute multimedia more effectively throughout the home, including family photo albums, music libraries, videos and games.

However, although many consumers are tech savvy, the majority are not! This is where you, the retailer, have a great opportunity for profit by educating your staff and yourself so you can educate the consumer. CEDIA, CEA and many of the buying groups offer courses on new technologies. Manufacturers and distributors also hold seminars that can give you the information you need on particular product lines. Once you become an expert, shout it from the rooftops! Advertise in your local paper, news channel or home show and let the public know that you are the "go to" store in your area for solutions to connectivity needs.



*Happy Connecting!*

Moe Lastfogel

moe@retailobserver.com

## The RetailObserver

OCTOBER 2011

VOLUME 22, ISSUE 10

CELEBRATING OUR 22<sup>ND</sup> 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.



www.aham.org



www.apda.com



www.bkbc.com



www.brandsource.com



www.cantrex.com



www.ce.org



www.cedia.com



www.dpha.net



www.leisurelivinggroup.com



www.megagroupusa.com



www.nahb.org



www.NARDA.com



www.NARI.org



www.NKBA.org



www.premierdph.com



www.psworld.com



www.unitedservicers.com



www.nationwidemarketinggroup.org

Follow us on:  
[twitter](#)

Become a Fan:  
[facebook](#)

Join us at:  
[LinkedIn](#)



INSPIRATION FOR YOUR KITCHEN.



If the air had color, it could be seen.  
If the light had texture, it could be touched.  
If the kitchen had STAR, it would be extraordinary.

Elica Inc - 222 Merchandise Mart Plaza, Suite 947 - Chicago, Illinois 60654 - 312-835-3320

**elica**  
aria nuova



1911 100 2011 100 YEARS AT A GLANCE 100 YEARS AT A GLANCE 100 YEARS AT A GLANCE

# Whirlpool Corporation

CELEBRATING 100 YEARS OF PRIDE,  
PASSION AND PERFORMANCE





**W**hat was born in 1911 as a small family business has grown into the world's leading manufacturer and marketer of major home appliances. Whirlpool Corporation celebrates the past ... and the future.

Founded on November 11, 1911, Whirlpool Corporation has influenced home and family life during the last century. The company is driven by the belief that everyone needs a comfortable place to call home and has a 100-year history of creating better ways of cooking, cleaning, refrigerating and storing. Whirlpool Corporation is focused on improving lives one person, one family, one home, one community at a time.

“Whirlpool Corporation’s history has been guided by principles of integrity and perseverance ever since Lou Upton, Emory Upton and Lowell Bassford launched the first electric wringer washing machine in 1911,” said Jeff M. Fettig, Whirlpool Corporation chairman and chief executive officer. “Through the Great Depression, two World Wars, and the rapid economic changes and challenges of more recent years, those ideals have guided our growth from a small washing machine company to a diversified, multi-billion-dollar global operation, and they will continue to guide us into our second century.”

## 1911

Upton Machine Company is founded by Lou and Emory Upton in St. Joseph, Michigan, to produce electric motor-driven wringer washers. Lowell Bassford provides the needed capital.

## 1912

Upton Machine Company receives its first order and contract with the Federal Electric division of Commonwealth Edison. When Upton unknowingly delivers its first order of washing machines with defective transmission gears, the company recalls the machines and replaces the faulty parts at no cost.

## 1914

Upton Machine Company is under threat of closure when Federal Electric begins manufacturing its own washers to offset impending costs of World War I. Upton makes its first acquisition, American Tool Works, and begins producing camp kits, ironers and toy guns.

## 1915

Maytag develops a multi-motor gasoline-powered washing machine, affording customers in rural areas without electricity the opportunity to utilize the technological conveniences of the automatic washer.

| continued on page 10 |



1911 Whirlpool's First Electric Wringer

## 1916

Upton Machine Company sells its first order of washers to Sears, Roebuck & Co., beginning a long business relationship.

## 1917

Lou Upton gives employees a paid vacation—a concept unheard of at the time. This strong sense of community and responsibility remains central to company's core values and the Whirlpool Way.

## 1918

The trade name KitchenAid® is created. The Hobart Manufacturing Company registers the KitchenAid trade name in 1920.

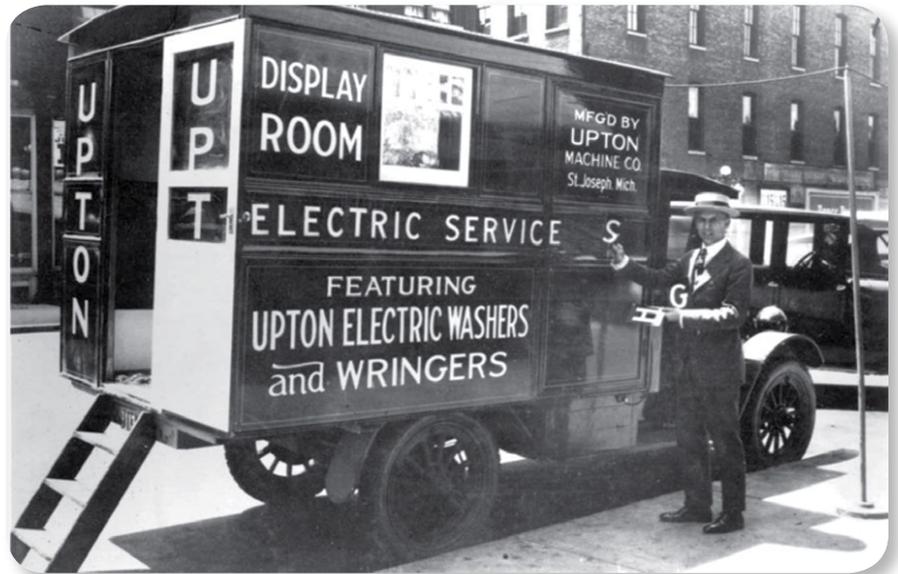
## 1919

With seed capital of 500 marks, Gottlob Bauknecht forms his first electrotechnical workshop in Tailfingen, Germany, developing electric motors to make manual labor easier for the masses.

The first residential KitchenAid stand mixer is introduced, ushering in a new era for the domestic kitchen.

## 1921

Sears loans the Upton Machine Company \$87,500 for a plant expansion - enabling the company to build more washers. Then, in the years following World War II, the U.S. economy goes bust. Sears washer sales drop 65 percent, forcing the company to cancel remaining orders. Upton Machine Company faces the crisis of being unable



1920 Lou Upton with Display Truck

to repay the loan. However, the unique working relationship between both companies forges a mutually satisfying agreement. Sears agrees to cancel the loan in exchange for shares of stock in the Upton Machine Company.

Nineteen Hundred Washer Company of Binghamton, N.Y. The new firm, The Nineteen Hundred Corporation, adds large manufacturing facilities in Michigan and New York. The Binghamton plant closes in 1939.

## 1924

Gottlob Bauknecht opens his first sales office in Stuttgart, Germany, adding a successful sewing machine motor to his electric motor business.

## 1925

Upton Machine Company becomes Sears' sole supplier of electric- and gasoline-powered washing machines.

## 1929

Sears' growing demand requires Upton Machine Company to merge with



1931 Maytag Model F Washing Machine

## 1932

Gottlob Bauknechts bestselling and versatile Landfrued motor is developed revolutionizing industrial and agricultural tasks of the time.

New York Curb Exchange (*American Stock Exchange*).

The Nineteen Hundred Corporation's application for listing is approved by the Chicago Stock Exchange.

## 1934

Amana Refrigeration Inc. (then the Electrical Equipment Company) is founded by George Foerstner.

## 1938

The Nineteen Hundred Corporation invents the first washer with motorized agitation, ushering in a new era of time savings and convenience.

## 1935

The Nineteen Hundred Corporation is listed on the Cleveland Stock Exchange.

Bauknecht launches the Allfix food processor, launching the start of a small-kitchen-appliance market.

## 1936

The Nineteen Hundred Corporation's products enter the global marketplace when Sears International is established, delivering Kenmore brand washers to England, Sweden and the Canal Zone. Simultaneously, the Nineteen Hundred Corporation partners with New York-based American Steel Export Company to handle the Kenmore line through the firm's foreign distributors in Europe and Asia. Exports cease from 1940 to 1947, due to World War II.

George Foerstner of Amana sponsors competitions offering mutual fund shares as prizes, becoming an industry pioneer in advocating financial literacy, profit sharing and developing a precursor model to the 401(k).

## 1937

The Nineteen Hundred Corporation's application for listing is approved by the

The Nineteen Hundred Corporation, Bauknecht and Maytag shift operations to support World War II production efforts until war's end—gaining new competencies.



1947 "Jeep" Washer

## 1943

World War II forces Guido Borghi and his family to move from Milan to Comerio, Italy. They open Guido Borghi and Sons' Ignis Appliances Shops to manufacture irons and cooktops.



1939 Whirlpool Wringer Washer

## 1945

Bolivian-born Miguel Etchenique immigrates to São Paulo, Brazil. Founds Companhia Distribuidora Geral Brasmotor to distribute Chrysler automobiles in Latin America.

## 1947

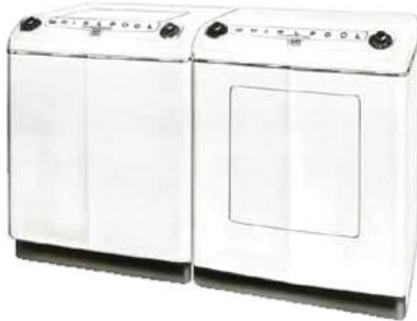
Companhia Distribuidora Geral Brasmotor enters the large appliance market as an importer of Kelvinator, Norge, Alaska and White Star refrigerators.

Sears introduces The Nineteen Hundred Corporation's first automatic washer, the "Jeep".

Amana (then the Raytheon Company) invents the first microwave oven. After an employee naming contest, the microwave oven line is called "Radarange." | *continued on page 12* |

## 1948

The Nineteen Hundred Corporation successfully launches the first Whirlpool branded automatic washing machine. Dual distribution—one line of products for Sears, another for The Nineteen Hundred Corporation under the Whirlpool brand—begins dual manufacturing and distribution, fundamental for future growth.



1949 Whirlpool's first auto washer and dryer pair

## 1949

The Nineteen Hundred Corporation launches a campaign to get national recognition for the Whirlpool brand name and to expand distribution.

Lou Upton steps down as head of The Nineteen Hundred Corporation naming Elisha "Bud" Gray his successor. Gray is seen as an obvious choice because of his Midwestern values and extraordinary business vision.

Amana introduces first side-by-side refrigerator for the home.

## 1950

The Nineteen Hundred Corporation is renamed Whirlpool Corporation. The

company adds automatic dryers to its product line.

Giovanni Borghi builds a factory to manufacture not only ovens and cooktops, but also an appliance previously unknown in Italy: the refrigerator. Borghi also builds a lakefront pool and recreation area in Comerio to support employee work-life balance.

Indústria de Refrigeração Consul is founded by Rudolf Stutzer and Wittich Freitag in Joinville, Brazil.

## 1951

Whirlpool Foundation is established to address global social concerns through grants, volunteerism and leadership.

## 1954

Companhia Distribuidora Geral Brasmotor changes its name to Companhia Industrial e Comercial Brasmotor. The new company develops and produces its own line of appliances—Brastemp: Bras for Brazil, and Temp for temperature.

Amana patents first self-defrost refrigerator.

## 1955

Whirlpool Corporation is listed on the New York Stock Exchange.

Whirlpool merges with Seeger Refrigeration Company and Radio Corporation of America's (RCA) Estate range and air conditioning divisions. RCA-Whirlpool brand name is established, and Whirlpool-Seeger Corporation becomes the company name.



1956 Consul® Refrigerator

## 1956

First full line of RCA-Whirlpool brand home appliances is introduced, covering 12 types of appliances available in 150 models.

Consul introduces its first electric refrigerator using a new compressor system.



1958 Miracle Kitchen woman and sweeper

## 1957

Whirlpool-Seeger changes name to Whirlpool Corporation.

Whirlpool Corporation establishes partnership with Companhia Industrial e Comercial Brasmotor.

The RCA-Whirlpool Miracle Kitchen - a wildly imaginative, futuristic and customer-relevant full-line solution for the ultra-modern home launches.



1960s NASA feeding tray with food

## 1958

Walter Seeger retires as the Whirlpool Corporation's chairman of the board, and Elisha "Bud" Gray is named chairman.

## 1960

Whirlpool introduces coin-operated dry-cleaning to the public and establishes the Commercial Laundry and Dry-Cleaning Equipment Division.

Whirlpool Corporation wins NASA contract to design and build America's first experimental "space kitchen" the company builds other food, waste and

hygiene systems used in the Gemini, Apollo and Skylab space missions.

## 1961

Whirlpool Corporation celebrates its 50th anniversary. The company achieves \$438 million in sales.

## 1966

The RCA-Whirlpool® brand name changes to Whirlpool®, establishing the Whirlpool® brand as the company's flagship brand.

## 1967

For first time in company history, Whirlpool Corporation crosses the \$1 billion sales mark.

The company launches the 24-hour Cool Line customer service help line, the first toll-free support program in the United States.

## 1968

The Elisha Gray II Research & Engineering Center is completed in Benton Harbor, Michigan, giving the Whirlpool Corporation the largest and most comprehensive applied research facility in the home appliance industry.

## 1969

Whirlpool Corporation acquires a 33 percent stake in John Inglis Co. Ltd., a major marketer and manufacturer of home appliances, giving the company a foothold into the Canadian market.

Elisha "Bud" Gray writes the 1969 "Letter

on Sustainability" to shareholders, articulating the company's need to engage in social issues, including reducing the human impact on the environment. Gray then defines a new sustainability-centered business model.

Whirlpool Corporation introduces the residential trash compactor, the first totally new major home appliance to reach the marketplace in more than 30 years.

## 1970

Whirlpool Corporation reaches \$1.2 billion in net sales.

Whirlpool Corporation establishes the Office of Environmental Control—not only to develop more efficient products and methods of manufacturing, but to also work with government and civil society groups on social and environmental responsibility.

## 1971

John Platts, a 30-year Whirlpool Corporation employee who started his career on the factory floor, succeeds Elisha "Bud" Gray as CEO and chairman of the board. *[ continued on page 34 ]*



1973 Amana Commercial Microwave

## CALL TO ACTION



### SEND US YOUR SHOTS

LOOKING FOR RETAILERS, DISTRIBUTORS AND MANUFACTURERS engaged in their element while at trade shows, special events, showroom openings or just plain group get-togethers.

*The Retail Observer* is interested in featuring you in our new snap-shot page, "Retailers Observed", where you can see what your industry buddies are up to. Please e-mail us your hi-res photos in .jpg format. Include the captions with the photos you send for consideration and be sure to put "Retailers Observed" in the subject line. Send to: production@retailobserver.com

FEATURED THIS MONTH:  
ALMO CORPORATION



## MOVING?

—LOOKING TO—

Change your  
delivery address?

Put a hold on your  
delivery?

Drop us a line to receive continued service with your expected changes.

subscriptions@  
retailobserver.com

## Book Review

### Customer Service Management Training 101:

QUICK AND EASY TECHNIQUES THAT GET GREAT RESULTS

The heart of all great service is in knowing what your customers need, want, and expect, and there's no better way to get that information than from the daily interactions between customers and your service team. Well-trained service representatives turn issues into opportunities, problems into solutions, and customer interactions into new sales, repeat business, loyalty, and great word-of-mouth advertising. So a great customer service manager will have a direct, significant, and positive effect on the way his or her company is perceived by its customers.

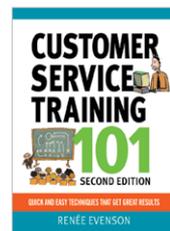
*Customer Service Management Training 101* provides step-by-step lessons to help new or veteran managers become more effective at delivering exceptional customer service while developing the qualities and practices of a highly effective leader. It teaches managers how to understand their personal management style, define their strengths, and target areas for improvement, rate their own qualities as a leader and improve core leadership hallmarks, from displaying confidence to being flexible, from thinking critically to acting with integrity. To squarely confront conflicts—whether between employees or between an employee and an unhappy customer—and work together to find workable solutions.

Each chapter begins with an overview and features an example of "the wrong way to manage," followed by step-by-step lessons illustrating what could have been done better—culminating in a "right way" to handle similar situations in the future. The chapters also include checklists, real-world application practice lessons, and goal planners to create powerful, repeatable strategies.

The better manager you are (and the more effective your service team is), the more you'll enjoy your job and grow in it. The book's final chapter talks about putting your best FACE forward—that is, Focusing, Achieving, Caring, and Exemplifying. This chapter offers refreshingly practical tips for developing and improving your own professional skills, keeping positive momentum going, creating and leveraging opportunities, realizing personal goals, and making yourself even more valuable to employers—now and throughout your career. **RO**

*Author: Renée Evenson, business consultant and writer specializing in organizational psychology in the workplace and the roles and relationships between customers, employees, and management. She is also the author of Customer Service Training 101.*

*Publisher: AMACOM Books*



# ✓ Delivery ✓ Installation ✓ Assembly

The coming of fall means football, food, and families gathering around the table to celebrate the good things in life. Like never before, home is both sanctuary and entertainment central, so make it a breeze for your customers to buy appliances, furniture, and those all-important flat screen TVs by simplifying home delivery. Last Mile Home delivers, assembles, and installs everywhere your customers live.



Call us today to find out more  
about our Store-to-Door program.

**866-515-9875**

LastMileHome.com

store  
to door™

Powered by:



LAST  
MILE  
Home™



## LAS VEGAS DESIGN CENTER RELEASES THE TOP TRENDS OF THE SEASON

Las Vegas Design Center revealed the season's top design trends during the Summer 2011 Las Vegas Market, the biannual home furnishings tradeshow attracted tens of thousands of industry retailers, buyers and interior designers. The trends took center stage during the show and are now available to the public at Las Vegas Design Center months before they hit retail floors. Top trends include a return to the American Experience and craftsmanship; the modernization of classic French; and vintage modern decorative accents.

### THE AMERICAN EXPERIENCE

A new wave of furniture and accents are finding inspiration in the American Experience expressed through folkloric patterns, Colonial-era symbols, colors and shapes, solid wood construction, patchwork quilts, and centuries-old craftsmanship. Raymond Waites is among the "founding fathers" of this new "history repeating" look. His New America, Coming Home Collection for GuildMaster evokes a nascent nation—think tea-stained fabrics and Colonial-era colors, with American flags, stars

and Indian Head penny motifs providing ornamentation. Meanwhile, Currey & Co.,

located in the Jordan Spencer showroom, looks to 18th Century Pennsylvania Dutch furniture and patchwork quilts for inspiration. Find more American fabrics by LMS Design Group and Robert Allen.

### DANS LA TRADITION FRANÇAISE

Belgian Rough Luxe, exemplified by neutral linen upholstery covers and exposed wood grains, is leading the trend toward a return to the classic French look. Expect to see this comfortable, time-tested elegance in home furnishings presented in ways that make the venerable classics look totally new and fresh. Catapult the style squarely into the present with the use of ethnic prints on French fauteuils and bergeres. Ditto for stylized prints such as leopard, as well as attention-getting embroideries. Explore the Palecek showroom and Massoud Furniture, located in Dillon Wells, for a return to classic French with a modern flair.

### DECORATIVE ACCENTS

Vintage Modern leads the way in decorative accents. Encompassing looks that work well together, Vintage Modern

has more glamour and more shine. Antiques and recycled materials including more crystal, acrylic and Lucite remain strong. Patterns will be repetitive geometrics, Moroccan quatrefoil and tone-on-tone. Global Views and Postcards Home are two showrooms that offer an extensive variety of decorative accents and contemporary statement pieces suitable for a variety of design genres.

Las Vegas Design Center at World Market Center Las Vegas is open to members of the trade and consumers Tuesdays through Saturdays from 10 a.m. to 6 p.m. It features a variety of showrooms offering a comprehensive selection of the most desirable designer lines in home furnishings and décor. Consumers can take advantage of a free one-hour consultation with an accredited interior designer through the Design Salon and learn about the extensive resources offered at LVDC. For more information, please visit [www.lvdesigncenter.com](http://www.lvdesigncenter.com).

## PREMIERDPH FALL 2011 CONFERENCE



PremierDPH will hold their Annual Conference November 10-12, 2011 at The Buttes resort in Tempe, Arizona. Now in its 6th year, Premier is a decorative plumbing and hardware buying group dedicated to profitable growth for its dealers and vendor partners. PremierDPH conferences provide increased product breadth, effective marketing, education networking opportunities and shared camaraderie. For membership information please contact Glynne Morgan, director of membership at 713-723-3545 or [glynne@thebgs.com](mailto:glynne@thebgs.com). For information specific to the upcoming Annual Conference, please contact Ginny Peterson, director of conferences and trade shows at 908-852-8115 or [ginny@thebgs.com](mailto:ginny@thebgs.com). | *continued on page 18* |



## ALMO PROFESSIONAL A/V FIRST U.S. AUDIO-VISUAL DISTRIBUTOR TO CARRY ARMAGARD'S AFFORDABLE FLAT PANEL ENCLOSURES

**ALMO** Almo Professional A/V, the nation's fastest growing Pro A/V distributor is the first U.S. audiovisual distributor to supply affordable flat panel enclosures from UK-based Armagard Ltd. Armagard will participate as an exhibitor during Almo's fall E4 AV training and networking tour.

"To get the most out of flat panels, especially for digital signage, they need to be protected so an enclosure plays a very important role in the whole hardware package," explained Sam Taylor, executive vice president for Almo Professional A/V. "Our partners have been asking for an affordable enclosure for some time now. The Armagard line helps to keep the digital signage system cost-effective while providing environmental and security protection. This gives our partners a true competitive advantage."

"Last year, Armagard opened a sales office and distribution facility in the U.S. to help expand our offering worldwide," explained David Robinson, director of sales in North America for Armagard Ltd. "A distribution partnership with Almo Pro A/V was at the top of our priority list in the U.S. because of the company's dominating presence in digital signage, which is where our products can provide the most value. Digital signage integrators partner with Almo Pro A/V so it was important that we did the same."

For over two decades, Armagard enclosures have protected flat panel screens, computers, touch screens, and printers from temperature extremes, inclement weather, theft and vandalism. Almo Pro A/V now stocks enclosures for 24-inch to 52-inch flat panels. These products come standard with an Air Curtain™ fan system, a filter fan system, an anti-reflective window, dual lock security, surge protected power and universal mounting, all of which make them ideal for digital signage applications. For cold weather climates, each size is also available with all of the standard features plus an internal heater, closed cell insulation, exterior plenum chambers and automatic thermostats. Armagard also manufactures VESA compatible flat and 15 degree tilt wall mounts and all of the products are available for immediate shipping through Almo Pro A/V.

Armagard has joined Almo's E4 AV fall training and networking tour as an exhibitor. The tour, which is coming

to Chicago on October 6 and New York on October 27, is a free full-day program with an intense educational focus that allows partners to earn valuable InfoComm International CTS Renewal Units (RUs) while networking in with the industry's top manufacturers. Since its launch in Dec. 2009, thousands of Almo Pro A/V partners have experienced the benefits of the E4 events and, in the process, have earned nearly 2,500 RUs. For more information, go to [www.e4avtour.com](http://www.e4avtour.com) or [www.armagard.com](http://www.armagard.com).

## DACOR® ANNOUNCES 3 FOR FREE WARRANTY PROGRAM, AVAILABLE FOR A LIMITED TIME

**dacor** Dacor®, a market leader in the design, manufacture and distribution of luxury kitchen appliances, announced a new promotional program, 3 For Free Warranty, which protects customers' appliances with an extended three year manufacturer warranty. All Dacor appliances are eligible for 3 For Free Warranty, an industry-exclusive offer. With quality, performance and craftsmanship at the heart of every product, Dacor knows the power of threes.

"At Dacor we take pride in being family-owned and developing American-made, handcrafted appliances," says Steve Joseph, president at Dacor. "With Dacor's 3 For Free Warranty, we're standing behind our products and supporting our claims of performance, quality and craftsmanship so that our customers can be confident in expecting a superior ownership experience from both our products and our service."

3 For Free Warranty began on September 1st and will run through December 31st 2011. To be eligible for the promotion, customers must purchase products at any Dacor authorized dealer within this timeframe. They will receive a 3 For Free Warranty coupon from their dealer containing a promotion code which can be redeemed online when they register their product at [warranty.dacor.com](http://warranty.dacor.com). Upon submission of the promotion code, the standard product warranty period will automatically extend to three years. Alternatively, they can call 1-877-DACOR-123 for online registration assistance from a Dacor representative. Customers must register their product for warranty protection by January 31, 2012.

Complete details about the 3 For Free Warranty program, including terms and conditions, are available at [www.dacor.com/3ForFree](http://www.dacor.com/3ForFree).

| *continued on page 20* |



[ Distinctive™ 30" Dual-Fuel Range ]



[ Distinctive 36" Gas Cooktop ]



[ Distinctive 30" Wall Oven ]

Are your customers ready  
for Dacor?

Give them this simple test:  
Find the peach.



Your customers don't need to be master chefs to enjoy our new Distinctive Series of appliances. But they do need an appreciation of high performance, high style and the ability to identify a peach of a value.

Purchase during our Love You Back Bonus promotion and customers can earn a free ENERGY STAR® qualified dishwasher.



American-made and family-owned since 1965. The Dacor Distinctive Series, at home in more homes.

[ Visit [dacor.com/ro](http://dacor.com/ro) for details ]

**dacor**  
The Life of the Kitchen.®

Scan this QR tag for more information.



[facebook.com/dacor](https://facebook.com/dacor)



@DacorKitchen

## THE NATIONAL KITCHEN & BATH INDUSTRY SHOW RANKS AMONG PREMIER EVENTS IN ANNUAL TRADE SHOW TRENDS REPORT



The National Kitchen & Bath Association's (NKBA) annual Kitchen & Bath Industry Show (KBIS) enjoys elite trade show company according to the recent Exhibit Survey Inc. Trade Show Trends Report. The annual report recognized KBIS in 2010 for hosting a high volume of qualified decision makers with immediate purchase intent, which was the predominant characteristic of all leading trade shows.

Exhibit Survey Inc.'s examination of buying influences and total buying plans differentiated KBIS from many other shows. The report identifies success points in trade shows that have adapted to the new economic climate and ranks them based on their pre and post show performance. Eighty-nine percent of KBIS attendees ranked as "net buying influencers," meaning they had the capacity to make final purchasing decisions and carried influence in their respective brands. Additionally, KBIS ranked above average in total net buying plans grossed from a trade show, with 60 percent of attendees planning to purchase product within 12 months of the show.

NKBA President David Alderman acknowledges Exhibit Survey Inc.'s findings and credits the continued success of KBIS to proper internal planning and the strategic branding of both the NKBA and KBIS. "Upholding communication and increasing interaction within key segments has kept KBIS successful in reaching decision makers, even amidst lower attendance rates. We continue to uphold the commitment to making KBIS an event tailored to the industry's interests and needs and always look to add engaging components to keep the show compelling," said Alderman.

Operating under a new theme: "Collaborate. Innovate. Inspire." KBIS 2011 brought together the world's most elite professionals in the kitchen and bath industry. KBIS has established itself as the ideal locale for kitchen and bath professionals to showcase their work, additionally serving as a scouting ground for merchants and distributors to identify new trends and talent. This strategic direction is not lost on KBIS exhibitors.

"The Kitchen & Bath Industry Show is always a great opportunity for us to showcase our latest product innovations to customers and design professionals," said Lenora Campos, PhD, spokesperson for TOTO USA Inc. "Nothing can replace the opportunity to meet face-to-face with customers, specifiers and key media, as well as give them personalized tours of our new product introductions and highlights from our full-line bath collections."

Denise Grothouse, co-owner of The Grothouse Lumber Company and an exhibitor since 2007, agrees. "At KBIS, we can connect with our existing clients and meet magazine editors and potential clients in an inspiring climate. KBIS is the ideal show for us to showcase our wood surfaces and is the premier vehicle for large and small companies to garner additional clients and reinforce their brand worldwide."

For more information about KBIS or NKBA, visit [NKBA.org](http://NKBA.org). | *continued on page 22* |



FOR MORE INFORMATION,  
CONTACT YOUR DISTRIBUTOR  
LISTED BELOW

---

ELLIS MEARES & SON, INC. / DDI

800-327-4743

---

INTEGRATED APPLIANCES LTD.

800.268.4086  
[IntegratedAppliances.ca](http://IntegratedAppliances.ca)

---

JEFFRIES DISTRIBUTING CO,  
INC.

800-844-0036  
[JeffriesDistributing.com](http://JeffriesDistributing.com)

---

SIGNATURE MARKETING  
GROUP LTD.

800-358-8886  
[SMGLTD.Net](http://SMGLTD.Net)

---

NORTHERN PLAINS DISTRIBUTING

800-755-7508

---

POTTER DISTRIBUTING

800-748-0568  
[PotterDistributing.com](http://PotterDistributing.com)

Featuring

# Daewoo Electronics' New and Exciting Products for 2011



Daewoo French Door Refrigerator



Daewoo Multi Oven with Voice Command



Daewoo Steam Laundry



Daewoo Top Mount Refrigerator

For more information, visit [www.e-daewoo.com](http://www.e-daewoo.com) about this or any other Daewoo Electronic product

*Designing Excellence*  
**DAEWOO**   
ELECTRONICS



## FULGOR MILANO TURNS UP THE HEAT WITH BRAND-NEW "LARGO" COOKTOPS

GAS COOKTOPS COMBINE EURO STYLING WITH HIGH PERFORMANCE COOKING AND ABILITY

**FULGOR MILANO** With its flagship model a full 42 inches wide and offering up to 18,000 British thermal unit (BTU) of cooking power, the new Fulgor Milano Largo 400 Series gas cooktops redefine both performance and style, with their elegant European looks and genuine Italian craftsmanship.

The Largo 400 Series gas cooktops come in four different sizes, including a four-burner 24-inch model; a five-burner 30-inch model; and two different 36-inch models (one with five burners, the other with six). However, it's the stunning 42-inch model that steals the show with its unique size. Equipped with a stainless steel deck, black cast iron grates, and clean, geometric layout, it's a masterpiece of Italian design. Its superior cooking power supplies 18,000 BTU to

the main burner, which is 3,000 additional BTU than most other models in the industry. Equally as impressive, its smaller burners can go as low as just 450 BTU—perfect for simmering gourmet chocolates without scorching.

The Largo 400 Series cooktops are packed with sophisticated technology and features, including electric ignition, flame-out sensing, and re-ignition. "Not only are these cooktops backed by the industry's best warranty, they're also environmentally friendly, with components crafted of 90-percent recyclable material," notes Enrico Sasso, VP of sales & marketing for Fulgor Milano.

Cooktop accessories offered in this new series include simmer plates, small pot inserts, wok rings, and more. The Largo 400 Series cooktops will be available in December 2011.

## J.D. POWER AND ASSOCIATES REPORTS: AMONG MAJOR ELECTRONICS RETAILERS, DEMONSTRATION RATES FOR NEW TV TECHNOLOGIES ARE PARTICULARLY LOW

**J.D. POWER AND ASSOCIATES** While salespeople at major electronics retail chains tend to demonstrate familiar TV technology fairly frequently, they are less inclined to demonstrate newer technologies, according to the J.D. Power and Associates 2011 Television Mystery Shopping Report<sup>SM</sup>.

When it comes to explaining overall differences and features between various TV models, brands and technologies, more than one-half of salespersons (56%) provided a product demonstration, while 44 percent of salespeople only provided a verbal description.

However, for newer technologies, demonstration rates are notably lower than overall product demonstration across all features and technologies. For 3D TV technology, 44 percent of salespeople provided a product demonstration, while the majority of salespeople—56 percent—only discussed these features verbally.<sup>1</sup>

The demonstration rates are even lower for Internet protocol television (IPTV). Overall, 34 percent of salespersons demonstrate or discuss IPTV. However, actual offers to demonstrate IPTV are low, averaging just seven percent.

"Among retailers included in the report in both 2011 and 2012<sup>2</sup>, IPTV demonstration rates have tripled from 4 percent in Q4 2010 to 12 percent in | *continued on page 24* |



## THE DISHDRAWER™ TALL. MADE WITH BIG DISHES IN MIND.

Love entertaining, but not so keen on having to wash your large serving platters by hand? Here's a quick heads up. The DishDrawer™ Tall Dishwasher was designed just for you. With an extra inch and a half in height, it handles big dishes with ease. And with all the features you've come to expect from a Fisher & Paykel DishDrawer™ Dishwasher, including easy-slide drawers and ergonomic loading, it's also easy to fall in love with.

More great thinking from Fisher & Paykel.

***Fisher & Paykel***

fisherpaykel.com  
1.888.936.7872

Q2 2011, but this is far from what we'd expect to see for a newer TV feature and leaves significant room for improvement," said Tim Fox, account manager at J.D. Power and Associates.

The report finds that salespersons who are more aggressive about asking to close the sale are also more likely to provide product demonstrations. For example, among salespeople who asked to close the sale of a TV at least once, 11 percent offered to demonstrate IPTV technology. In contrast, among salespeople who did not try to close the sale, only 2 percent offered a demonstration.

Major electronics retailers that have particularly high demonstration rates for IPTVs include ABC Warehouse, Best Buy and PRO Group.

"The more often a salesperson demonstrates a feature or technology, the more opportunities they have to up-sell it," said Fox. "Retailers can boost both demonstrations and sales rates by providing sales staff with the training and information they need to be comfortable showing features and technologies to customers."

The report also finds that among HDTV technologies, LED technology is recommended much more frequently by salespersons than are LCD and plasma technology. More than one-half of mystery shoppers (55%) indicate that a salesperson recommended LED technology, while 25 percent and 16 percent of mystery shoppers received recommendations for LCD and plasma technology, respectively.

The 2011 Television Mystery Shopping Report compiles the findings of more than 600 trained mystery shoppers who performed on-site evaluations of a major electronics retail location. The report is released quarterly; Q2 results are based on evaluations collected between April and June 2011. Major appliance retailers included in the report are ABC Warehouse, Best Buy, BrandsMart, Conn's, Costco, Frys, hhgregg, PC Richard & Son, PRO Group retailers, Sears and Walmart.

<sup>1</sup> Among those salespeople who discussed 3D TV at all.

<sup>2</sup> Costco and Walmart are included in the report for the first time in 2011. Ultimate Electronics was included in the report in Q4 2010, but is not represented in Q2 2011.



**True**  
PROFESSIONAL SERIES™

## TRUE LEVERAGES 65 YEARS OF COMMERCIAL REFRIGERATION QUALITY TO CREATE THE PERFECT BREW

For every homeowner who enjoys craft beer as much as elegant entertaining, True Refrigeration®, the leading choice among beverage providers, now offers its True Professional Series™ Beverage Dispenser. Providing homeowners with "the perfect serve," the brand new Beverage Dispenser utilizes True's exclusive airflow technology to provide a cold, crisp beer—as low as 33 degrees.

"True's customers have asked for a high-quality, flexible beer dispenser and we listened," comments True Director of Sales and Marketing, Steve Proctor. "With its optional cap and shelves, the Beverage Dispenser can be easily converted into a refrigerator or wine cabinet. Adding to the product's flexibility, the Beverage Dispenser can also be enjoyed as a free-standing appliance or built-in to the space."

The Beverage Dispenser's exclusive LED performance display ensures that the beer's temperature is perfect every time, so beer is as cold as desired. Also unique to the True Beverage Dispenser is its dual UL rating for both indoor and outdoor use, providing entertainment in the indoor bar, game room, or outdoor kitchen. Additionally, the Beverage Dispenser is equipped with a standard door lock to keep contents safe, and its ENERGY STAR® rating ensures that it's efficient.

| continued on page 26 |

INSPIRED *by professionals.*  
BUILT *by experts.*  
DESIGNED *for you.*



The True Professional Series is crafted with the same dedication to producing only the highest quality products that has guided True's commercial success for more than 65 years.

Discover the entire line of high-performance wine cabinets, beverage centers, and undercounter refrigerators at [true-residential.com](http://true-residential.com).

**True**<sup>®</sup>  
PROFESSIONAL SERIES

The Beverage Dispenser is able to accommodate one quarter-barrel of brew or two 1/6 barrels, and comes complete with all necessary hardware, including the CO<sup>2</sup> tank. The dispenser is backed by True's industry leading outdoor warranty—2 years parts/labor and an additional 3 years parts and labor on the sealed system.

## PORTABLE SPOT CLEANER WINS ELECTROLUX DESIGN LAB 2011

**Electrolux** Adrian Mankovecký from the Academy of Fine Arts and Design Bratislava in Slovakia is the winner of the Electrolux Design Lab 2011 competition. His Portable Spot Cleaner surpassed a field of 1,300 entries from over 50 countries.

“Developing thoughtfully designed products that are relevant to consumers is fundamental to the Electrolux strategy. Electrolux Design Lab contributes to our dialogue with consumers about future design and product development. This is necessary in today's global appliance business. Electrolux Design Lab also provides an important opportunity to get inspired by the innovative ideas of design students all over the world,” says Keith McLoughlin, President and CEO of Electrolux.

### PORTABLE SPOT CLEANER

The Portable Spot Cleaner has two components. The user places one part on each side of the garment then chooses the suitable cleaning program. Negative Ions and steam refresh clothing and remove stains. The cleaner is powered with a sugar crystal battery, and can be used practically anywhere in the world. | *continued on page 28* |



---

### ALMO SPECIALTY PRODUCTS

AZ, CA, CT, DE, DC, FL, GA, IL, IN, IA, KS, KY, ME, MD, MA, MN, MO, NV, NH, NJ, NY, NC, ND, OH, PA, RI, SC, SD, VT, VA, WV  
800.836.2522

[www.almospecialty.com](http://www.almospecialty.com)

---

### EURO-LINE APPLIANCES INC.

Eastern Canada  
800.421.6332  
[www.euro-line-appliances.com](http://www.euro-line-appliances.com)

---

### PACIFIC SPECIALTY BRANDS

BC, AB, SK, MB  
604.430.5253  
[www.pacificspecialtybrands.com](http://www.pacificspecialtybrands.com)

---

### PARAGON

AL, AR, LA, MI, NM, OK, TN, TX  
800.683.4745  
[www.paragondistributing.com](http://www.paragondistributing.com)

---

### TRI STATE DISTRIBUTORS

AK, CO, HI, ID, MT, OR, WA, WY, UT  
800.488.0646  
[www.tristatedistributors.com](http://www.tristatedistributors.com)

# Let Your Wine Age Gracefully.

You love your wine. We do too. So why hide it in a dark cabinet or a dusty basement? With a sleek, integrated Liebherr HWS 1800 wine storage cabinet, you know that your wines are resting easy. Now you can keep your wines on display in your home while also protecting them from the dangers of a busy kitchen—the lights and odors that can stunt your wine's growth. Our innovative MagicEye touch control system allows you to carefully monitor the exact temperature at which your wines are stored. It's wine storage for the 21st century, available only from Liebherr.

Snap a picture of the QR code below to see our complete line of green refrigeration.



[www.liebherr.us/hg](http://www.liebherr.us/hg)

# LIEBHERR

In Line With Your Life

## DISTRIBUTORS

### SUES, YOUNG & BROWN, INC.

Baldwin Park, CA  
626-338-3800  
www.sybinc.com

### GATEWAY APPLIANCE DISTRIBUTING, INC.

Kent, WA  
253-872-7838  
www.gatewaydist.com

### THE GENE SCHICK COMPANY

Hayward, CA  
510-429-8200  
www.thegsc.com

### SUNWEST APPLIANCE DISTRIBUTING, LLC

Tempe, AZ  
480-784-6611  
www.sunwestdist.net

### KIMBALL ELECTRONICS, INC.

Salt Lake City, UT  
303-446-6002  
www.kimballdistributing.com

### MILESTONE DISTRIBUTORS, INC.

Dallas, TX  
866-937-3200  
www.milestonedist.com

### LAKEVIEW APPLIANCE

Bensenville, IL  
630-238-1280  
www.lvdistributes.com

### HADCO

Suwanee, GA  
800-241-9152  
www.hadco.net

### CARL SCHAEDEL & CO., INC.

Fairfield, NJ  
973-244-1311, Ext. 137  
www.carlschaedel.com  
LGStudioSeries@carlschaedel.com

### DELIA, INC.

Wallingford, CT  
800-356-3803  
www.deliainc.com

### DISTINCTIVE APPLIANCES DISTRIBUTING

Wixom, MI  
248-380-2007  
www.distinctiveappliances.net

The jury was impressed by the Portable Spot Cleaner's creative and insightful thinking. From the jury motivation: "The Portable Spot Cleaner is built on a very solid consumer insight and it is highly relevant. It is an instant laundry device that has a positive impact on the environment by reducing consumption. Its usage and interaction are very intuitive. We all want one."

## RUNNERS UP

The award for second place went to Ribbon, an all-in-one hotplate, warming device and cooler for portable use, by Enzo Kocak from Monash University in Australia. Third place went to SmooBo Blender, a fun and environmentally friendly way of making smoothies, by Roseanne de Bruin from Massey University in New Zealand. Onda, a portable microwave oven, by Matthew Schwartz from California State University Long Beach in USA, received the People's Choice Award—as voted for online. Matthew received 24% of the 17,000 votes that were made.

## INTELLIGENT MOBILITY

The theme in the competition's ninth year was 'Intelligent Mobility'. The students were invited to create home appliance ideas for how people prepare food, clean and do dishes, both within and beyond the home from this particular perspective. The appliances should not only be physically portable, but also provide flexible control to liberate people from the home. The brief particularly requested ideas that offer personalization and inspire users while utilizing existing technology to offer support and guidance. Additionally, all concepts should reflect Scandinavian Design values – being sensitive to the environment, providing intuitive ease of use and conveying aesthetic appeal.

The jury evaluates the entries based on innovation, intuitive design and consumer insight. This year's jury members are Danish designer Cecilie Manz, award winning architects Hayes and James Slade, and Henrik Otto, senior vice president of Global Design at Electrolux.

The Electrolux Design Lab 2011 award is a prize of EUR 5,000 and a six-month paid internship at an Electrolux global design center. Second prize is EUR 3,000 and third prize EUR 2,000.



## NARDA RELEASES NEW 2011 COST OF DOING BUSINESS REPORT

NARDA, has once again, assembled the most accurate and comprehensive Cost of Doing Business Survey in years. NARDA has traditionally published this valuable tool once every two to four years; with last one covering the 2008 business year. Given the rapidly changing business environment these days, it was decided to complete another survey that focuses on the recent 2010 operational and financial

| *continued on page 30* |

## STUDIO SERIES

# SEAMLESS STYLE FOR THE ULTIMATE BUILT-IN KITCHEN

### INTRODUCING THE STUDIO SERIES FROM LG

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



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



results. This year's survey focuses primarily on independent retail in the traditional categories of home appliances, consumer electronics, furniture, bedding and product protection sales. Retailers with in house service departments were also invited to supply their results for this survey.

The NARDA Cost of Doing Business Report has proven to be the most valuable benchmarking tool for independent retailers over the course of the last several decades. Not only does this report offer retailers the ability to compare and improve their own businesses, but it also is an outstanding tool to be used by retailers to obtain favorable business financing options. This latest report is extremely detailed, especially when the results include several varied business profiles including; volume, number and size of retail stores and warehouses, product categories, number of sales associates, etc.

The 2011 NARDA Cost of Doing Business Report can be purchased for a new low investment of \$50 for NARDA members and \$100 for non members at [www.narda.com](http://www.narda.com). **RO**

## EDITOR'S RETRACTIONS

REGARDING THE SEPTEMBER 2011 ISSUE OF THE RETAIL OBSERVER

PAGE 30: The EuroChef sidebar contained outdated distributor information. The sidebar in this month's issue (October) has been updated to reflect the current EuroChef distributor information.

PAGE 58: Nationwide Buying Group News center photo caption should read Frank Sandtner.

We apologize for any inconvenience.—*The Retail Observer*

GET **CONNECTED** ONLINE!

The

**RetailObserver**

To receive a copy of *The Retail Observer* ONLINE,  
go to [www.retailobserver.com/subscribe/](http://www.retailobserver.com/subscribe/)

## EuroChef USA

CHOICE BRANDS, INC.  
OH, IN, MI, KY, W. PA, WV  
513.772.1234  
[www.choicebrands.com](http://www.choicebrands.com)

DIVERSIFIED DISTRIBUTORS, INC.  
East TN, NC, SC, GA  
843.760.0299

EDI - PORTLAND  
OR, WA, AK, HI  
503.226.4044  
[www.edinw.com](http://www.edinw.com)

EDI - SEATTLE  
OR, WA  
206.248.1854  
[www.edinw.com](http://www.edinw.com)

ELLSWORTH ASSOCIATES  
E. PA, MD, DC, NJ, VA  
856.488.9535  
[www.ellsworthllc.com](http://www.ellsworthllc.com)

EUROCHEF USA  
NY, ME, NH, VT, RI, MA, NE, KS, IA,  
MO, N. IL  
866.844.6566  
[www.eurochefusa.com](http://www.eurochefusa.com)

HALEX MARKETING  
FL  
877.835.8767  
[www.halexmarketing.com](http://www.halexmarketing.com)

LOUIS W. HOWAT & SONS  
LA, MI, W.TN, AR, OK  
504.734.2102  
[www.lwhinc.com](http://www.lwhinc.com)

MARKETNET  
S. IL, MN, WI  
847.358.6884  
[www.marketnetassociates.com](http://www.marketnetassociates.com)

MEADOWCREEK SALES  
CO, UT, WY, MT  
303.934.2317  
[www.meadowcreeksales.com](http://www.meadowcreeksales.com)

PEARSON SOUTHWEST  
MARKETING  
AZ, NM, El Paso, TX  
602.944.7474  
[www.pearsonswm.com](http://www.pearsonswm.com)

R&B WHOLESALE DISTRIBUTING  
CA, Reno & Las Vegas NV  
510.782.7200 - Hayward, CA (N.)  
909.230.5420 - Ontario, CA (S.)  
[www.rbdist.com](http://www.rbdist.com)

TEXAS SALES & MARKETING  
TX  
713.460.2400  
[www.TSM.com](http://www.TSM.com)



*Simple Elegance*  
**The Majestic Collection**  
*Made In Italy*

***EuroChef*** USA

For more information, contact EuroChef USA, the exclusive importer of Verona Pro, Verona and ILVE cooking appliances.  
1-866-844-6566 • [www.eurochefusa.com](http://www.eurochefusa.com)



# Digital Signage Expo Moves DSE 2012 and Debuts “Digital Signage in a Connected World”

Digital Signage Expo (DSE), an International Tradeshow and Conference dedicated to digital signage, interactive technologies and digital Out-of-Home Networks (DOOH), will present new educational opportunities for the first time in March 6-9, 2012, at its annual event in Las Vegas, themed “Digital Signage in a Connected World.”

Both the Keynote speaker and Keynote thought-leadership panelists will expand upon the “Connected World” theme with forward-looking perspectives on the industry. The theme also will play a large role in almost every one of the eight DSE 2012 seminar tracks.

“Digital signage has emerged as a distinctly new industry, but it also is part of a larger fabric of connected digital devices, including computers, smartphones and tablets—all of which provide new ways of engaging consumers through digital signage technologies,” said Richard Lebovitz, educational and editorial director for Exponation LLC, which produces DSE.

Attendees will be able to attend 32 general conference seminars targeting clearly defined audiences and hear an outstanding faculty of peer professionals and industry specialists make presentations relevant to the digital signage and digital out-of-home marketplace. In addition to the seminar curriculum, DSE 2012 will feature pre- and post-show programs, an extensive offering of free on-floor workshops, and a program of study to ensure certification renewal in cooperation with the Digital Signage Experts Group.

Mark your calendars now. Digital Signage Expo® 2012, co-located with the Interactive Technology Expo and Digital Content Show, is scheduled for March 6-9, 2012, at the Las Vegas Convention Center in Las Vegas. To reserve exhibit space on sale now or to attend, contact Chris Gibbs, (770) 649-0300 Ext 17. Or, for more information, visit [www.digitalsignageexpo.net](http://www.digitalsignageexpo.net). You can follow DSE on Twitter at DSEexpo, or for all DSE 2012 updates, use #dse2012. **RO**

## AFTER PROPOSAL REVIEW AND SELECTION BY EDUCATIONAL OVERSIGHT COMMITTEES, RELEVANT TOPICS PRESENTED AT DSE 2012 WILL BE PRESENTED IN THE FOLLOWING TRACKS:

- DIGITAL SIGNAGE FUNDAMENTALS
- CONTENT UNIVERSITY
- DIGITAL PLACE-BASED NETWORKS
- MARKETING & ADVERTISING
- HARDWARE, SOFTWARE & CONNECTIVITY
- DIGITAL SIGNAGE NETWORK DESIGN, MANAGEMENT & OPERATION
- INTERACTIVE TECHNOLOGY
- SPECIAL INTEREST

### NEW FOR 2012:

- HALF-DAY PRE-SHOW WORKSHOPS (TUESDAY, MAR. 6)
  - Mobile/Digital Signage Connection Workshop
  - Hands-on Content Workshop
- INTERACTIVE TECHNOLOGIES ON-FLOOR WORKSHOPS
- ON-FLOOR VERTICAL INDUSTRY DISCUSSION GROUPS (Replaces Lunch & Learns)



“I want information and ideas to develop a digital signage program. I need to be at Digital Signage Expo.”

Christopher Love, VP Architect and Construction, BCBG Max Azria Group



March 6 - 9, 2012

Las Vegas Convention Center



Co-located with:



When you need powerful new point-of-purchase opportunities, there's no better strategy than attending DSE®. Ground-breaking and cutting-edge, it's *the* place to discover how the flexibility, impact and cost-effectiveness of digital signage can help you increase sales lift and elevate the shopping experience. Over 170 innovative companies use this event to showcase their newest developments—and this is where you'll see them all.

FOR MORE INFORMATION AND TO REGISTER:  
[www.DSE2012.com](http://www.DSE2012.com)

Presenting Software Sponsor: **SCALA**

Conference Sponsor: **BroadSign**

Gold Sponsors:



Silver Sponsors:



Whirlpool Corporation ends production of all wringer washing machines in favor of popular automatic washing machines.

Consul launches its first air conditioner and establishes Embraco-Empresa Brasileira de Compressores S.S. to produce refrigerator compressors, thus eliminating the company's dependence on component imports.

## 1972

Multibrás S.A. Household Appliances changes its name to Brastemp S.A. Household Appliances.

Philips Group acquires Ignis.

## 1975

Whirlpool Corporation plays key role in crafting U.S. Energy Policy and Conservation Act.

## 1976

With participation from the Whirlpool Corporation, Brasmotor S.A. Household Appliances acquires the Consul brand and, consequently, Embraco.

## 1977

Whirlpool Corporation surpasses \$2 billion in annual revenue.

Whirlpool Corporation reenters the microwave oven market by introducing four Whirlpool brand models. The company had marketed a microwave oven for a brief period in the late 1950s.

Whirlpool Corporation starts producing its own hermetic motors in Danville, KY, plant.

## 1978

Brastemp S.A. Household Appliances changes its name to Brastemp S.A. Inc.

## 1979

Total Quality Assurance system is established to achieve maximum product quality by involving all company functions.

Whirlpool Corporation helps craft U.S. Federal Trade Commission Energy Labeling Rules.



1981 John Platts

## 1982

John Platts retires as chairman and CEO. Jack Sparks becomes chairman and CEO.

## 1984

Whirlpool Trading Company, Inc., is formed to consolidate international activities.

The Brastemp brand commemorates the production of 10 million units.



1987 Whirlpool is admitted to the London Stock Exchange

## 1986

Whirlpool Corporation net sales reach \$4 billion. Sales division calculates that on every day in 1986, approximately 29,000 people purchased one or more appliances manufactured by Whirlpool Corporation.

Whirlpool Corporation purchases the iconic KitchenAid brand.

## 1987

Whirlpool Corporation is listed on the London Stock Exchange.

Whirlpool and Sundaram-Clayton Limited of India form TVS Whirlpool Limited joint venture, establishing the Whirlpool presence in India.

David Whitwam succeeds Jack Sparks as CEO and chairman of the board.

## 1988

Dave Whitwam delivers his prophetic and inspiring "Dragons Be Here" speech, setting the stage for a major globalization push.

Whirlpool Corporation enters the Mexican appliance market through joint venture with Vitro, S.A. of Monterrey, to manufacture and market major home appliances for Mexican and export markets. Vitromatic S.A. de C.V. is formed.

Whirlpool acquires the Roper brand name, which it will use to market a full line of value-oriented home appliances.



1988 David Whitwam

## 1988

Whirlpool Corporation surpasses \$6 billion in annual revenue.

Whirlpool Corporation and N.V. Philips of the Netherlands form joint venture company, Whirlpool Europe B.V., giving the company manufacturing and marketing footholds into the European market.

Via majority stake in Philips' appliance business in Europe, Whirlpool Corporation takes sole ownership of Inglis Limited of Canada. The move brings new brands into the fold (Inglis, Igris, Bauknecht, Philips).

## 1991

Whirlpool Corporation commits globally to its Worldwide Excellence System, a total quality management program dedicated to exceeding customer expectations.

## 1993

Whirlpool Corporation the Super Efficient Refrigerator Program (SERP) contest. Whirlpool Corporation wins \$30 million SERP prize by developing a chloro-fluorocarbon-free (CFC) refrigerator that exceeds federal efficiency standards by at least 25 percent.

Inglis Ltd. becomes Canada's leading home appliance manufacturer.

## 1994

The Whirlpool Performance Center in Brandywine Creek opens doors in Michigan as a world-class corporate center dedicated to training and education.

Whirlpool Corporation revenues top \$8 billion.

## 1996

Whirlpool Corporation named as a founding member of Business Environment Leadership Council, an advisory group to Pew Center on Global Climate change.

Whirlpool Corporation facilitates the development of the appliance Green Lights Program, a U.S. Environmental Protection Agency precursor to the ENERGY STAR® program.

## 1998

Company collaborates with European Authorities to draft the Waste Electrical and Electronic Equipment (WEEE) Directive, which requires appliance recycling according to European and national requirements.

Whirlpool Corporation officially commits time and resources to support Boys & Girls Clubs of Benton Harbor, Michigan.

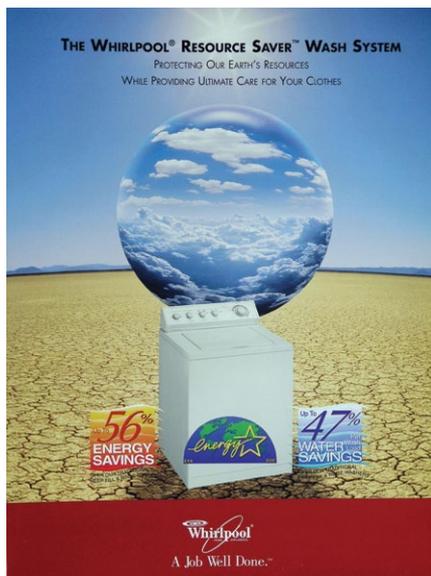
Whirlpool brand launches Resource Saver washer - the industry's first energy- and water-efficient top-load washer.

*| continued on page 36 |*



1995 Whirlpool Corporation enters India

| continued from page 35 |



1998 Whirlpool® Resource Saver Advertisement

## 1999

Whirlpool Corporation operating results reach record levels with total revenues in excess of \$10.5 billion.

Whirlpool Corporation agrees to donate a range and ENERGY STAR® qualified refrigerator to every Habitat for Humanity home built in North America.

Whirlpool Corporation launches industry's first full line of ENERGY STAR® qualified home appliances, under the Whirlpool brand.

## 2001

Whirlpool Personal Valet clothes vitalizing system creates new product category, first in 30 years for the home appliance industry.

KitchenAid brand partners with Susan G. Komen for the Cure to create the Cook for the Cure campaign.

## 2002

Whirlpool Latin America launches Instituto Consulado da Mulher a social program that teaches entrepreneurial skills and provides income-generation opportunities to women with limited education and income.

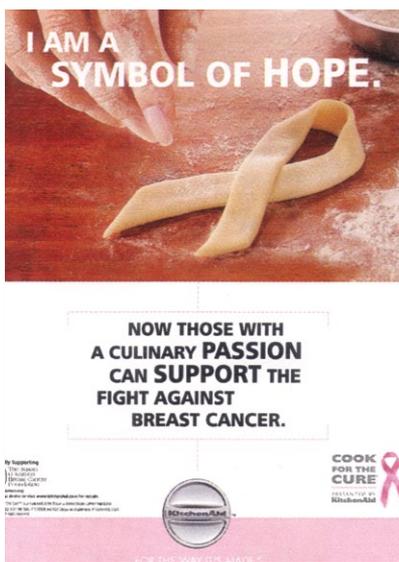
## 2003

Whirlpool Corporation becomes the world's first appliance manufacturer to set a global greenhouse gas reduction target.

Whirlpool Europe solidifies its trade customer agreement with IKEA, exclusively providing full-line solutions for the worldwide retailer.

## 2004

Jeff Fettig succeeds Dave Whitman as chairman and CEO. Fettig presides over



2001 Cook for the Cure® Poster



2005 Habitat for Humanity Women Build 1

periods of challenging global financial crises and makes strategic decisions that ultimately make the company stronger than ever before.

## 2005

Whirlpool Corporation passes \$14 billion in net sales.

Amana brand introduces first French Door Refrigerator with ice and water dispensing from the door.

## 2006

Jeff Fettig leads a challenging purchase of Maytag. Whirlpool Corporation is now the largest home appliance maker in the world.

Strengthening its relationship with Habitat for Humanity, the company establishes the Whirlpool® Building Blocks program—designed to raise awareness and help eliminate substandard housing in the United States.

## 2007

Whirlpool Foundation and Maytag Foundations donate more than \$9.2 million to community organizations around the world.

## 2009

Whirlpool China enters 50-50 joint-venture with Hisense Kelon Electrical Holdings Company Ltd., to deliver new world-class and innovative appliances to consumers in China. Partnership increases company's industrial and competitive commercial footprint in China.



2008 Jeff Fettig

## 2010

Whirlpool Corporation announces plans to invest \$85 million to build a centralized headquarters riverfront office campus and renovate other facilities in Benton Harbor, MI. Company remains true to its century-old Midwestern roots.

Whirlpool Corporation announces a \$120-million investment in building a new LEED-certified manufacturing facility in Cleveland, TN—the single largest investment Whirlpool Corporation has made anywhere in the world—which “reinforces our commitment to the competitiveness of U.S. manufacturing.”

Whirlpool Corporation opens the World of Whirlpool, a new flagship brand and product experience center in Chicago.

Whirlpool Corporation opens its first stand-alone appliance store outside its Shunde, China, microwave plant.

Since Whirlpool Foundation's founding in 1951, organizations and programs have benefited from more than \$128 million in grants.

Maytag brand commits \$4.5 million to commend Boys & Girls Clubs that exhibit exemplary performance. Through a new partnership between Maytag and Boys & Girls Clubs of America, the chosen clubs will receive up to \$150,000 to continue their great work and positive impact on youth, their families and the community. Seven inaugural Maytag Dependable Club award recipients are selected from around the world, including one club located on a military installation in Germany.

Whirlpool Corporation debuts the \$500 million Harbor Shores development, a social and economic development project aimed to promote Benton Harbor and St. Joseph, Mich. Project features Jack Nicklaus Signature golf course, which will host the 2012-2014 Senior Professional Golf Association Championships.

Whirlpool Europe Region changes its name internally to Whirlpool Europe, Middle East and Africa (EMEA) to be more reflective of the business.

## 2011

Whirlpool Corporation celebrates its 100th anniversary.

A man and woman in 1911 would be hard-pressed to imagine the wonders of the modern home. Water efficient Whirlpool brand Duet washers, the Whirlpool brand Resource Saver Refrigerator that runs on less energy than a 60-watt light bulb, microwave ovens, dishwashers and more the home of the 22nd Century is just as difficult to predict. What consumers can count on is that the hardworking men and women of Whirlpool Corporation will be actively observing and asking questions fervently pursuing the need to understand and even anticipate his, her and your needs and wants and then making them come true.

As Whirlpool Corporation works to create the next generation of solutions that make life easier, healthier and better, we remember the mothers and fathers and children that not only have used these products all their lives, but have come to think of their appliance as members of the family. Our products make the cookies that mend a broken heart. We sterilize, warm and refrigerate a baby's bottle. We wash the dirt, grime and grass stains from uniforms young and old. At Whirlpool Corporation, we transform peoples lives and homes. We make it work better, we make it beautiful. Whirlpool Corporation is proud to be part of our customers homes and families, and we consider them part of our family, too. **RO**



2011 Rendering of Whirlpool's new headquarters



**CEA**  
Consumer Electronics Association



# Enjoy Access to CEA Member Benefits at CES and All Year-Round

The Consumer Electronics Association (CEA) represents more than 2,000 companies in the consumer technology industry, of which more than 500 are retailers. Members have access to valuable resources such as market research, networking and business development opportunities, financial management services and representation at the federal, state and local levels from the voice of the industry, CEA.

CEA is also the producer of the International CES, the world's largest tradeshow for consumer technology. CEA retail members attending CES receive many benefits including:

- \$100 discount on attendee registration\*
- Special discounts on conference registration
- Exclusive member lounge access
- Private meeting rooms
- Invitation to member networking reception

Join CEA today and register free to attend CES. For CEA membership information, visit [CE.org/membership](http://CE.org/membership) or email [membership@CE.org](mailto:membership@CE.org).

*\*CEA members can register free until 5 p.m. ET on December 30 at [CESweb.org](http://CESweb.org) when using the priority code found on [members.CE.org](http://members.CE.org).*

**CE.org**



# Become a CEA Member – Join Now

**Kerry Moyer, Sr. Director, Retail Membership with the Consumer Electronics Association (CEA) recently spoke with Michael Fischer, President of Nielsen's, an Iowa-based retailer, about his retail experience and why he joined CEA.**



**Michael Fischer**  
President, Nielsen's

**Moyer:** Michael, tell us how you got into retail and why you made it your career?

**Fischer:** My first selling experience was when I was 10—I sold subscriptions on my newspaper route. When I was 17 or so, I got a job working at a camera store to feed my lifelong addiction to photography. I've worked both retail and wholesale, but prefer retail because it's dynamic and because I'm entrepreneurial by nature.

**Moyer:** Tell us more about Nielsen's and how consumer electronics fits into your product mix.

**Fischer:** We're a small-town Iowa retailer with a diverse product mix including major appliances, consumer electronics, passenger, light truck, agricultural and commercial tires with the services associated with them. Consumer electronics helps define our overall position in the marketplace. All products have become increasingly sophisticated;

and, we want to be there to not only sell those products, but also to help people get the most out of them. Without consumer electronics, it would be much harder to achieve our objective.

**Moyer:** As a retailer, what keeps you awake at night?

**Fischer:** You mean other than not setting the sleep timer on my bedroom TV? It's not the economy—I went through the farm crisis of the 1980s—and, at the time, I never thought it would become the learning experience it turned out to be. I tend to be most concerned about big picture things like government policy and regulations. The United States can compete with anyone, anywhere, at anytime; but, only if we're willing to make the investments in education and innovation. I'm deeply concerned that political gridlock and bad economic policies will lead to a lower standard of living and, as a result, less business.

**Moyer:** Nielsen's is a CEA Retailer member company and you participate on CEA's Retailer Council. Why did you join CEA and tell us how CEA membership benefits your business?

**Fischer:** CEA brings incredible value to its membership. For instance, I'm a firm believer in using market research and economic data to help determine what the trends are; and, as a result, how to drive our business accordingly. While you can get some data from suppliers or a buying group, nothing compares to having the market research CEA provides. To me, it levels the playing field between me and my hundred-million dollar competitors. And CEA membership comes at a very affordable price. Then there's education—CEA provides retailers like me with a lot of benefits for a small investment. As an example, I recently attended the CEA Retailer Council's "Great Ideas Meeting," which featured three retail experts discussing how to improve the sales process, build relationships, and make more sales and more loyal customers.

**Moyer:** Michael, do you have any tip you'd like to share with other retailers?

**Fischer:** One of my favorite quotes is from Edmund Burke, who once said **"We must all obey the great law of change. It is the most powerful law of nature."** In business, as in life, to stay in your comfort zone is something we all tend to do; but, to do so in business is often a fatal mistake. Stay current. Stay involved in associations like CEA that will help you adapt more easily. It's simple, but it isn't easy. By the way, Burke wrote those words in 1792, and they're as true today as they were over two hundred years ago.

*"While you can get some data from suppliers or a buying group, nothing compares to having the market research CEA provides. To me, it levels the playing field between me and my hundred-million dollar competitors. And CEA membership comes at a very affordable price."*

# The Retail Tech Revolution

If you're like me, you've been more than a little aggravated waiting for a sales associate to hang up her cell phone to wait on you. Or perhaps you've been victimized by one stuck to his computer playing solitaire or who is fixed on a Smartphone texting his latest Angry Birds success to his Facebook friends. With all those unfortunate examples, I've also seen terrific scenarios where technology can be used to improve customer service.

I was waiting at the cash wrap at a Colorado Ski and Golf store when I overheard Jessica Rose taking a call from a customer. "Gee, I'm sorry, sir, we don't have that bag here. Let me check our other stores. Nope, we're completely out of stock." She listened intently to the customer's disappointed response. She was quickly clicking on the terminal in front of her. Young and multi-tasking.

"You know, what I can do, however, is order the bag for you. You won't be able to have it today, but I see that it's in stock at our supplier and I can get it in a couple of days. I can give you a 10% discount and probably even have it shipped right to your home for free." The customer seemed to be interested.

"Would you like to come in? Or, I can take your credit card number and save you the trip. Do you know where we are? Let me give you the address." "Oh, you're in your car. Don't write and drive."

And here's where Jessica excelled "if you give me your mobile number, I'll text you the information about the bag as well as my contact information." Her fingers started

flying on her Smartphone as she wrote the customer a message. He had the price and model number, but more important he had her name and phone number. When I asked her if she always did that, Jessica looked up at me and said, "Sure. Now I have his name and his phone number and I can call him back if he doesn't come tonight. Yes!"

A number of stores, like Gallery Furniture in Houston, are using iPads to improve their customer service. Each associate has an iPad and carries it around the showroom. Without leaving the customer, they can answer virtually any question she might have. They can access their inventory, verify the delivery schedule, check availability from suppliers, and even take the customer to a competitor's site to verify pricing or look at a product that they don't carry. Unlike other stores where associates may have to leave the customer several times during a sale, Gallery associates create strong bonds with their buyers.

Software companies like Clearwater, FL based Tyler Business Systems have added features to their point of sale systems that enable sales people to use iPads as terminals. They can not only access real-time inventory, but from anywhere in the store, they can create an invoice, add to an existing order, schedule delivery and access any other parts of the system. They can wirelessly send the invoice to a printer at the front of the store that the customer can pick up on the way out.

The customer benefits from a

seamless transaction with one person. No waiting while the associate finds the nearest terminal to look up a price. No reason for the customer to go to a competitors' store. And no need to wait for a cashier to write up their sale.

Make a purchase at an Apple store and the salesperson will use his iPhone to process your credit card. You'll get your receipt emailed instantly. Return a car from National Car Rental and the receipt is in your inbox before you can get your bag out of the trunk.

The tools of the retail sales trade have exploded. Using them wisely is key. Instead of banning Smartphones from the floor, give associates the opportunity to use them to keep in touch with telephone shoppers like Jessica did. Although email should never replace a hand written thank you note, it's a great vehicle for giving customers additional information, product specifications, sale updates, and new product announcements. Tablets are the newest technological frontier. As they become nearly ubiquitous, smart sellers will find new ways to use them to become more productive, thrill customers and improve service.

Technology. Use it or lose your edge. **RO**

*Elly Valas is the Marketing Services Director for Nationwide Marketing Group. She can be reached at [elly@ellyvalas.com](mailto:elly@ellyvalas.com) or at 303-316-7569. Visit her website at [www.ellyvalas.com](http://www.ellyvalas.com).*



# Enter the 2012 NKBA Design Competition

Budget-Friendly Kitchen and Bath Awards, Before & After Kitchen and Bath Awards, Green Design Award, and Universal Design Award

## WHAT YOU HAVE TO GAIN: THE CHANCE TO WIN

- National Media Opportunities
- Awards Ceremony at KBIS
- Cash Prizes and Awards
- Industry Recognition

*Enter Today >> [NKBA.org/Competition](http://NKBA.org/Competition)*



"What an honor to have my designs recognized by peers, as well as consumers. The NKBA Design Competition has proven to be an effective and impactful way to promote my work and receive national exposure."

- Holly Rickert, Designing Your Environment, Wyckoff, NJ

From hundreds of kitchen and bath entries, judges will select the best designs from across the country. For the opportunity to be among the winners, enter today!

# How Do You Rate as a Boss?

Ask anyone in a supervisory or managerial position to identify the traits of a good employee, and you're sure to be on the receiving end of a litany of appropriate skills, behaviors, and attitudes. Ask that same person to list the characteristics of a good boss, and more than likely they won't respond so quickly.

Too often, we find it easy to judge the actions and attitudes of employees, but we fail to look inward, to put ourselves under that same microscope. Some bosses are tyrants, expecting their employees to perform at their best simply to avoid the wrath that is sure to come their way if they don't meet expectations. Or they are "buddies," thinking that if they act like "one of the gang," their employees will like them and perform well.

Neither role is one that will make you a good boss. If you intimidate your employees, they will come to hate their jobs—and, possibly, you. Intimidation is a roadblock to improved performance and productivity. On the other hand, if you become too friendly with your employees, you will lose the authority that is necessary to manage them.

SO, WHAT DEFINES A GOOD BOSS?

READ ON.

- **Recognize, reward, and respect your employees.**

Too many bosses think that money will motivate their employees to perform well. Money will get you into the game, but it will have no impact on performance. If you really want to motivate your employees,

acknowledge their accomplishments, and do so publicly. This costs you and the company nothing, but it results in employees who are proud of their accomplishments and who will continue to work to earn your approval and praise. Celebrating even small successes will improve employees' self-esteem and lead to bigger successes.

- **Build a strong team.**

Hire for attitude, then train for skills. Technical skills can be learned, good attitudes cannot. Hire people you can motivate and who enjoy working with people. Then train and nurture those people. Give them the tools they need to do their jobs—and to do them well. And don't micro-manage your employees; doing so will kill their creative-thinking and problem-solving efforts.

- **Terminate non-performing employees.**

Non-performing employees are a cancer in your organization. They either do their jobs poorly, or they don't do them at all. Those employees often have negative attitudes that drag down other members of your team. Get rid of these people as quickly as possible.

- **Set clearly defined goals.**

Establish a game plan for the year that revolves around measurable goals and target dates. To simply say, "We will increase sales," is not enough to increase performance. On the other hand, if you set a goal of increasing sales by 10 percent, it gives employees a specific target.

- **Maximize your employees' potential.**

Empower employees to make quick decisions that will keep your customers coming back to you. Support their use of empowerment, and trust them to do the right thing for your customers.

- **Listen to your employees.**

They are the experts when it comes to improving your products and services. The suggestions they will make, if asked, will help to reduce costs, improve operations, and add to your company's profits.

- **Take a good look at your own skills.**

Are your managerial skills what they should be? You should spend a minimum of 20 hours each year developing and improving your leadership skills. Don't wait for the company to pay for any courses you want to take, set money aside each year and pay for the programs yourself, if necessary. It's an investment you won't regret.

A good boss will hire the right people, nurture them, and reward them. The result will be a strong team made up of employees who will drive your organization's sales and profits—and who will make you look good in the process. **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](mailto:John@servicequality.com)*



# The stunning silence of German engineering.

Bosch engineering has raised the stakes by lowering the volume with its new high-performance dishwashers—the quietest line sold in the U.S.\*



**Silence is a Bosch virtue.** That's why the new line of Bosch dishwashers is engineered to be the quietest in the U.S.\* Starting with a solid molded base, Bosch engineers added three layers of sound-deadening insulation and a suspension motor, measures that effectively eliminate noise caused by mechanical vibrations. That in turn makes some units up to 300 percent quieter than comparable models. At Bosch, we believe in engineering quiet, and in the sweet sounds of silence. [www.bosch-home.com/us](http://www.bosch-home.com/us)



**BOSCH**  
Invented for life



# Take the Guesswork Out of Your Branding

As you know, your brand is the public image of your company. It is how you present yourself to your customers, and how they see you. It is a daunting challenge.

But how do you know if you're doing it right? How do you know if your marketing is reaching customers effectively with messages and images that resonate with them? Too often, companies of all sizes simply forge ahead with their branding, with little or no understanding of their customers to back it up.

That is where a little research can go a long way. As consumer behavior and knowledge has evolved, it has become more important for companies to use research to understand their customers. The knowledge gained from research can help you optimize your brand and make better, more informed decisions about how you spend your marketing budget.

There are several things you can learn from research that will help you with your marketing:

- **Brand familiarity and favorability**— How well people know and like you and your brand
- **Shopping habits**— What products people are looking for and how they shop for them (online, mobile devices, in-store, etc.)
- **Pain points**— Problems that might be damaging your brand, such as poor customer service
- **Competition**— What your competitors are doing well (or not so well) and what your opportunities are to stand out

Research is a powerful tool, and one that

should be used strategically. You need to think it through so you can be sure you are getting the information you need and can act upon it. Here are some tips for how you can use research to make your brand better:

- **Retain an expert.** Research is a very specialized field, and there are a lot of ways to make mistakes in how you conduct it. That's why it is crucial to utilize the expertise of a specialist. There are many independent research consultants who specialize in retail and other fields. Also, marketing and advertising agencies often offer research capabilities.

A consultant or agency will be crucial in making sure the research you're about to do is constructed to be most effective and will get the kind of information you are looking for. This kind of expertise doesn't always come cheap, but it will be well worth the upfront investment. Otherwise, you could be wasting your money and not even know it.

- **Talk to your customers.** Much of the time and expense associated with research comes from finding people to survey, buying mailing lists, and so forth. But you already have access to potential research subjects for free — your customers.

There are many ways to engage your customers and glean information from them that will help you. You can train your sales staff to simply ask them questions about how they found you, what they're looking for and where else they are looking. You can ask them to take a brief survey by e-mail or use a comment card. You can even conduct small focus groups with several customers.

The information you get might not be statistically significant, but it can give you insights and ideas you can use. The important thing to remember is to ask customers open-ended questions. That gives them more opportunities to give you commentary that can be very helpful.

- **Use outside resources.** There are several sources of research data available to you for a small price or even for free. Trade associations will often publish research about consumer behavior, trends and market information in trade magazines or web sites. If you're an advertiser, your local television, radio and newspaper might have information about their audiences.

You can also monitor your web site using Google analytics to see how consumers are finding you and where they are located. That can help you determine the effectiveness of advertising campaigns and help you make changes to the next one.

When it comes to finding out about what your customers know about you and your brand, you never know until you ask. You should never just guess. Most importantly, if your research suggests you need to take certain action, make sure you do it. Otherwise, your time and effort is wasted. **RO**

Chris Thiede, a marketing and public relations professional, works at IMRE, an agency of experts in the home industry. Chris blogs at [inrehomeiq.com](http://inrehomeiq.com). E-mail Chris at [cthiede@imre.com](mailto:cthiede@imre.com).





# Finally! The Ultimate 2 in 1 Laundry Solution

## Fagor Washer/Dryer Combination Unit

**KOBE**

**WindCrest**

**Amana**

**Aficionado**  
Elegance in Appliances



**Aficionado**  
Elegance in Appliances

**Fantech**

**evo**  
for the way you cook

### The Ultimate 2 in 1 Laundry Solution

Fagor's washer-dryer combination units feature the benefits of two appliances in one space-saving unit. These smart front loading units perfectly accommodate apartments and small spaces with impressive results.



The Independent Distributor  
**Excel Distributing**  
For The Independent Dealer

888-473-9235 | [www.exceldist.com](http://www.exceldist.com)  
6 Petaluma Blvd. N #B2  
Petaluma, CA 94952



**Advanced Balance System (ABS)** electronically controls and balances weight distribution within the unit. This allows for superior performance, and its robust structure considerably reduces noise level and vibrations.



**Informative LCD Screen** 16 wash programs including quick wash and hygenizer cycles, a 180° degree door opening which makes loading and unloading an easy task and delayed start of up to 24 hours, allowing you to make better use of your time. Also equipped with programmable Spin Speed Regulation from 400-1200 RPMs.

## Self-Checkout... Are You Kidding?

I was asked to write an article about the effects of self-checkout for retailers. My first comment was “are you kidding me?” Why would any specialty retailer even consider investing money into a self-checkout system? After all, isn’t that an extension of or the heart of customer service? We are judged on how effectively and efficiently the checkout process is.

As I wrote that last sentence, I realized that many of the store employees who are responsible for checking the customer out do not necessarily leave the customer with that warm and fuzzy feeling of knowing they want to return. Many times the rapport can be built with the salesperson as opposed to the person who is checking us out. How many times have we experienced great salespeople only to have our sale in jeopardy because of an impatient and rude cashier who takes the thrill out of buying? Isn’t the checkout process the place where we can cement a lifetime relationship with that customer?

The first question is—are the staff who are responsible for checking out customers doing their job and enhancing the customers’ experience or using Shep Hyken’s phrase “is it a moment of magic or a moment of misery?” The next question is, can a machine do a better job checking out a customer than we? When you think about those two questions and then consider the use of the internet and its meteoric growth, then why wouldn’t we consider automating the process? The obvious answer would be the cost to add these systems to our store.

The rebuttal is that the cost is falling faster for this technology than real estate values in Florida. Then consider how much it costs us to have a cashier or someone processing these transactions. Of course, you are going to have the little old lady who is petrified of technology saying “I don’t want to do that.” And we shouldn’t expect her to have to do that. This system would have to be added to



the traditional way of checking out.

What would be the cost to pay a cashier as opposed to having an automated system? Anytime we can effectively reduce payroll costs we should do it. I know that I will have my critics who will say how ridiculous this idea is for the independent specialty store and in many cases I agree. However, there were just as many people five years ago who said to

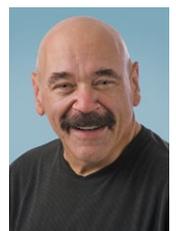
me “no one will ever buy apparel online because you have to see it, hold it and touch it.” We all know that is the farthest thing from the truth today.

Before any of us reject the whole idea at face value, think about the graphics that are available to the kid playing a video game or a penny machine at a casino that mesmerize the youngest kid and the oldest senior citizen pushing buttons on a slot machine. The real issue is, can we enhance the customer’s experience in a cost effective way without losing the touchy feely aspects of customer engagement in the retail environment?

I am not a futurist so I may be wrong, but it’s interesting to think about. The best part is self-checkouts don’t take coffee breaks, lunch breaks, get paid overtime and there is absolutely and positively no issue whatsoever about what portion of their health insurance we have to cover. Would I rush out to buy a system? Not yet, but I might just keep my mind open and see what the future brings.

As foreign and as crazy of an idea at first thought, may not be so foreign. Maybe we will be seeing lots of these devices in places we never expected... including your store. **RO**

*Rick Segel, author of The Retail Kit for Dummies, helps retailers and vendors partner so everyone sells more! Visit Rick’s website at [www.ricksegel.com](http://www.ricksegel.com)*



# Wood Stone

FOR THE  
Home

www.woodstonehome.com | 1-800-578-6836 |   



## enhance your lifestyle

and bring the tradition of stone hearth cooking and the visual warmth of a live flame to your kitchen and home...

## ...indoors or out!

# Custom Trim Kits

To Fit All Your Needs!

*New Solutions For  
Custom Situations!*

*We now have the capability to Custom Design almost any desired Specialty Project fabricated from stainless steel with the option of color powder coating to match your needs. Items recently designed: BBQ Cover, Range Hood, Backsplash, Vegetable Fryer and many more. Please Call For More Details!*

### Our Trim Kit Products!

Microwave Oven  
Trim Kits

Full Length Kits

Cooktop Trim Kits

Matching Width Kits

Thermal Oven Rings

Microwave Filler Kits

Slide-In Range Fillers

Range Skirts

Filler Strips

Phone  
(800) 338-8746  
(714) 241-7046

**MICRO-TRIM INC.**  
www.microtrim.com

Fax  
(800) 346-3890  
(714) 241-7060



## Red, White & Blue is the New Black

There was a time when people just assumed that their cabinetry and appliances would be built in the USA. Under the current economic strains and foreign options available in cabinetry, appliances and accessories that are invading the US market, I wonder if the American kitchen industry will go the way of the American steel, auto and home electronics, to some third world country taking American jobs as well as the American Dream with it?

We, the American people, have been sold a “bill of goods”, that we can somehow maintain our standard of living by purchasing cheaper and good—not great, products that were once produced here in the U.S., like cars, clothes, TV’s, phones and even food from some other country that will somehow make our lives better. I say, look around you and wake up!

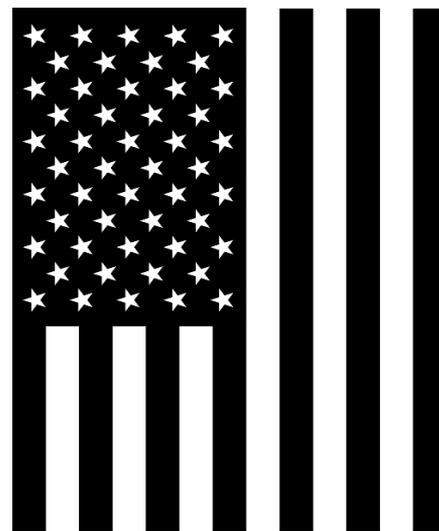
We have lost great companies and millions of jobs to foreign countries that will never come back. The current economic situation and growing jobless rate are just the tip of the iceberg. There was a time that American steel, cars and TV’s were the cornerstone of modern technology and the envy of the world. Now we are willing to buy cheap imitations without even thinking twice about the ramifications of those actions.

The new jobs bill proposed by the Obama administration means nothing and will do nothing to stem the tide of joblessness unless there is a job connected to it. We need to bring manufacturing back to America and need to buy American products. It’s patriotic--it’s the American thing to do!

My question is this; does your client care if it is made in America? Do you

care? Does it make a difference? Does “Made in America” still stand for quality, technology, craftsmanship, security and trust? I say “Yes--yes it does.” We need to educate the consumer on the options they have to choose from and how their decision can and will effect the world around them.

With U.S. unemployment at its highest in decades and an ongoing uncertainty



100% AMERICAN

about the future of our economy, I believe that we are ready for a consumer revolution to halt the tide of foreign imports and encourage consumers to buy American made products to stimulate economic growth and to put people back to work.

For way too long, the American consumer has ignored where products are made and simply sought out products that they perceive to be cheaper without understanding or realizing that their decision to buy a cheaper foreign product

may have contributed to an American factory to close. The fact that their dollars that would have gone to an American worker went to pay a worker in China or India at a fraction of what an American worker would have earned has cost us in the end. Most people would say, “I bought a good product for the best price and someone made a profit”, but here lies the rub. The worker in China did not pay taxes on his earnings to the U.S., nor did his employer, so nothing was paid into the system, which affects everyone here.

I say “enough!” and I draw a line in the sand and issue this challenge to both consumers and manufacturers to “Buy American”. Buying something made in the U.S.A. is something to be proud of and it will make you feel good to know that you are helping out the economy by keeping the money at home and protecting jobs here.

Will it cost more to buy an American product than a cheaper foreign item? Most likely the answer will be yes, but you need to think of those few dollars more as an investment in America, as well as an investment in our future, our children’s future.

I believe in the power of the individual and that the choices we make can change the world. The revolution begins with you and the choices you make. I say, choose wisely and choose American. **RO**

*Kevin M. Henry is an international speaker on market trends and sustainable kitchen design in the kitchen industry for more than 30 years. Contact: [Kmhenry@group42.net](mailto:Kmhenry@group42.net)*





Home  
sweet  
home.

In 1976, Habitat for Humanity was founded on one principle: that everyone, everywhere deserves a simple, decent place to live. Since then, through the generosity of our supporters and the hard work of our homeowners, Habitat for Humanity has been able to provide more than 1.75 million people around the world with safe, decent, affordable shelter. Become a part of this life-changing ministry and help us eliminate poverty housing from the world.

*Now More Than Ever.*  
**Help Build It!**

**habitat.org • (800) HABITAT**

## Have You Created a High Performance Work Culture?

No matter the size of your retail business, you want and need high performance from your employees. No one likes inconsistent or sub-par performance, not only because it's frustrating in the day-to-day, but also because it impacts your bottom line! Sometimes I hear exhausted managers or tired business owners say, "I just wish they'd do their jobs . . . why can't they do what I hired them to do?"

I've coached many managers and executives through some difficult and painful terminations and firings. Even if it's the best decision for everyone in the long run, it's just never easy. When we begin, I ask them whether they can look themselves in the mirror and say the following: "I have done everything I can do to set this person up for success." And, if that's true, and the person still isn't performing consistently to standard, it's best to let them go. In fact, it's often the most compassionate thing to do: for the business, for the other employees, for you, and for the person who's leaving.

But if it's not true, then some of the responsibility lies with you. I know, that's a tough one to take, but if your employees are not performing consistently to the standard you'd like them to, the first place you must look is *you*.

Examine the following and rate yourself to assess whether or not you are managing performance well in your organization:

- **Hire for Talent.** The most proactive thing you can do is to hire the right person for the job! Skills, technical

knowledge and job content can be taught; talent cannot be taught. Some leaders are happy to "hire for attitude" and teach their employees the rest. Sure, you need expertise, education and perhaps prior experience that will put someone in the running for your vacant position, but those are the minimum qualifications. The rest of your hiring process should help you identify right fit, behavioral standards, values alignment and talent.

- **Set Clear Expectations.** You simply cannot effectively manage performance without identifying and specifying clear standards for excellence. They need to be written down, they need to be measured, and they need to align with your overall goals. These are stated in terms of the results of their work and are not to be confused with a job description, which is primarily a tool to use for recruiting and posting for applicants.
- **Teach to Ableness.** Sometimes we get stuck thinking that someone might have the ability to perform, but they aren't actually performing. That's no good. Ableness means that you can actually observe them getting the results you want. There is evidence. Here you must provide training, coaching, on-the-job training, job shadowing or mentoring. Even if they come with transferable skills, they haven't worked for you yet, or they may be new to this task or skill.
- **Give Frequent Feedback.** Frequent, small-dose feedback is the most

proactive way to managing ongoing performance. Some managers will make the mistake of thinking I talk to this person all the time . . . but solving real-time issues or problems is not the same as giving feedback for performance. This is a one-on-one conversation, focused on positive performance (to reinforce) and a specific area for improvement or growth. It's the single most important thing you can do to manage performance proactively.

- **Clear the Swamp.** Sometimes employees are not performing the way we want them to because there are obstacles, real or perceived, in the way. The thing is, if they think it is an obstacle, it is. You won't know this unless you regularly solicit input for which issues/obstacles/problems might be standing in the way of high performance. You've got to ask.
- **Develop Your People.** No matter the size of your business, employees need opportunities for growth and development. You can be creative about this by providing specialized training, the delegation of a project or program, cross-training, formal coaching, certifications, etc. **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](http://www.libbywagner.com)*



It's a  
**FOOD FIGHT.**

*International Style.*



**COOK  
FOR THE  
CURE**

PRESENTED BY  
**KitchenAid**



**THE 10<sup>TH</sup> ANNUAL  
MILLER BROOKS  
COOK FOR THE CURE.®**

How can you help the fight?

**Bid:** Our online Silent Auction goes live Wed., Sept. 28.

Go to [cookfortheure.millerbrooks.com/auction](http://cookfortheure.millerbrooks.com/auction) to check out great items including:

- Fine art
- Vera Bradley items
- Autographed Pacers and Colts items
- Products from our clients: Delta® Faucet, Kimball® Office

**Donate:** Go to [cookfortheure.millerbrooks.com](http://cookfortheure.millerbrooks.com) to download a donation form. You'll automatically receive this year's cookbook from our event.

100% of all bids and donations support Susan G. Komen for the Cure®

[cookfortheure.millerbrooks.com](http://cookfortheure.millerbrooks.com).

## Certified Kitchen & Bath Professional (CKBP™)

### BECOME ONE OF THE FIRST IN THE INDUSTRY

If you're a dealer, distributor, fabricator, installer, remodeler, manufacturer, sales representative, or in any other non-design segment of the industry, the CKBP is for you.

- Advance your career by showing your industry knowledge and professionalism.
- Demonstrate your qualifications through experience, education, and accredited testing.
- Show your industry dedication that includes 5 years of experience and 40 hours of NKBA education.

**Apply Today >> [NKBA.org/Certification](http://NKBA.org/Certification)**

Averill Lehan/PAI

Showroom by NKBA member Areti Tanya Rentzos

**NKBA** National Kitchen  
& Bath Association

[www.nkba.org](http://www.nkba.org) | 1.800.843.6522 | Follow Us:





# PSA Provides Training at NESDA Convention

**P**SA was invited to participate in the National Professional Service Convention (NPSC) hosted by the National Electronics Service Dealers Association (NESDA) and the International Association of Certified Electronics Technicians (IACET) held in Indianapolis, Indiana.

Phil Whitehead and I were elected as representatives for this convention to display PSA membership benefits at their trade show as well as host two classes on appliance service. The topics of the classes were “The Basics of Laundry” and “Basic Refrigeration Theory”. The intention of this training was to present them with the very basics of this skill set to give them an opportunity to see if appliance service would be a viable addition to their existing business.

As most of you know, the attrition rate for appliance service companies has seen a steady decline over the past several years, yet some of you may not know that the attrition rates for home electronic technicians and their respective businesses have seen a much steeper decline. It is due largely to the unavailability of reasonably priced and available repair parts, coupled with the low cost of replacement home entertainment products.

The major portion of their current work now comes from performing warranty repairs and/or honoring extended warranties. The amount of

C.O.D. work has diminished to the point of being almost non-existent. Since this type of service request, almost always restrict the amount of money paid for labor as well as a profit on the parts, you can see that it would be difficult for them to maintain a profitable business with all of the overhead incurred maintaining a business.

Some of the electronics manufacturers, like LG and Samsung, are seeking service companies that can, and will, perform service on their electronic and appliance products. These multi product service companies are currently rare, but due to the survival instinct, several of the current electronic service companies are looking to expand their business by assuming service responsibilities on appliances to compliment their electronics service. This is a natural fit, since most appliances are now electronically controlled, and the skills to diagnosis these malfunctioning components are already in their repertoire.

It was our pleasure to introduce them to the basics of laundry and refrigeration theory which would allow them to make a good business decision when it comes to whether or not to service appliances. They were able to see how their skills were of a benefit to them if they chose to additionally enter the appliance service field.

Of the 605 attendees we had about

50 say they were looking into this possibility, with a few deciding they were definitely pursuing this additional source of income. We also asked if it was possible for some of them to use their knowledge of electronics to host some basic classes for us at our NASC conventions. We were assured this was possible and work will begin on class content for future conventions.

This was a win-win situation for both the appliance service as well as the home electronics service industry. Should some of these electronic service companies choose to add appliance service to their business plan, they would be bringing a vast knowledge about electronics to our industry and they are more than willing to share this knowledge. We appliance servicers would gain by advancing our knowledge of electronics from their training and experiences within the electronic world. All of this would only serve to make us all better technicians and much better prepared to trouble shoot these malfunctioning electronically controlled appliances. **RO**

*Don Holman  
Mcaß, CSM  
President, PSA*



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

## APPLIANCE DESK

### Cloud Services For The Appliance Industry

#### SERVICES:

Phone Services, Telemarketing, Special events support, Marketing surveys, Order processing, Shipping & Tracking, Invoicing, Collections, Pick-N-Pack, Product Service (2000+ registered technicians in USA & Canada), Product recall management & field service.

#### PRODUCTS:

Laundry, Dishwashers, Refrigerators, Freezers, Ranges, Barbeque, Hoods, Specialty Appliances.

*Focus On Your Customers  
And Leave The Rest To Us*

Tel: 713-490-7450    custserv@ApplianceDesk.com  
[www.ApplianceDesk.com](http://www.ApplianceDesk.com)

**TRUCKSKIN.COM**  
**TRUCK SKIN**  
Unique Graphics

Come see us at the  
**HIGHPOINT FURNITURE MARKET**  
Plaza Suites • Booth 1-727 • October 22-27

**TruckSkin.com | 877.866.7546**

# GET CONNECTED ONLINE!



## The RetailObserver

To receive a copy of *The Retail Observer* ONLINE, go to [www.retailobserver.com/subscribe/](http://www.retailobserver.com/subscribe/)

## INTRODUCING A GREAT NEW ADDITION FROM MARVEL.



The NEW 6GARM Undercounter Glass Door Refrigerator/Beverage Center from Marvel uses forced air technology to create a perfect environment to store perishable foods and beverages. Visit us online at [www.marvelrefrigeration.com](http://www.marvelrefrigeration.com) to learn more about Marvel and our array of quality design choices.



# Tips for Taxpayers

## WHO RECEIVE AN IRS NOTICE

Every year the Internal Revenue Service sends millions of letters and notices to taxpayers, but that doesn't mean you need to worry. Here are eight things every taxpayer should know about IRS notices – just in case one shows up in your mailbox.

- **Don't panic.** Many of these letters can be dealt with simply and painlessly.
- **There are number of reasons the IRS sends notices to taxpayers.** The notice may request payment of taxes, notify you of a change to your account or request additional information. The notice you receive normally covers a very specific issue about your account or tax return.
- **Each letter and notice offers specific instructions** on what you need to do to satisfy the inquiry.
- **If you receive a correction notice, you should review the correspondence** and compare it with the information on your return.
- **If you agree with the correction** to your account, usually no reply is necessary unless a payment is due.
- **If you do not agree with the correction** the IRS made, it is important that you respond as requested. Write to explain why you disagree. Include any documents and information you wish the IRS to consider, along with the bottom tear-off portion of the notice. Mail the information to the IRS address shown in the lower left part of the notice. Allow at least 30 days for a response.
- **Most correspondence can be handled without calling or visiting an IRS office,** if you follow the instructions in the letter or notice. However, if you have questions, call the telephone number that is usually found in the upper right-hand corner of the notice. Have a copy of your tax return and the correspondence available when you call, so your account can be readily accessible.
- **It's important that you keep copies** of any correspondence with your records.
- **If you receive a letter or notice from the IRS, it will explain the reason** for the contact and give you instruction on how to handle your problem. If you agree with the changes, there is no need to contact us. If you owe a balance, follow the instructions for sending your payment. If you do not agree, please respond as directed in your notice. You should allow at least 30 days for a response. If you are due a refund and owe no other debts that we are required to collect, you will receive the refund within 6 weeks of the notice date.
- **If we send you a second letter or notice** requesting additional information or providing additional information to you, keep copies with your records.
- **If you made a payment for which you haven't been given credit,** send a copy of the front and back of the check as proof of the payment. If payment was made by money order, you must obtain a copy of the front and back of the canceled money order from the place where the money order was purchased. Never send original documents.
- **If you contacted us about a lost or stolen refund check,** the notice we sent you will tell you what action to take. If you receive a Notice CP-2000, refer to Topic 652.
- **If you make quarterly estimated tax payments,** please review your computation. You may need to make changes to the amount of your payments based on the changes we made.
- **All notices should tell you where to send your reply.**

For more information about IRS notices and bills, see Publication 594, The IRS Collection Process. Information about penalties and interest charges is available in Publication 17, Your Federal Income Tax for Individuals.

Both publications are available at: [www.IRS.gov](http://www.IRS.gov) or by calling 800-TAX-FORM (800-829-3676).

RO



2011 •

# UPCOMING EVENTS

• 2012

## OCTOBER 31 — HALLOWEEN

### OCTOBER

22-27

FALL HIGHPOINT MARKET  
HIGH POINT, NC  
[www.highpointmarket.org](http://www.highpointmarket.org)

### 2012

### JANUARY

10-13

INTERNATIONAL CES CONSUMER  
ELECTRONICS SHOW  
Las Vegas Convention Center  
LAS VEGAS, NV  
[www.cesweb.org](http://www.cesweb.org)

30- FEB. 3

LAS VEGAS MARKET  
GIFT + HOME – VEGAS KIDS  
World Market Center  
LAS VEGAS, NV  
[www.lasvegasmarket.com](http://www.lasvegasmarket.com)

### FEBRUARY

8-11

NAHB INTERNATIONAL  
BUILDERS SHOW  
Orange County Convention Center  
ORLANDO, FL  
[www.buildersshow.com](http://www.buildersshow.com)

15-18

ASTI-2012-APPLIANCE SERVICE  
TRAINING INSTITUTE  
SAN ANTONIO, TX  
[www.unitedservicers.com](http://www.unitedservicers.com)

26-29

NATIONWIDE PRIMETIME!  
BUYING SHOW & CONFERENCE  
Gaylord Palms  
ORLANDO, FL  
[www.nationwideprimetime.com](http://www.nationwideprimetime.com)

27-29

VDTA / SDTA TRADESHOW  
AND CONVENTION  
Morial Convention Center  
NEW ORLEANS, LA  
[www.vdta.com](http://www.vdta.com)

28-29

BRANDSOURCE CONVENTION  
Marriot World Congress  
ORLANDO, FL  
[www.brandsourceconvention.com](http://www.brandsourceconvention.com)

### MARCH

6-9

DIGITAL SIGNAGE EXPO 2012  
Las Vegas Convention Center  
LAS VEGAS, NV  
[www.digitalsignageexpo.net](http://www.digitalsignageexpo.net)

10-13

INTERNATIONAL HOME AND  
HOUSEWARES SHOW  
McCormick Place  
CHICAGO, IL  
[www.housewares.org](http://www.housewares.org)

17-21

MEGA SPRING NATIONAL  
CONVENTION  
Marriot Hotel  
ORLANDO, FL  
[www.megagroupusa.com](http://www.megagroupusa.com)

### APRIL

21-26

HIGHPOINT MARKET  
HIGH POINT, NC  
[www.highpointmarket.org](http://www.highpointmarket.org)

27-29

KBIS – KITCHEN & BATH INDUSTRY SHOW  
McCormick Place  
CHICAGO, IL  
[www.kbis.com](http://www.kbis.com)

### MAY

5-8

NATIONAL RESTAURANT  
ASSOCIATION SHOW  
McCormick Place  
CHICAGO, IL  
[show.restaurant.org](http://show.restaurant.org)

TO VIEW THE RETAIL OBSERVER ONLINE, GO TO [WWW.RETAILOBSERVER.COM/SUBSCRIBE](http://WWW.RETAILOBSERVER.COM/SUBSCRIBE)

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

# Hotel and Convention Center Maxed Out for PrimeTime! in Texas

NATIONWIDE REPORTS THE LARGEST TURNOUT IN 40 YEARS

Thousands poured into the Gaylord Texan Convention Center and Hotel to celebrate Nationwide Marketing Group's (NMG) 40th year anniversary and to kickoff their PrimeTime! buying show and strategic member conference.

The event started with local favorite and former American Idol contestant Celena Rae singing *God Bless America*. Robert Weisner, CEO then welcomed guests and reflected on the past 40 years.

"As I look back, I remember the day 7 dealers including myself started this organization with an idea for a new way of doing business, with a little money in our pockets and a lot of heart," said Weisner. "Now we service and work side by side with the best dealers and vendors in the industry."

According to Weisner, the shows attendance is the largest PrimeTime! event for the buying and marketing organization with registration totals reaching upwards of 3400 people, representing over 1000 appliance, electronics, furniture and rent to own independent dealers and vendor companies from across the country.

The hallways were lined with a time wall that showcased pictures, descriptions and dates of different events and periods throughout the history of the organization and a 3-foot faux cake adorned the entryway.

Guests continued the celebration, enjoying a full evening of fun, networking, food and great entertainment from *Good Question*, the purported hottest party band in Dallas/Ft Worth.



According to Sterling Events Group, event planning company for PrimeTime!, all of the rooms in the hotel were "maxed out" and all of the meeting and entertainment spaces were reserved for the event.

"Even during these critical times and unstable market conditions. Our strong commitment to the independent and recent recruitment and growth has enabled us to host the largest show in the history of our organization," said Les Kirk, COO. "Our dealers continue to be the leaders in their markets and are the cornerstone of our success and what has driven this organization for the past four decades."

## BEEMER REVEALS FINDINGS ON CONSUMER BUYING HABITS

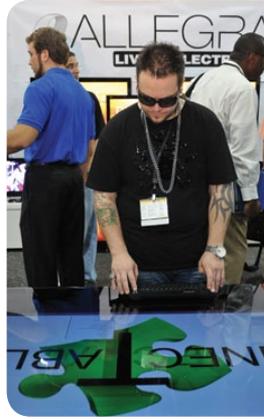
Britt Beemer, founder of America's Research Group, shared insider information on appliance, furniture and bedding buying habits at the PrimeTime!. Attendees heard about the most effective ways to promote these categories from information collected directly from consumers in major, mid-size and small markets across the country. "For 40 years,

Nationwide has been providing unique opportunities like this to our member dealers so they stay up to date on what's working in the marketplace to keep the edge over their competition," said Weisner.

Nationally recognized as a premier marketing strategist, Beemer has gained wide acclaim for his work on how, when and why consumers select their products and services. His client list represents America's top retailers, leading brands and smaller entrepreneurial companies, many of whom measure success in the billions of dollars. Beemer's work is often cited in the media including *The Wall Street Journal* and *The New York Times*.

According to Richard Weinberg, senior vice president of appliance merchandising, Beemer has done "a deep dive" into researching consumer buying habits for appliances, furniture and bedding. Over 1,000 consumers from a wide range of demographics were asked questions pertaining to their recent purchase experience, particular brands and product categories purchased and the retailers they shopped and purchased from. Their answers revealed why consumers make their purchases but most importantly how they shop and what they care about.

"Britt is one of the best marketing strategists in the business and has provided our members with phenomenal findings and recommendations that has helped boost their selling power so we were excited to welcome him back for another memorable presentation," said Weisner. **RO**



# BrandSource Helps Members “Roll Up Their Sleeves and Succeed”

## AT BRANDSOURCE CONVENTION IN LAS VEGAS

Attendance at the annual BrandSource at Caesar’s Palace this summer was up 25 percent from last year, according to Bob Lawrence, CEO. A wide assortment of presentations, workshops and special events were focused on helping members remain competitive and increase sales in a challenging marketplace.

Convention attendees were treated to a keynote address by best-selling NY Times author Stephen Mansfield, founder of The Global Leadership Development Fund. BrandSource Ambassador Kathy Ireland addressed the crowd and went behind the scenes to help create special POP materials for members, who were the first to see the new, exclusive home furnishings line under the Kathy Ireland brand name and were offered exclusive deals during the convention.

BrandSource also unveiled a highly anticipated new mobile application available for free on iTunes that lets shoppers and salespeople instantly gain access to information on more than 7,000 appliances and electronics from an Apple device. More information is available at [www.brandsourcemobile.com](http://www.brandsourcemobile.com).

“There is no other home appliance app in the industry today,” said Lawrence. “From a tech standpoint, it puts us one step ahead of everyone else out there. The salesperson never has to leave the customer’s side. It shows specs, dimensions, users’ guides, product colors and availability - instantly.”

BrandSource members once again stormed the wildly popular 90-minute “Stampede” session. Prior to the convention, the organization fielded offers from dozens of suppliers and selected the top 20 deals with the most aggressively priced offers. Members took advantage of a limited supply of amazing deals during the 90-minute time period.

Convention attendees were also introduced to the new web-

based BrandSource Expert Parts program, designed to help members avoid wasting valuable time searching for parts. The new online interface allows users to quickly and easily look up parts for most mainstream domestic brands, as well as LG and Samsung, place the needed items on a single “shopping list” and check availability and estimated ship time from multiple distributors across the country. Orders can be immediately placed, avoiding dozens of wasted hours per year and a drain on the efficiency, productivity and profitability of the service department.

As a result of its new partnership with Ingram Micro, BrandSource members learned about Expert Warehouse II and how they can have greater access to a broader range of products, including tablets, computers, printers, networking devices and more.

A unique assortment of seminars and workshops were offered, including: A Business Guide to Leadership Skills; The Science of Cleaning Dishes; Furniture Advantage 2012 (getting a jump on the competition); Creating Raving Fans; Introduction to Situational Leadership; Survival of the Fittest; Inventory, When Enough Is Enough; Google Analytics 101;

Electrolux Next Wave of Innovation; The Science of Sleep – Don’t Sell Mattresses, Sell “Quality Of Life”, and more.

“The BrandSource Convention line-up was developed with a keen understanding of the tough times we are all facing in this business – and globally,” said Bob Lawrence. “We put together a well-rounded program designed to help our members increase sales, which is the bottom line. This included exciting product launches and new technologies to help them be more competitive, as well as special offers and exclusive deals that they were able to take advantage of during the convention.” **RO**



Bob Lawrence, CEO BrandSource with Jim White Jr., CEO BrandSource Mobile



# MEGA Group USA Breaks Attendance Records at National Convention

## MEMBERS POUNCE ON NEW MATTRESS AND BEDDING WEBSITE PLATFORM

**M**EGA Group USA, a leading national buying group for furniture, appliance, electronics, and bedding retailers and a leader in web marketing, experienced record-breaking attendance at their recent National Convention in Nashville, TN. Over 500 MEGA member businesses attended the bi-annual four day show that kicked off with a special appearance from the Tempur-Pedic Roadshow Experience.

MEGA Group USA hosted an evening reception to welcome members and vendors to Nashville and provide a forum for networking. The next morning opened with a "State of the Furniture Industry" address by Jerry Honea, COO of MEGA Group USA, and other industry representatives.

"Our exclusive Paula Deen Home by Serta Mattress Collection continues to be a winner with consumers," stated Honea. "The collection is in over 300 stores and is proving to drive traffic and revenues for our members."

Another program Honea emphasized that is driving profit for MEGA Group USA members is their Product Protection Plan. Honea introduced Mallory Parker, director of business services for MEGA Group USA, to explain more. "MEGA's enhanced Product Protection Plan is a key ingredient in helping increase sales and margins," stated Parker. "When sales are challenged, the product protection plan needs to be a vital component of the overall business strategy."

One of the highlights of the show was

where members learned of MEGA Group USA's launch of the new WebFronts Premium Plus Mattress and Bedding Platform. This new WebFronts technology platform is appropriate for dealers whose businesses are part or entirely Mattress and Bedding and will revolutionize the world of cost-effective marketing in this industry. During the first few hours after unveiling the new platform, over 50 members had signed up for the Mattress and Bedding platform and MEGA anticipates that will double over the next few weeks.

Prior to the actual show opening, MEGA Group USA featured new media marketing expert, Jeff Korhan, as the keynote speaker. MEGA Group USA is dedicated to ensuring every one of their members has an aggressive online presence and stays abreast of the latest marketing avenues the internet has to offer. Korhan not only encouraged members to have a robust website, but to also implement search engine marketing, embrace social media strategies such as Facebook, Twitter and LinkedIn, consider blogging, utilize YouTube, and adopt email marketing.

"Sixty five percent of adults that are online use social media," stated Korhan. "The 50 plus segment is the fastest growing group. The more robust your social media strategy is, the more traffic you will get to your site, the more people who will visit your store and the more sales you will have."

Korhan wrapped up by telling members,

"This is your time. Online marketing levels the playing field and social media amplifies the qualities that you as independent retailers have. Large companies are trying to emulate you, so keep doing what you do well."

Following Korhan, the show opened where members shopped 80,000 square feet of floor space ordering from over 75 vendors including Bassett Furniture, Southern Motion, Serta, Sealy, Simmons, Tempur-Pedic, Klaussner, Leggett & Platt, Coaster, Latex Bliss, Catnapper and England among others.

Members also spent time with an array of business services that MEGA Group USA offers to help them run their retail stores. A new business service that MEGA introduced at the show included MEGA Web Advertising, powered by NetSertive. MEGA Web Advertising is an exclusive search marketing and display ad program focused on increasing local sales opportunities and targeted online exposure by providing technology-driven and high-performance strategies.

"MEGA Web Advertising is just one more example of our commitment to provide our members effective online programs that help them market their own stores," stated Rick Bellows, president of MEGA Group USA. "Our focus is to provide them all the necessary tools to build their individual brands within their market and not only compete, but beat the big box retailers in the process." **RO**



### DACOR ANNOUNCES PROMOTION OF STEVE JOSEPH TO PRESIDENT

THIRD GENERATION FAMILY OWNED COMPANY TO BE LED BY FATHER AND SON TEAM, CONTINUING COMPANY FOCUS ON GROWTH AND INNOVATION



Steve Joseph

Dacor®, a market leader in the design, manufacture and distribution of luxury kitchen appliances, today announced that Mr. Steve Joseph has been promoted to President.

Since joining the company, Joseph has held positions in operations, information technology, and service; and most recently served as Vice

President, Marketing. In his new position, Joseph will oversee the sales, marketing and operations functions. During his nine dedicated years with Dacor, Joseph has been critical in the success of many key initiatives throughout the company and its customers. His pride in being a third generation leader of Dacor is evidenced by his unwavering work ethic and commitment to the company. Joseph holds a Bachelor of Science in Business Management from Pepperdine University.

“Being a family-owned and family-led corporation has

always been central to Dacor. As the grandson of the company’s founder, my son, Steve Joseph had the values of Dacor instilled in him from the beginning. He possesses a true passion for the family business which will make him an effective and capable leader,” says Mike Joseph, Dacor CEO. “Steve has dedicated his life and his career to this company and I look forward to continued growth and innovation as the next generation of the Joseph family takes the helm.”

American-made and family owned, Dacor has been committed to designing and manufacturing exceptional kitchen appliances for over 45 years. Under the leadership of the Joseph family, the company has produced an impressive array of industry firsts including the first 30” self-cleaning Pure Convection™ oven and the first drop-in cooktop with continuous grates. Joseph embodies the same passion for the family business as his predecessors and will continue to grow Dacor and champion the kitchen and bath industry.

### CONLEY NAMED PRESIDENT/CEO OF HIGH POINT MARKET AUTHORITY



Tom Conley

The High Point Market Authority board of directors has appointed trade show executive Tom Conley to the post of president and chief executive office. He replaces Brian Casey, who left the Market Authority in the spring.

“We are very pleased to have someone of Tom’s caliber join the Market Authority, particularly with his extensive

background in trade show management,” says HPMA Chairman Kevin O’Connor of Samson Marketing. “As we move forward, the objective for the Market Authority under Tom will be to develop strategies that will make the High Point Market even better, and to expand its role as the world’s premier home furnishings market. Tom has strong

experience in building trade show attendance and working with multiple constituencies to ensure success, and I know under his leadership the Market will continue to grow.”

Conley most recently was the owner of TPC & Associates in Chicago, a convention and trade show services business, which he launched in 2009. Before forming his own company, Conley was president of the Toy Industry Association in New York and headed the annual International Toy Fair, a 100-year-old trade show.

Conley also has held the post of president for the Steel Service Center Institute, The International Travel Management Partners, and the National Housewares Manufacturers Association, where he successfully designed and implemented new processes to improve and redefine the annual Housewares show. **RO**



RETAILERS • DISTRIBUTORS • MANUFACTURERS

TRADE SHOWS, SHOWROOM OPENINGS AND SPECIAL EVENTS



**ALMO CORPORATION  
20<sup>th</sup> EXPO SERIES**

Almo Corporation kicked off their 20<sup>th</sup> Expo Series in Philadelphia, PA. The event also marked the launch of Almo's 65<sup>th</sup> Anniversary celebration with a dinner and awards. During the one-day event, over 300 retail dealers, ecommerce retailers, custom installers and system integrators shopped over 40 manufacturers including Samsung, Sharp, Panasonic, Electrolux, Monster and Pioneer; and attended a day-long series of seminars and vendor training sessions.

1. Almo Expo Panasonic Veira Technology Training
2. Almo Mid-Atlantic Expo Floor
3. Almo 65<sup>th</sup> - Roz and Gene Chaiken cutting cake, Warren Chaiken attending
4. Almo Expo Samsung's Ryan Chiccione training attendees on the expo floor
5. Almo Minneapolis Expo Samsung Appliance Training with Jamie Marion
6. Almo St Louis Expo Frigidaire Induction Cooking Demo
7. Almo St Louis Expo Samsung Appliance Training with Stacia Tumi



# Presenting the New WOODFIRED



*Bring the cool*

PERFECT FOR OUTDOOR COOKING



The large 2.5 cu.ft. upper oven offers fantastic wood fired smoke infused cooking. The stainless steel lined and insulated oven features direct venting from the fire box that directs smoke and heat into the oven cavity to circulate authentic wood fired taste while roasting to perfection.



UPPER OVEN

The large 2.5 cu.ft. fully insulated lower oven with fire brick base and stone floor is sealed from smoke and ash. Featuring 2 rack positions, temperature gauge and window for viewing in the door, perfect for pizza, breads, and all forms of roasting and baking.



COOL TOUCH HANDLE



TEMPERATURE CONTROL

Oven temperatures range from 300 degrees to over 700 degrees and will hold temperatures for hours, thus providing flexible temperatures for many foods.

The oven comes complete with fire brick base, ceramic pizza stone, sliding rack and baking dish providing a wide range of

## DIMENSIONS

Height:.....81 5/16" .....2066mm  
 Width:.....24 13/16" .....630mm  
 Depth:.....27" .....685mm  
 Chimney:.....22 11/16" .....576mm  
 Net Weight: .....317 1/2 lb ..... 144kgs

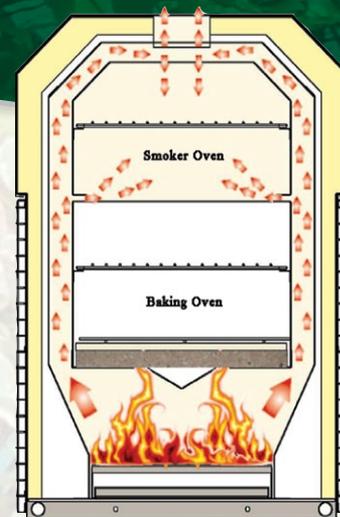


# ew Solé Gourmet DOUBLE OVEN



*Living outdoors*

COOKING AND ENTERTAINING



FULLY INSULATED

SMOKE IT, BAKE IT AND ROAST IT  
ALL AT THE SAME TIME!

YOU control the heat, providing a safe and convenient cooking environment. The lower baking oven retains heat through its full length 30mm/13/16" fire brick base, and remains sealed from smoke and ash. The upper smoker oven circulates that authentic wood fired taste while roasting to perfection.

MODEL NUMBER: SOWFDO



LOWER OVEN

cooking choices. From delicious wood fired flavored pizzas to home cooked meals of poultry, lamb, roast beef or complete dinners.

The lower fire box features a heavy steel wood rack and full ash tray below. The cavity contains all fire and ash, easy to load and add wood while cooking as well as cleaning.

Front adjustable door vent and cool touch ventilation control handle and damper on the smoke stack allow for fast or slow burning of the wood in the

fire box and heat control of the ovens.

Storage cart features 4 cubic feet storage area for woods and charcoal, weather proof and ready at your feet, built in handles and rear wheels allow for easy moving and transport.

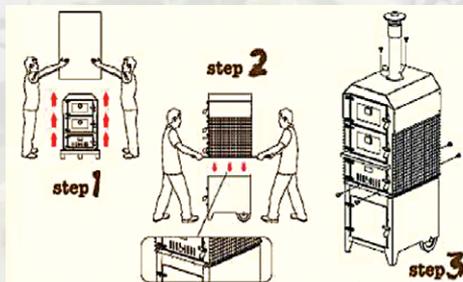


VENTILATION CONTROL



WOOD STORAGE

SELECT  
RIBUTORS



5 MINUTE FAST ASSEMBLY

## Whirlpool Corporation Embarks on Great American Road Trip

50-CITY TOUR TO TRAIN THOUSANDS OF SALES ASSOCIATES ON LATEST APPLIANCES

**W**hirlpool Corporation begins its second annual Great American Road Trip, which will provide thousands of sales associates with face-to-face product training on the latest appliance innovations from Whirlpool, Maytag and KitchenAid brands. Starting in Sacramento, Calif. and Milwaukee, the 50-city tour around the nation will end Nov. 11, 2011 – Whirlpool Corporation’s 100-year anniversary.

“With this being our 100th year, we’ve planned an even more exciting and ambitious tour,” said Liz Okon, sales training development manager at Whirlpool Corporation. “Our goal is to arm U.S. sales professionals with the latest appliance information needed to help their customers create beautiful, functional and efficient kitchen and laundry spaces. And, the timing of the tour will help attendees prepare for the upcoming holiday season.”

Course content, led by product experts, is geared towards sales teams of independent retailers, larger retail accounts, distributors, showroom consultants and designers, and home improvement stores. Sessions will be broken out into various segments in order to deliver customized training to each specific audience.

Whirlpool Corporation employs more United States workers than any other appliance manufacturer. While Whirlpool Corporation appliances are sold worldwide, the United States continues to be the company’s largest market in terms of revenue, manufacturing presence and number of employees—more than 20,000 workers nationwide.

“We’re proud to help support the American economy, as well as American manufacturing,” Okon said.

During each session, one attendee will win a new Whirlpool microwave. Additionally, all attendees will be entered to win a grand prize of either a Maytag Maxima Laundry Pair or Maytag High Performance Kitchen Suite.

For more information about the Whirlpool Corporation

Great American Road Trip, or to find out training event locations, contact your local account representative or visit [whirlpoolontour.com](http://whirlpoolontour.com).

Celebrating its 100th anniversary in 2011, Whirlpool Corporation’s influence on home and family life has shaped trends in the kitchen, laundry area and beyond. The company strives to exceed expectations with appliances that help building professionals create homes of distinction. Whirlpool Corporation’s The Inside Advantage Program offers Powerful Brands, Innovative Products, Targeted Services and Market Insight to support building professionals.

Whirlpool Corporation is the world’s leading manufacturer and marketer of major home appliances, with annual sales of more than \$18 billion in 2010, 71,000 employees, and 66 manufacturing and technology research centers around the world. The company markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Consul, Bauknecht and other major brand names to consumers in nearly every country around the world.

For more information on Whirlpool Corporation please visit [www.insideadvantage.com](http://www.insideadvantage.com) or call 1-800-952-2537. **RO**





# WHIRLPOOL CORPORATION ON TOUR

We're headed across the country AGAIN! Plan now to attend and to learn the latest on new laundry pairs, refrigerators, cooking appliances and dishwashers from Amana, Whirlpool, Maytag and KitchenAid brands.

## JOIN US ACROSS THE U.S. FOR THIS TRAINING EVENT

- See the best of the best
- Participate in demonstrations that will help you talk to your customers
- Learn about suite sales and attachments
- Talk to the experts about what's new
- Gather information that will help you close sales

Plan now for tour dates in September and October. Contact your sales representative for more information or go to [www.whirlpoolontour.com](http://www.whirlpoolontour.com) to sign up for the training session closest to you.

**Amana**  
LIFE.SIMPLIFIED.™

**Whirlpool**  
HOME APPLIANCES

**MAYTAG**

WHAT'S INSIDE MATTERS

**KitchenAid**

FOR THE WAY IT'S MADE.®



# Introducing the Franke Peak Sink Collection.

The sink is the anchor of any kitchen, crucial in both form and function. Franke gets this, and their commitment to gorgeous, high-quality kitchen sinks is the foundation for their latest line, the Peak collection.

Complete design symmetry makes these sinks the picture of design harmony, while professional features and accessories ensure maximum performance. Handcrafted details, rock-solid construction, and a range of accessories make the Peak collection a perfect choice for your kitchen.



## FRANKE PEAK SINK FEATURES:

- 5mm corner radius perfectly balances minimalist design with optimum cleanability
- 10" deep bowls easily accommodate baking pans and large pots
- 2 degree bottom slope provides optimum drainage without sacrificing usable work surface
- Proprietary integral ledge that serves as a shelf to raise the work surface
- Unique drain cover designed to compliment the Peak sink's geometric design
- Stainless steel colander with a temperature controlled handle
- Twist-up knob allows the user to easily drain or fill the sink right from the countertop
- Built in cutting board that is both durable and discreet

**BAY AREA SHOWROOM:** Brisbane, CA 94005  
**SO. CAL SHOWROOM:** Huntington Beach, CA 92649  
**PHONE** // 866.810.5144  
**ON THE WEB** // [purcellmurray.com/blog](http://purcellmurray.com/blog)  
 // [facebook.com/purcellmurray](https://facebook.com/purcellmurray) // [twitter.com/purcellmurray](https://twitter.com/purcellmurray)

SINCE  1981

**PURCELL MURRAY**

**30 YEARS**

The Premier Resource for the  
 World's Finest Kitchen Appliances  
 and Decorative Plumbing