

The Retail Observer

January, 2012

AN EYE ON THE INDUSTRY SINCE 1970

Vol. 23, Issue 1

Touch
the **FUTURE**

THE KITCHEN & BATH INDUSTRY SHOW

PAGE 8

CES 2012 INNOVATIONS AWARDS HONOREES

PAGE 34



Printed on Recycled Paper
10% Post Consumer

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



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Henderson, NV 89014-2121



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When the Going Gets Tough, the Tough Get Going

The Center for Retailing Studies in Mays Business School at Texas A&M University hosted its annual Retailing Summit this past fall. Three hundred retail executives from across the nation participated to hear CEOs and industry thought leaders discuss current trends. Speakers explored topics all aligned with the theme of “Key Issues and Future Vision.”

Alex Smith, president and CEO of Pier 1 Imports spoke on “How to Keep an Organization Moving Forward in Good Times and Bad.”

He suggested making adjustments to e-Commerce sites, investing in store improvements, opening new stores, and developing infrastructure technologies to continue to improve the overall efficiency allowing retailers’ to keep their nerve by focusing on surviving and at the same time continue to execute its strategy so that they will come out of the recession stronger than when they went in.

How many of us have done just that during our ‘downtime’ amidst this recession? The story of *The Tortoise and the Hare* comes to mind as I watch and listen to some of the stories I hear from the sidelines. Many of you are still waiting for this recession thing to be over before you take any action, and much of this stems out of fear.

I can understand that; yet these are definitely not times to act like the hare and sit on the side of the road until things get better, and then sprint for the finish line. No... it is a good time to act more like the tortoise, focusing on the goal while executing action items of a creative business plan to succeed.

If your competitors are anything like the CEO at Pier 1, they are managing the success of their future now, not later, maneuvering their mean, lean, well oiled marketing machine to win the race. If you’re just now thinking it’s time to jump back in the race, it may almost be too late.

Where will your business be six months from now? Are you strategically aligning your business to move forward and gain market share when the economy picks up momentum? With the New Year upon us, what goals and plans for steady growth out of this recession do you have in place? What areas of your business still need attention and tweaking in order to be well positioned for growth in the future? Use your resources wisely while you still have the time to focus on preparing a winning new plan.

Remember, slow and steady wins the race – so keep the pace in 2012!



Happy New Year,

Eliana Barriga

letters@retailobserver.com

The RetailObserver

JANUARY 2012

VOLUME 23, ISSUE 1

CELEBRATING OUR 23RD YEAR
AS THE RETAIL OBSERVER

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Deadline for MARCH 2012 issue:
FEBRUARY 1, 2012

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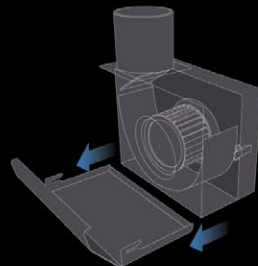
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Where Has Today Gone?

Do you remember the good old days when you would wake up with the fresh aroma of coffee brewing, sitting at the table enjoying the morning paper, listening to the news while you watched the sun rise. Man, those were the times when life was simple and you could just kick back, even for just a moment and catch your breath. Boy, have times changed!

Now when I wake up in the morning I am greeted by email alerts and text messages that all those wonderful technological gadgets bombard me with. Those alerts are like the Energizer bunny—they keep going and going and going, leaving me no time to stop and be still. Where have all the quiet moments gone?

When did all this happen? Breakfast is not the same anymore. I rarely eat in the morning and I typically have my face buried in front of a screen of some size or another within 30 seconds of getting out of bed. Truth be told, I actually check my e-mail before even lifting my head off the pillow. When did technology become my master and I become the slave? I think it's ludicrous that my life is controlled by a box in my pocket and its control has come with a cost.

When friends and family need something important like directions they don't call me anymore, GPS has taken that away. My daughters don't cry on my shoulder or call for advice, facebook has taken that away. In fact, most of the time I am talking to a person's voicemail or text box more than I am participating in authentic relationships. Are we so technology driven that we forgot what it's like to be the master of our own lives?

Don't get me wrong, I'm all for technology and the advancements it brings, but I have lost a lot along the way. I still check my email and texts on the weekends to see what the world is up to, but maybe it's time to shut off our iPhones, iPods, and all technological devices to bake some cookies with our daughters, watch movies or play board games with our sons, and build a snow man and take some family photos and some time to just breathe... I invite us to become the master of our own life, if only for one day.

I know many of you will be attending the International CES® show this month, where even more uses for technology will be on display. While you are checking out the latest app, why not email *The Retail Observer* your thoughts on how you effectively balance the virtual world and your real one. Join us on Facebook or LinkedIn and start the conversation. Better yet, pick up the phone and call.



Eagerly waiting,

Moe Lastfogel

moe@retailobserver.com

The RetailObserver

JANUARY 2012

VOLUME 23, ISSUE 1

CELEBRATING OUR 23RD YEAR
AS THE RETAIL OBSERVER

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



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Ranked Highest in Customer Satisfaction.

Once again, J.D. Power and Associates has ranked Miele "Highest in Customer Satisfaction with Dishwashers".

Our new Futura dishwasher features a FlexiCare Basket System and intelligent sensor technology for a perfect clean and unmatched care.

Our customers know brilliance when they see it.



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© 2011 Miele Inc. Miele received the highest numerical score for dishwashers in the proprietary J.D. Power and Associates 2011 Kitchen Appliance StudySM. Study based on 11,701 total responses measuring 18 brands and measures opinions of consumers who purchased refrigerators from a retail store or their new-home builder during the previous 24 months. Proprietary study results are based on experiences and perceptions of consumers surveyed in March-April 2011. Your experiences may vary. Visit jdpower.com



The Kitchen & Bath Industry Show

Chicago!

Bound!

IN TODAY'S MARKET, COMPANIES IN THE KITCHEN AND BATH INDUSTRY ARE SEARCHING FOR EFFECTIVE WAYS TO INCREASE THEIR MARKET SHARE, CONNECT WITH POTENTIAL BUYERS TO GROW SALES, AND LEARN ABOUT THE LATEST TRENDS IN THE INDUSTRY.



The Kitchen and Bath Industry Show (KBIS) continues to gain momentum as an ever-increasing number of industry leaders across a wide variety of categories, including cabinetry, appliances and plumbing, sign-on to share their hottest new innovations at the 2012 show in Chicago from April 24-26. With more than 300 exhibitors to date the KBIS 2012 show will include familiar faces and a bevy of interesting newcomers.

According to Jim Scott, managing director of the show, "At KBIS 2012, exhibitors will be offered more opportunities to reach their target audiences before, during and after the show, fully maximizing their return-on-investment."

An overarching theme driving the innovation behind KBIS 2012 is "Touch the Future," as illustrated in the most recent KBIS ads. The inspiration stems from their goal to keep KBIS future-focused and extend the show beyond the timeframe of three days. KBIS offers the unique opportunity to touch product, feel the pulse of new trends, relate to people in person and touch the lives and livelihoods of others. The combination of the two guiding principles resulted in "Touch the Future," with water being a common thread to tie together both the kitchen and bath industries.

| continued on page 10 |

The show also offers special events, entertainment, networking opportunities and educational sessions tailored to specific groups of attendees and exhibitors, allowing them to more easily connect with buyers and influencers in their fields. Exhibitors signed on for KBIS have a keen understanding of the unique, dynamic audience attending the show and how to leverage these groups to further foster their company's growth, noted Scott. For example, KBIS attendees include:

- **Unique Buyers** - 72% of attendees do not attend other trade shows.
- **New Accounts** - 71% of attendees at KBIS 2011 were there for the first time.
- **Increased Business** - 81% plan to buy or specify product from exhibitors.
- **Decision Makers** - 89% are top-level buyers/influencers with decision-making power.
- **Quality and Quantity** - More than 20,000 buyers from 70 countries, 500 top media outlets and key personnel from every industry segment and channel visit KBIS to learn about innovations, see new products and meet potential new suppliers. This makes KBIS the largest kitchen and bath industry show in the world.

Exhibitors and attendees can expect to leave inspired and re-energized with ideas and perspectives that they didn't have before. Today more than ever, Baby Boomers and Gen X are learning from each other within the industry. KBIS will offer something for everyone, including our future industry leaders, by incorporating new ways of thinking through interactive, engaging and large touchscreen technology, displays and exhibits that extend beyond the kitchen and bath, as well as innovative uses of social media. In addition to being able to use KBIS as a platform to walk and talk, exhibitors will also be able to better utilize it to sit and engage with attendees.

In addition to design focused speakers, KBIS will also host a roster of speakers focused on the business side of the industry so that exhibitors and attendees

can leave with new insights and perspectives on how to conduct business in today's market. Topics will range from managing a business in tough economic times to developing effective ways to approach different generations of consumers.

"Approaching the 50th anniversary of the NKBA in 2013 and the 50th anniversary of KBIS in 2014, KBIS remains committed to providing its family of exhibitors and attendees with a memorable and emotional experience. Our goal is to ensure that KBIS continues to be the place where industry professionals meet and develop lasting relationships, and that the show can offer year-round benefits to everyone in the industry," stated Scott.

KBIS plans to continue to grow the show by featuring special events, entertainment, networking opportunities and educational sessions tailored to specific groups of attendees and exhibitors, allowing them to connect with buyers and influencers in their field. According to Jim Scott, managing director of the show, "KBIS 2012 will provide its exhibitor partners with new, highly targeted avenues to leverage growth and increase return on investment, which is an invaluable opportunity in today's economic state."

Year after year, KBIS draws unique buyers and influential decision makers. In 2011, 89 percent of attendees were top-level buyers, which allowed exhibitors to efficiently and effectively reach strategic influencers in-person, while all under one roof. Committed to facilitating participant businesses with potential growth opportunities, as well as providing a launching pad for innovation, KBIS continues to be the key industry event for exhibitors, dealers, designers, builders, remodelers, retailers and other industry professionals from 1963 through today.

This year KBIS is also focusing on making the show a truly customized experience for exhibitors and attendees, facilitating connections in new ways, helping tailor the experience to their objectives and to better understand how to use the resources provided by KBIS to make the show a more rewarding and valued experience. See you in Chicago!!! www.KBIS.com. | continued on page 12 |



Uniquely Chicago

THINGS TO DO AT KBIS
IN YOUR OFF-TIME

Chicago put together a checklist of Classic Chicago activities that demonstrate the breadth of activities available in the area.

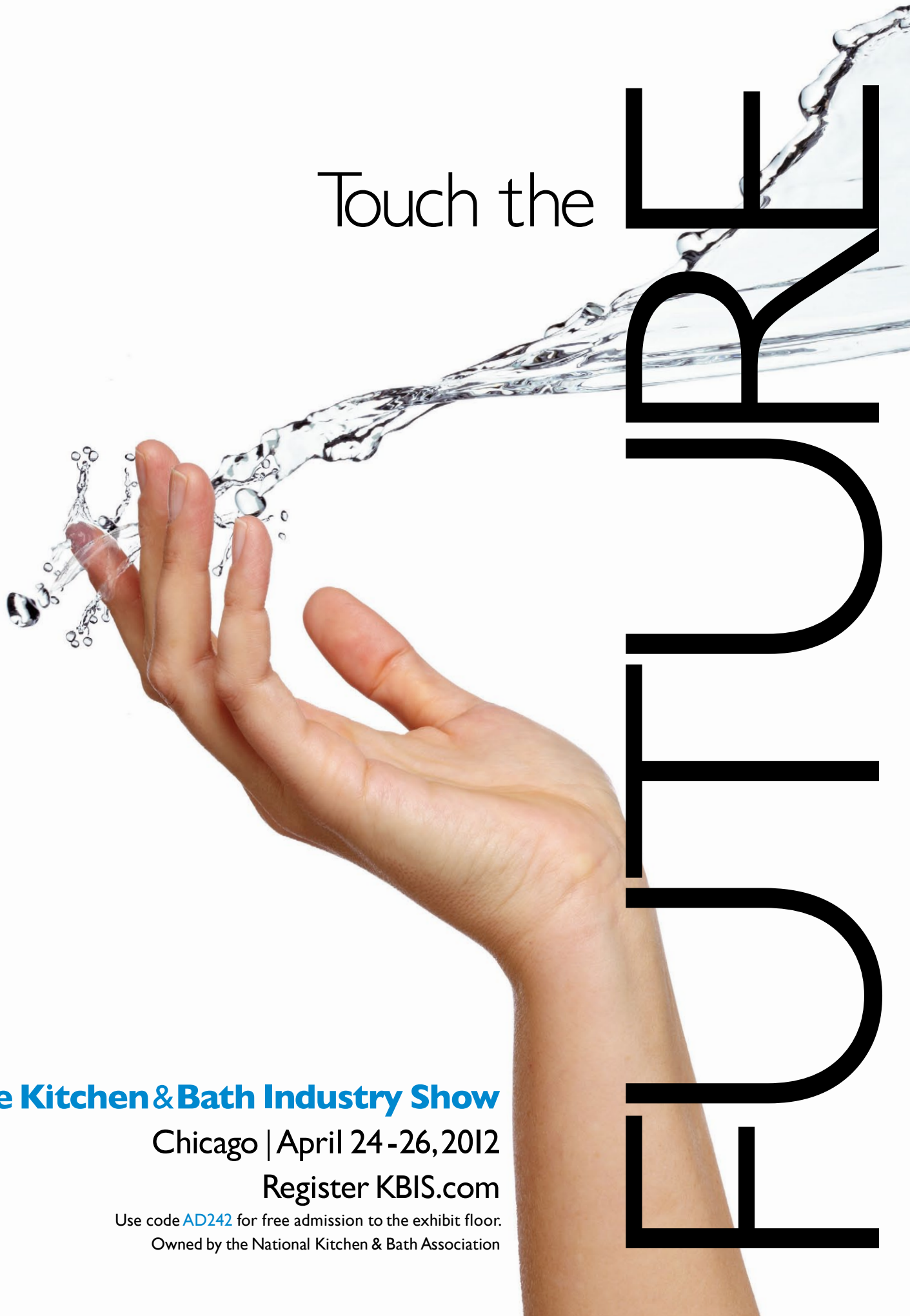
- Visit the Tallest Building in North America at the Willis Tower and step out onto The Ledge, a suspended glass box at Skydeck Chicago more than 1,000 feet in the sky.
- Submerge yourself in the U-505 German Submarine at the Museum of Science & Industry, the Largest Science Museum in the Western Hemisphere.
- Find yourself Deep in Space at the Adler Planetarium's Grainger Sky Theater. As the World's Most Advanced Digital Theater, the Grainger boasts images that are eight times sharper than your digital cinema.
- Dive in to a coastal environment of Beluga whales, dolphins, sea otters, and seals at the Shedd Aquarium's 3-million-gallon saltwater Oceanarium, the Largest Indoor Marine Mammal Habitat in the World.
- Pay a visit to the Largest, Most Complete, Best Preserved T. rex ever discovered. You can meet the T. rex named Sue at The Field Museum. Don't worry, she doesn't bite.
- Take pleasure in one of the World's Finest and Largest Collections of French Impressionist art at The Art Institute of Chicago. And while you're there, explore the architecturally stunning Modern Wing, which allows the Art Institute to house great collections of modern and contemporary art.
- Look up at the World's Largest Tiffany Art Glass Dome in the Chicago Cultural Center for a sparkling masterpiece created with nearly 30,000 pieces of stained glass.
- Roar with the lions at one of the nation's last Free Zoos. Offering an unforgettable wildlife experience amid a stunning skyline, the Lincoln Park Zoo is open to the public for free every day of the year.

- Ford the Chicago River by boat tour and explore Chicago's architectural wonders on the Only River in the World that Flows Backwards. The reversal of the Chicago River was a pioneering, massive public works effort that saved the Chicago region from waterborne diseases in the early 1900s.
- Feel the power of Chicago's dazzling, knee-slapping, and thought-provoking theater scene. As the nation's only city to have Five Regional Tony Award-Winning Theater Companies, Chicago delivers unforgettable performances every day of the week.
- Ride on the Ferris wheel at Navy Pier. It's modeled after the very first Ferris wheel built for Chicago's 1893 World's Columbian Exposition. Rides, shops, restaurants and boat tours abound at the Midwest's Number One Attraction.
- Explore Chicago's lush Millennium Park that is home to the famous Cloud Gate or "Bean" sculpture, Jay Pritzker Pavilion, Lurie Garden, and the Crown Fountain that spouts water from its digital faces. Millennium Park is constructed on top of a railroad yard and expansive parking garages - making it one of the Largest Green Roofs in the World.
- Indulge in some cheesy goodness at one of Chicago's famous pizzerias that serve up our Award-Winning Deep-Dish Pizzas. Who serves up the best pies? That's for you to decide.
- Honor Chicago's Sports Legend Harry Caray at Harry Caray's Italian Steakhouse for a mouth-watering selection of signature cut steaks.
- Smell the wonders of Chicago's famous Chicago Mix before you even reach the storefront door at Garrett Popcorn Shops. While you might feel like it's the Longest Line in the World for Popcorn, the intriguing blend of caramel and cheese popcorn is well worth the wait.

For more information, visit www.choosechicago.com. **RO**



Touch the



The Kitchen & Bath Industry Show

Chicago | April 24 -26, 2012

Register KBIS.com

Use code [AD242](#) for free admission to the exhibit floor.

Owned by the National Kitchen & Bath Association

The Retail Sales Bible:

THE GREAT BOOK OF G.R.E.A.T. SELLING

In “*The Retail Sales Bible: The Great Book of G.R.E.A.T. Selling*”, Rick Segel and Matthew Hudson, Ph.D., simplify the retail selling process into a user-friendly system and book with concepts that are memorable, easy to master and easy to use. They also claim that retailers, sales people and managers will be able to incorporate their techniques into their approach almost immediately. Retail professionals learn how to reframe, create systems for increasing sales performance with a proven way to increase sales by focusing on customers’ needs in order to bring them back.

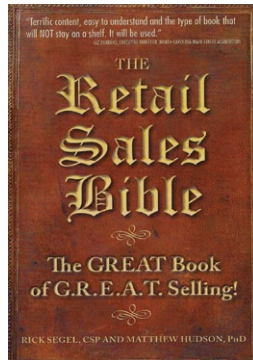
Segel and Hudson turn the retail selling process into an easy to implement acronym, G.R.E.A.T, which stands for the five stages of selling: Greeting, Researching, Experimenting, Add-ons and Tethering the customer. By going through these necessary stages, Segel and Hudson explain that any retail store can see increases to all of their sales figures.

Along with their unique selling system, readers will be introduced to other ways to improve their store’s bottom line. Segel and Hudson discuss ways to increase both the units per transaction (UTS) and the average transaction size (ATS). They analyze the different greetings and strategies that associates can use to achieve desired results. They also express the importance of connecting with customers on a more intimate level and keeping them shopping at your store instead of shopping on a computer from their home.

“The internet has had the biggest influence in moving the customer from the brick and mortar to the brick and click world of on-line shopping. With fewer customers coming into the stores retailers can no longer afford to lose selling opportunities,” Segel says.

While management positions will find the most interest in their book, Segel and Hudson have written this book in such a user-friendly manner, they encourage owners to use it in a training setting with all levels of sales employees. The authors believe that their guide to selling in a retail setting will help businesses reach their goals and become the go-to selection for consumers.

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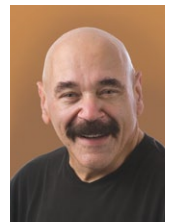
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Authors:

- *Rick Segel is a seasoned retailer of 25 years who owned one of the most successful women’s specialty stores in New England. He has authored fourteen books on retailing, including “Retail Business Kit for Dummies,” and has published various articles on the topic.*
- *Matthew Hudson, Ph.D., is a recognized authority on organizational culture change and behavior. He received his doctorate in Organizational Behavior and has been honored by the American Society for Training and Development and other organizations for his training innovations.*

Publisher: Specific House Publishing



Mailbag

Just wanted to drop you a note on just how much I appreciated John Tshohl's article. I own two stores in the New York area and employ 24 people. I have read *The Retail Observer* for many years but have never forwarded any article of any type to our employee's until now. In one page of print you gave more usable advice than any article I have ever read. Thank you, thank you, thank you....

Kevin Nathan- President Appliance World



Just got the recent magazine, thanks for the editorial on the LV Furniture Market and the new BrandSource showroom. With more and more white/browngoods retailers carrying home furnishings, I think it's important to integrate the category in your publication. Good job!

*Michael Allen
Vice President, Home Furnishings*

Thank you for including NARDA in the list of associations that are recognized by *The Retail Observer*. NARDA is currently working with Illinois Senator Dick Durbin's office regarding a new ruling for the collection of state sales taxes on Internet Sales. We are committed in taking the lead on this effort for our retail category. It will involve working with all the buying groups. Several larger retailers such as Sears and Best Buy are already working on their own initiatives regarding the matter.

Otto Papasadero

Could you put me back on your 'print' mailing list? I'm old fashioned and usually take these with me for reading either at home or on planes. Love everything you've both done with *The Retail Observer* and always look forward to my next copy!

*Dan Post
Vice President / General Manager
Standards of Excellence*

Wow - what a fabulous issue. Seriously, I love the charity theme and thank you very much for featuring Apex and Perlick...and, the Vinotemp ad looks great too! Excited to actually hold and look through the hard copy!

Thanks again - and, by the way, we have affectionately been referring to broccoli as trees going on two years now...so, as you can image, your note made me smile!

*Happy Holidays!
Colleen Kasel*

(Missed the original article to which these letters refer? They are available online at www.retailobserver.com)

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We welcome your thoughts & comments, questions & suggestions. Letters may be edited as necessary for clarity and space

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:
WILKINSON SUPPLY COMPANY



CLASSIFIED AD

INDEPENDENT SALES REP

RangeCraft Manufacturing, a fast growing NJ based industry leader in high quality Made To Order metal range hoods is seeking energetic, aggressive Independent Sales Representatives. Candidates must have at least 5 years kitchen industry knowledge, sales experience and must be capable of maintaining relationships with existing kitchen and appliance retail accounts while developing new dealership opportunities.

Visit www.rangecraft.com

Email resumes and desired territories to daverymac@gmail.com



PHOTO: ROBIN BLAIR RILEY & AMP; GARDEN DESIGN MAGAZINE

CULINARY MECCA NOW FEATURES TRUE PROFESSIONAL SERIES™ PRODUCTS

True Professional Series™ True Refrigeration® took part in the recent unveiling of the James Beard House garden renovation in New York City's Greenwich Village. The historic James Beard House is a "performance space" for top chefs that was started by James Beard, a renowned cookbook author, teacher and champion of American cuisine.

The True Professional Series™ refrigeration products are now a permanent fixture within the James Beard House garden. Chefs will have access to a suite of True commercial and residential products including an upright Commercial Refrigerator, Undercounter Refrigerator Drawers, Wine Cabinet and Beverage Center.

"Our Foundation was delighted when True offered to enhance our Garden Design makeover with a custom-made sleek and attractive outdoor refrigerator and wine storage area. It is a focal point of the cocktail hour at the Beard House," says

Susan Ungaro, president of the James Beard Foundation.

"We are honored to be part of the historic James Beard House renovation," said True Director of Sales & Marketing, Steve Proctor. "Now even more leading chefs and food enthusiasts will experience first-hand the difference True products offer."

For more than 65 years, True Refrigeration® has been an industry leader in commercial refrigeration. Today, True is a leading choice among top chefs, hotels and beverage providers. Building on this success, homeowners can now experience True Professional Series™, an authentic, commercial refrigeration line refined for the home, including: wine cabinets, refrigerators, beverage centers, refrigerator drawers and beer dispensers. The new series is crafted with the same meticulous attention to quality and detail that top chefs and sommeliers demand. For more information about True and its new True Professional Series™, please call 888.616.8783 or visit www.true-residential.com.

LA CORNUE INTRODUCES CULINARY ARCHITECTURE™ WOOD CABINETRY AND FIRECLAY SINKS

LA CORNUE UNVEILS A FRESH NEW CONCEPT FOR CREATING ENTIRE KITCHENS THAT ARE HARMONIOUS LIVING SPACES EMBRACING THE FRENCH "JOIE DE VIVRE"



La Cornue, the century-old artisanal producer of French ranges and rotisseries, is expanding its culinary passion from the range to the entire kitchen living space with the introduction of Culinary Architecture. Now every element of the kitchen, from the perfect custom wood cabinetry to the ideally proportioned sink, can embody the uniquely French joie de vivre that comes from leisurely sharing food with family and friends.

La Cornue has conceived Culinary Architecture for a discriminating global clientele. "For them, a kitchen represents much more than a food preparation space organized for efficiency around a work triangle. Instead, they desire a beautiful and harmonious room that embraces the social, emotional and symbolic functions of the kitchen," noted Anne Puricelli, director of La Cornue North America here.

The new Culinary Architecture approach to kitchen design

considers how people feel in the space—the soul of the room—as well as esthetics and ergonomics.

Culinary Architecture encompasses new Cuisine de Memoire custom wood cabinetry and an exclusive selection of fine fireclay handmade sinks. (In Europe, Culinary Architecture also includes refrigeration and wine coolers.)

Laurent Besseas, the architect who created Culinary Architecture for La Cornue, explains, “Warm and friendly, the Culinary Architecture invites you to return to the warmth of home and family values. The kitchen is a welcoming reassuring place, where family and friends get together and take time to be with each other.”

The new wood Memoire cabinetry from La Cornue is designed not only for beauty and convenience, but also with respect for architecture, facilitating negative space as a visual relief so users are freed from the somewhat claustrophobic constraints of upper cabinets everywhere.

The philosophy is that the cooking area is the true epicenter of the kitchen and the starting point for the design, which flows from there. Culinary Architecture Memoire cabinetry respects balance, proportions and simplicity. Memoire cabinets represent the total absence of the superfluous. And they facilitate a clean linear design that emphasizes generosity of space and wellbeing.



And while offering a cohesive lifestyle approach, they also are individual and flexible, allowing for personal expression.

Memoire cabinets are custom made to order of solid wood, either American oak or French walnut. Distinctive metal bands highlight each corner of the frame.

Available finishes include:

- Walnut Frame with Stainless Inset
- Walnut Frame with Walnut Inset
- Stainless Frame with Walnut Inset
- Oak Frame with Oak Inset
- Stainless Frame with Oak Inset
- Painted Oak
- Oak Frame with Stainless Inset
- Paint-Ready Finish to accommodate any color



Memoire storage comes in tall cabinetry up to (6'5) as well as base cabinetry and wall cabinetry. In base cabinets, drawer widths run from 500 mm (about 19.5 inches) to 1000 mm (about 39 inches.) Door widths range from 400 to 600 mm (about 16 inches to 24 inches) for a single-door cabinet, to 1200 mm (About 47 inches) for a double-door cabinet. Interior storage aids include a range of convenient cutlery dividers and other organizational inserts.

Upper wall cabinets come in two heights, 660 mm (about 26") or 940 mm (about 37 inches). A special touch is glass front cabinets with either plain glass or custom laser engraved glass, all with optional LED lighting. These offer an additional option for keeping the kitchen design light, open and airy in keeping with the Culinary Architecture philosophy of clean, linear spaces.

Full Memoire cabinetry paneling for refrigeration and dishwashers is available too. And a specialty unit can house a La Cornue built-in Flamberge rotisserie. | *continued on page 18* |

Culinary Architecture prep and cleanup stations include perfectly proportioned La Cornue sinks, all designed to integrate with their environment. Each is a La Cornue exclusive. These high-quality handcrafted kitchen sinks are made using traditional fireclay materials and time honored techniques. Each handcrafted sink is a unique and individual piece created by experienced master craftsmen.

La Cornue is offering five models, including a double-bowl farmhouse sink, two sizes of single-bowl farmhouse sinks, a curved front single-bowl farmhouse sink and a bar sink.

All La Cornue products including the new Memoire cabinetry and sinks are available through Purcell Murray, the exclusive North American distributor.

For more information, go to www.lacornueusa.com



FISHER & PAYKEL APPLIANCES' NEXT GENERATION OF THE DISHDRAWER™ DISHWASHER:

CHANGING THE FACE OF DESIGN

Fisher & Paykel Appliances unveils the next phase of the world renowned DishDrawer™

dishwasher line. The new DishDrawer became available in the United States and Canada in December 2011 and was released under both the Fisher & Paykel and DCS by Fisher & Paykel brands.

NEW KEY ENHANCEMENTS INCLUDE:

- Single integrated models feature seamless cabinetry integration achieved by rear venting and a fully adjustable door option
- All integrated models now include wireless remote creating clean lines and eliminating the need for an external interface

- 24” models have an increase in place setting accommodation from six to seven per drawer
- Improved wash, energy and water performance
- Enhanced racking including an adjustable bowl rack for large pasta dishes

The drawer dishwasher concept was conceived in 1986 as a result of Fisher & Paykel's leading design engineers focus on how the category could be drastically improved. Approved by the Board of Directors in 1987, the world unveiling of this revolutionary platform occurred at Domotechnica in Germany and changed the face of appliance innovation. Since its release in North America in 1998, Fisher & Paykel has enjoyed renowned success and accolades for this ground breaking product.

“The latest chapter in DishDrawer refines the platform to an even higher level with focus on integration and designer elements,” says Fisher & Paykel's marketing manager, Scott Davies. “DishDrawer offers options perfect for any application, from the convenience of its seamless integration with wireless remote, to the European and American styling that each brand offers.”

To find out more about each brand please contact your local dealer. You can also get more information at www.fisherpaykel.com and www.dcsappliances.com or call us toll free at 888 936-7872.

ACCENT DECOR EXPANDS, RELOCATES SHOWROOM AT WINTER 2012 GIFT+HOME AT LAS VEGAS MARKET



World Market Center Las Vegas is pleased to announce Accent Décor, Inc., one of the leading gift and home décor distributors and importers, will relocate and expand their showroom for Las Vegas Market, Jan. 30 – Feb. 3, 2012.

The Georgia-based company will more than double their sole west coast showroom space to nearly 7,500 square feet and relocate to Building C, Suite C-896.

“We are extremely excited about our great move because it represents an exciting time for the Accent Décor family,” said Frank Hofland, owner of Accent Décor. “We take pride in our company and value the continued support from our loyal customer base, and | continued on page 20 |

7TH GENERATION DISHDRAWER™

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this expansion gives us the opportunity to generate renewed and new interest from our current west coast companies as well as those we hope to work with in the future.”

“We’re thrilled to continue the growth of Gift+Home at Las Vegas Market with partners like Accent Décor,” said Robert Maricich, chief executive officer of International Market Centers, parent company of World Market Center Las Vegas. “As we continue to build our base of gift resources and deliver an exceptional experience for buyers, collectively we take another step forward in solidifying Las Vegas as the premier west coast gift and home décor marketplace.”

Accent Décor, Inc. was founded in 1997 by Hofland and his wife Margaret who both had a lifetime of experience in the floral and gift industry. Committed to providing the industry with quality products at the leading edge of today’s trends, they have grown Accent Décor to one of the nation’s top importers and distributors of high-end accessories and home décor. The company offers an eclectic and ever-evolving selection of glassware, gardenware, ceramics and more. Accent Décor’s collection continues to grow and diversify as they expand to meet the needs of their customers.

“Our mission has always been to provide innovative and stylish products with a commitment to customer service for more than 14 years,” added Hofland. “Despite the challenges and constant changes of the current global economy, we are confident that the World Market Center Las Vegas will continue to flourish and remain in the forefront as a top market destination for years to come.”

Registration for Winter 2012 Gift+Home at Las Vegas Market is now open. Attendees are able to register online at GiftandHomeLV.com and take advantage of discounted hotel rates at some of Las Vegas’ best hotels, both on and off the Strip, through the Gift+Home website.

To learn more about Accent Decor, visit AccentDecor.com. For more information on Gift+Home at Las Vegas Market, visit GiftandHomeLV.com.

DIGITAL SIGNAGE EXPO MOVES DSE 2012 TO MARCH 6-9TH DEBUTS “DIGITAL SIGNAGE IN A CONNECTED WORLD”



Digital Signage Expo (DSE), the world’s largest 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 | *continued on page 22* |

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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. 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 on Tuesday, March 6:
 - Mobile/Digital Signage Connection Workshop
 - Hands-on Content Workshop
- Interactive Technologies on-floor workshops
- On-floor vertical industry discussion groups (replaces Lunch & Learns)

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. You can follow DSE on Twitter at DSEexpo, or for all DSE 2012 updates, use #dse2012.

KITCHEN & BATH INDUSTRY SHOW (KBIS) WELCOMES SUB-ZERO & WOLF BACK IN 2012

EXHIBITORS AND ATTENDEES DRAWN TO INNOVATIVE NEW OPPORTUNITIES AT KBIS



Sub-Zero, Inc. and Wolf Appliance, Inc., leading manufacturers of premier preservation and cooking appliances, will be exhibiting at the 2012 Kitchen & Bath Industry Show (KBIS). While Sub-Zero and Wolf have created trade-focused programs such as the Kitchen Design Contest and trade community tools online, they recognize the valuable opportunity KBIS provides to connect one-on-one with the kitchen and bath community. With a continued emphasis on innovative, aesthetically appealing and technologically advanced product solutions, Sub-Zero and Wolf plan to leverage KBIS to present new products, meet with current and potential clients and learn about the latest trends in the industry.

“Sub-Zero and Wolf returning to KBIS is a testament to the importance of the kitchen design community for our success over the years,” says Michele Bedard, vice-president of marketing for Sub-Zero Wolf Inc. “We support the NKBA’s efforts to keep the kitchen design profession growing and vibrant. Residential kitchen projects are now shaped by new shopping behaviors and a quest for long lasting value, and kitchen professionals are key to articulating to their discerning clients how Sub-Zero and Wolf are positioned to delight them over decades, not years.”

At the revitalized 2012 KBIS show, Sub-Zero and Wolf, along with nearly 300 other major exhibitors to date, will have the opportunity to connect with buyers and influencers in their field, network amongst their peers and attend valuable educational sessions. Committed to facilitating participant businesses with potential growth opportunities, as well as providing a launching pad for innovation, KBIS continues to be the key industry event for exhibitors, dealers, designers, builders, remodelers, retailers and other industry professionals. In 2012, KBIS, the National Kitchen & Bath Association (NKBA)’s yearly show, will be held at the McCormick Place in Chicago, IL, April 24-26. To register as an exhibitor or attendee, or to learn more about the exciting innovations coming to this year’s show, visit www.kbis.com.

| continued on page 24 |

DISCOVER

REFRIGERATOR INNOVATION

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**BERTAZZONI
PROFESSIONAL SERIES
36 INCH GAS RANGE**

The Bertazzoni Professional Series, which established the name of Bertazzoni in North America, is available in the classic colors of Italy in a fully durable, triple-layer coating on

steel. The painting process is the same of that developed and used by the luxury automobile brand, Ferrari. Colors are applied to the oven door, lower access panel and sides of the unit, contrasting elegantly with the stainless-steel worktop. The finish is acid and temperature resistant to give the owner a long-lasting luster, and bring a new dimension to the design and style of the kitchen.

The range is also available with a self-clean electric oven, which has nine functions, from convection, baking and roasting to warming. The 36-inch range top comes in five- and six-burner models which feature exclusive triple-ring, high-efficiency burners with separately controlled flames. Matching range hoods, single or dual motors, and backslashes are also available. MSRP: \$4,699

**TOP KNOBS NAMED VENDOR OF THE YEAR
BY PREMIERDPH**



Top Knobs was named Vendor of the Year by PremierDPH Buying Group at their annual conference held recently in Tempe, Arizona. The award was presented to Top Knobs in recognition of their commitment to quality in products, customer service and representation in the field.

The award was accepted for Top Knobs by Matt Vecchiolla, national sales manager.

“All of us here at Top Knobs appreciate the hard work and effort the PremierDPH Team does throughout the year to help us grow year after year with Premier. We are truly honored to have been selected” said Vecchiolla.

“The Vendor of the Year award is the highest honor that we as an organization give to a preferred vendor. Top Knobs has gone above and beyond to help grow PremierDPH. We commend them for helping us create win-win relationships between manufacturers and dealers,” said Eddie Schukar, vice president of vendor relations for PremierDPH.

For more information, contact Glynne Morgan, Director of Membership, at 713-723-3545 or glynne@thebgs.com.

**GRAHAM NASH'S 'OUR HOUSE' SALES TO
BENEFIT HABITAT FOR HUMANITY IN HAITI**



Singer-songwriter Graham Nash is making his 1970's song “Our House” available for purchase in support of Habitat for Humanity. All proceeds from the sale of “Our House” on iTunes through January 2012 will help Habitat’s rebuilding efforts in Haiti.

“We have to share our good fortunes with those who don’t have any,” Nash said of his support for Habitat’s work in Haiti. “We need to share the love.”

Nash is a two-time inductee into the Rock and Roll Hall of Fame, as a member of British pop group The Hollies and with Crosby, Stills, Nash and Young.

“We are so grateful to Graham and very appreciative of his generous offer to help families devastated by the January 2010 earthquake,” said Jonathan Reckford, CEO of Habitat for Humanity International. “The need in Haiti is great, and each purchase of this song will aid Habitat’s efforts to help families rebuild their lives.”

Not long after an earthquake struck Haiti in January 2010, Habitat set a five-year goal of serving 50,000 families through 2015. To date, Habitat’s earthquake recovery program, including emergency shelter kits, structural damage assessments, repairs and rehabs, and transitional and upgradable shelters, has benefited more than 28,000 families—approximately 140,000 individuals.

Five hundred volunteers have traveled to Haiti Nov. 5–12 to build 100 houses in Léogâne during Habitat’s 28th annual Jimmy & Rosalynn Carter Work Project. An additional 100 houses will be built in the same community in 2012.

To download “Our House,” visit itunes.apple.com/us/album/our-house-habitat-for-humanity/id478353135?i=478353138.



| *continued on page 26* |



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LIEBHERR EARNS ENERGY STAR® MOST EFFICIENT 2011 DESIGNATION

WORLDWIDE LEADER IN GREEN REFRIGERATION ONE OF FIRST REFRIGERATOR BRANDS RECOGNIZED AS INDUSTRY'S MOST ENERGY EFFICIENT

LIEBHERR



Liebherr Refrigeration, the worldwide leader in environmentally responsible refrigeration, announced that two units have earned the new coveted ENERGY STAR® 'Most Efficient' 2011 designation.

The new ENERGY STAR Most Efficient is an initiative of the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE), designed to raise the profile of the highest energy-efficient products in their categories among those that have earned the ENERGY STAR label. The Most Efficient recognition continues ENERGY STAR's work to provide the best energy-efficient information for helping North American consumers reduce their utility bills and protect the environment.

An industry leader in green manufacturing, Liebherr's entire North American food preservation product line meets or exceeds the ENERGY STAR qualifying criteria.

"Energy efficiency is at the core of our ActiveGreen® initiative and our commitment to responsible manufacturing and production of quality products", said Thorsten Platt, vice president of Liebherr Refrigeration North America. "We are proud that Liebherr's exceptional refrigerators are one of the first refrigerator brands that qualified for this top-tier category, representing the leading edge in energy efficient products this year."

The first two Liebherr refrigerators to qualify for ENERGY STAR Most Efficient in 2011 are the Freestanding 30" combined refrigerator & freezer CS 1611 and CS 1660 units. Liebherr's 30" models have the freedom of freestanding styling and the benefits of versatile cabinet-depth design, which allows for a customized built-in look.

SOME ADDITIONAL ENERGY EFFICIENCY BENEFITS AND FEATURES INCLUDE:

- State-of-the art dual refrigeration system allows optimum conditions in the cooling and freezing compartments to be accurately controlled independent of each other, with no interchange of air or odor, ensuring ideal refrigeration and freezing performance, keeping food fresher longer in the cooling compartment and preserved better in the freezing compartment.
- Two variable speed compressors are controlled by advanced electronics and are always operating at optimal capacity thus ensuring maximum food preservation with minimum energy usage.
- Combined with soft-start technology, these variable speed compressors offer quiet operation and minimal electrical 'surge' at start-up.
- An ice maker which does not use an energy drawing heater to harvest ice*
LED lighting in both compartments: uses less | continued on page 28 |

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Liebherr offers fresh design ideas with its freestanding product line in 24", 30", 36", 48" and 60" widths. With stainless steel sides, the refrigerator can go anywhere in the kitchen, or taking advantage of cabinet-depth dimensions, can create the look of a built-in without the price of building in. And, Liebherr's commitment to responsible manufacturing and energy efficiency is exemplified by the new 30" CS1660 (shown here) which goes beyond Energy Star® with energy consumption 25% better than federal requirements.

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**Energy used by automatic ice makers and interior lighting is not incorporated into Energy Guide / Energy Guide energy rating hang-tags in refrigeration appliances nor is the subsequent energy needed to cool down hot light bulbs*

To learn more about Liebherr's ActiveGreen initiative and responsible production as an industry leader in green manufacturing, visit Liebherr's Green Story on www.liebherr.us or www.liebherr.ca.

Consumers and members of the design trade can find an authorized Liebherr retailer by visiting www.liebherr.us or www.liebherr.ca and clicking on the 'Dealer Locator' tab in the Resource Center or on their smartphones via Liebherr's new Mobile Product Catalog at <http://m.refrigeration.liebherr.us>, where they can browse Liebherr's catalog of smart, sleek cooling and freezing appliances to find the unit that is right for their kitchen and in line with their lifestyle.



**LG ELECTRONICS HONORED WITH 12
CES 2012 INNOVATIONS AWARDS
FOR SMART TVS, SMART APPLIANCES,
SMARTPHONES**

LG RECOGNIZED FOR INNOVATION PROWESS
IN FIVE AWARDS CATEGORIES, INCLUDING
'BEST OF INNOVATIONS' HONOR FOR HOME
APPLIANCE TECHNOLOGY



Living up to its reputation as an unyielding innovator, LG Electronics received 12 prestigious 2012 International CES® Innovations Awards, including the "Best of Innovations"

honor in the Major Home Appliance category for its new super-capacity three-door French-door refrigerator (LFX31935), which incorporates LG's unique Blast Chiller technology.

LG home electronics, mobile phones and home appliances products were recognized with awards in five highly-competitive categories: Video Displays, Video Components, Audio Components, Wireless Handsets and Major Home Appliances.

"We're honored that our refrigerator was selected as a 'Best of Innovations' by our industry's experts, and we're especially proud of the breadth of our recognized products - from 3D and Smart TVs to Smart clothes washers and smartphones," said Wayne Park, president and CEO, | *continued on page 30* |

STUDIO SERIES

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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



LG Electronics USA. "This coveted industry recognition is a testament to LG's commitment to improving our products year after year and provide consumers with intelligent features, intuitive functionality and sleek, stylish design."

For home electronics products to be introduced at CES 2012, LG Electronics earned CES Innovations Awards in the Video Display category for new CINEMA 3D HDTVs (models LM9600 and LM8600) powered by FPR technology, which helps provide a crisp 3D image and comfortable viewing experience. LG was also recognized for its flagship plasma HDTV (model PM9700) with LG's Smart TV platform, which offers access to virtually limitless online content including premium services such as Netflix and Hulu Plus, as well as a new 3D Zone and more*. In the Video Components category, two other products with LG's Smart TV platform were honored - the 2012 flagship Network Blu-ray Disc™ player (model BP720) and Smart TV Upgrader (model SP820). Finally, the new LG iPod Speaker Dock (model ND8520), which incorporates Airplay for streaming audio and video playback, received recognition in the Audio Components category.

In addition to the "Best of Innovations" honor for the 31 cubic foot refrigerator that can chill a 12-ounce beverage can in less than five minutes, three other cutting-edge LG products to be introduced at CES 2012 were honored in the Major Home Appliance category. The honored front-load clothes washer/dryer pairs (models WM8000HVA/DLEX8000V and WM9000HVA/ DLEX9000V) feature LG's smart ThinQ™ technology suite, which takes advantage of the appliances' Internet connectivity to help consumers save time and money by managing their tasks and energy use in a more convenient way. Also honored is the next generation of LG's

HOM-BOT robotic vacuum cleaner (model LrV5900), which incorporates its advanced dual-eye mapping navigation for smarter, faster and more efficient cleaning.

LG received two 2012 CES Innovations Awards for Wireless Handsets including one for the LG DoublePlay, which is noted for its multitasking capability. For example, consumers can update their Facebook page while simultaneously surfing the web or checking email on this new smartphone. The company was also recognized for the Revolution™ by LG with VMware Horizon Mobile™, the world's first LTE virtualized smartphone that enables users to switch between two personas - one for personal use and one for work - on a single mobile device. This technology also helps enable IT departments to fulfill enterprise security and manageability needs without encroaching on employee privacy.

The CES Innovations Awards are selected annually by a panel of prominent industry designers, engineers and journalists who judge product entries on criteria including user value, aesthetics, innovative design, quality and contributions to quality of life. Sponsored by the Consumer Electronics Association and endorsed by the Industrial Designers Society of America, the CES Innovations Awards highlight product advancements in technology design and engineering.

Since 2004, LG has been honored with more than 120 CES Innovations Awards.

Wireless Internet connection & certain subscriptions required and sold separately. The Magic Motion Remote does not come equipped with all LG Smart TV enabled TVs and a separate purchase maybe required. The LG web browser does not support Flash 10 or HTML 5, therefore, access to certain web content may be limited or unavailable. Content and services vary by product and are subject to change without notice. **RO*

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CEA Highlights Efficient & Sustainable Products

ELECTRONICS INDUSTRY STRESSES NEED TO RECYCLE OUTDATED DEVICES

The Consumer Electronics Association (CEA)[®] offers the following advice to consumers who want to “give green” and are looking for sustainable, eco-friendly consumer electronics products.

1. Look for Green Labels: ENERGY STAR[®], a public-private partnership program run by the U.S. Environmental Protection Agency (EPA), helps consumers save money and protect the environment by identifying the most energy efficient devices. Look for this label when buying new electronics for assurance your gift will use less energy and save money on utility bills. Click here to see information on products in the program.

This is good advice for the holiday season and year-round. The efficiency gains achieved by the electronics industry are impressive and a product of the partnership EPA, CEA and its members have developed,” remarked Ann Bailey, director, ENERGY STAR product labeling.

Additionally, EnergyGuide yellow labels on all new TVs give consumers detailed information on the cost of powering those devices on a yearly basis. Beyond energy consumption, EPEAT is another certification that looks at several environmental aspects of products, including materials use and recyclability. Search here for compelling EPEAT products.

2. Measure: Studies have found the more you understand about your consumption the less energy you’re likely to consume – it’s as simple as that. Use CEA’s energy use calculator on GreenerGadgets.org to understand better the costs of your electronics usage on a monthly and yearly basis.

3. Note Efficiency Gains In Electronics Products: In recent years, these devices have become far more energy efficient, which is a trend consumers should note when looking for the latest product models as holiday gifts. For instance, the amount of power needed for LCD TVs fell 63 percent from 2003 to 2010, and declined 41 percent

for plasma TVs from 2008 to 2010. At the same time, TVs became thinner and lighter. Moving forward, TVs, as well as other consumer electronics, are expected to become even more energy efficient and environmentally sustainable.

For more efficiency tips, go to CEA’s Living Green page on GreenerGadgets.org.

4. Recycle Responsibly: According to CEA research, more than half of all holiday purchases over the Black Friday weekend were consumer electronics. It is likely consumers are replacing older models with the latest model in many cases. With older or outdated electronics, it is important to recycle or reuse such products.

Use the ZIP code search tool on GreenerGadgets.org to find a convenient recycling location near you. This list of recyclers only includes industry programs, which use strict standards, and third-party-certified recyclers. So rest assured your device will be safely recycled.

“These are easy, useful tips for consumers to be eco-friendly as they shop for and use the latest innovative consumer electronics products this holiday season,” said Douglas Johnson, CEA vice president of technology policy. “As consumers make purchasing decisions, they should realize the important role we all play in environmental protection and sustainability.”

The Consumer Electronics Association is the preeminent trade association promoting growth in the \$190 billion U.S. consumer electronics industry. More than 2,000 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion, standards development and the fostering of business and strategic relationships. CEA also owns and produces the International CES – The Global Stage for Innovation. All profits from CES are reinvested into CEA’s industry services. Find CEA online at www.CE.org, www.DeclareInnovation.com and through social media. **RO**



RETAILERS • DISTRIBUTORS • MANUFACTURERS

TRADE SHOWS, SHOWROOM OPENINGS AND SPECIAL EVENTS

*Wilkinson Supply Company**Annual Customer
Appreciation Event*

This year, the event - affectionately referred to as Wilktoberfest - featured food, games, music and some pretty amazing prizes. Vendors participated in record numbers on the cool October afternoon.

1. Vendors set-up tents onsite at Wilkinson headquarters
2. Customers enjoyed a little "Toilet Toss" (aka Cornhole)
3. Wilkinson President, Ken Wertz, poses with the winner of an iPad2
4. Wilkinson's Director of Sales, Kevin Barnes, poses with a customer
5. A Wilkinson staff member keeps things cooking on the grill
6. The DJ played the customers' favorite tunes
7. A representative from Miele poses with a customer
8. A "Master Chef" and "Spider Food" check on the burgers
9. A couple event attendees stop by the State tent to see what's new
10. Attendees get in the spirit of Halloween

Internati 2012 Innovations

THE INNOVATIONS DESIGN & ENGINEERING AWARDS GAVE CONSUMER TO HAVE THEIR NEWEST PRODUCTS JUDGED BY A PREEMINENT PANEL AND MEMBERS OF THE TRADE PRESS. IT'S THE PLACE TO SEE, TOUCH,

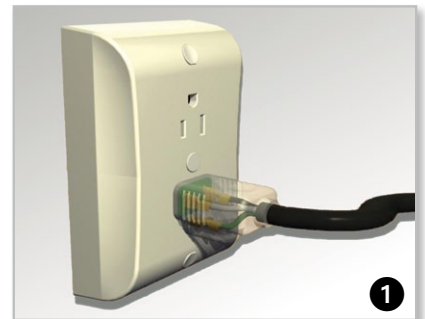
1. INTEGRATED HOME SYSTEMS

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SAFEPLUG ELECTRICAL RECEPTACLES

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SafePlug receptacles can help reduce energy consumption by up to 30%. SafePlug electrical duplex receptacles solve the toughest problem in home automation, accurate control and energy monitoring even when appliances move to a different receptacle.



2. WIRELESS HANDSETS

ASUS COMPUTER INTERNATIONAL

PADFONE

usa.asus.com

Padfone is a breakthrough product which combines smartphone and tablet into an all in one device. It allows consumers to choose the screen size that best fits their activities while sharing data and 3G internet access



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3. PORTABLE POWER AUDIOVOX CORPORATION

RCA USB WALL PLATE CHARGER

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4. HEALTH AND WELLNESS BASIS

BASIS BAND

www.mybasis.com

The world's first connected health and heart rate monitor wearable on the wrist. A multi-sensor band collects data like heart rate, calories burned, physical activity and sleep patterns and links to a personal online dashboard.

| *continued on page 36* |



5. PORTABLE MULTIMEDIA ACCESSORIES

BELKIN

KITCHEN CABINET MOUNT

www.Belkin.com

Bring your tablet into the kitchen without cluttering the counter. The Kitchen Cabinet Mount keeps your tablet in view and securely suspended on any cabinet or shelf without tools or permanent installation.

6. HIGH PERFORMANCE HOME AUDIO

DEVIALET

D-PREMIER

www.devialet.com

The fully configurable Devialet D-Premier forms the hub of a high-performance audio system combining a preamplifier, a patented Analog Digital Hybrid stereo power amplifier and a digital-to-analogue converter in a single elegant slim case.

7. NEW! SOFTWARE & MOBILE APPS

FORD MOTOR COMPANY

MYFORD MOBILE

Ford's MyFord Mobile app allows Focus Electric drivers to control car functions via a smartphone or website. Drivers can remotely control charge levels, plan single or multi-stop routes, locate charging stations, pre-heat/cool the car and more.

8. PERSONAL ELECTRONICS

LIBRATONE

LIBRATONE LIVE

www.libratone.com

Live is an AirPlay Speaker playing 360° stereo like an acoustic instrument, reflecting it off the walls, eliminating the sweet spot, giving you freedom of movement. Wireless technology, hi-fi quality, and Scandinavian design - in one sound source.

9. DIGITAL IMAGING

LYTRO

THE LYTRO LIGHT FIELD CAMERA

www.lytro.com

Lytro is introducing a new way to take and experience pictures. By the end of the year, Lytro will introduce the first light field camera that allows consumers to instantly capture interactive, living pictures and then focus them AFTER they are taken.

10. ECO-DESIGN & SUSTAINABLE TECHNOLOGIES

NEST

NEST LEARNING THERMOSTAT™

www.nest.com

The world's first learning thermostat learns preferences, programs itself to keep you comfortable, and guides you to energy savings. Saves energy when you're away and adjusts to changing schedules.

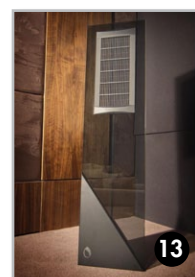
11. COMPUTER ACCESSORIES

PLANTRONICS

PLANTRONICS CALISTO 835

www.plantronics.com

The Calisto 835 is a speakerphone that unites computer telephony, mobile and landline calls. A 2.4" color display and





8

a touch sensitive dial pad offers access to caller ID, dialing, answering, switching, and muting across connected devices.

12. GAMING HARDWARE AND ACCESSORIES

RAZER

RAZER BLADE

www.razerzone.com

The Razer Blade is a full aluminum chassis gaming laptop featuring true portability, incredible performance, and an all-new revolutionary user interface. Razer is introducing the world's first true gaming laptop.

13. HOME THEATER SPEAKERS

REALITY DESIGN PTY LTD

SONICBLADE

www.reality-design.com.au

The world's first glass plinth speaker that combines an electrostatic sonic panel with conventional cone technology to deliver premium sound at a realistic cost.

14. HEADPHONES

SONOMAX TECHNOLOGIES INC.

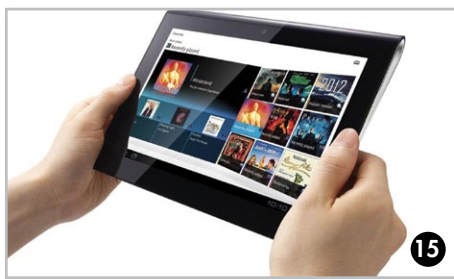
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14



15



9

15. NEW! TABLETS, E-READERS & NETBOOKS

SONY

SONY TABLET S1

www.sony.com

The new Sony Tablet S is the tablet that breaks the mold. Inspired by a folded magazine, Tablet S is ergonomically designed and balanced to feel light and comfortable in the hand. Tablet S is about entertainment; it's the first PlayStation certified.

16. WIRELESS HANDSETS

T-MOBILE AND HTC

HTC AMAZE 4G

www.t-mobile.com/www.htc.com

One of T-Mobile's fastest smartphones, the HTC Amaze 4G is powered by a 1.5 GHz dual-core processor and runs Android 2.3. The HTC Amaze 4G features a brilliant a 4.3-inch qHD Super LCD display and an advanced 8-megapixel camera.

17. HOME NETWORKING

WI3

WiPNET

www.mywi3.com

WiPNET layers a Wi-Fi and Ethernet network over the top of your coax cabling while maintaining all TV services. Simply replace existing TV wallplates with in-wall WiPNET ports. Each WiPNET delivers exceptional wired and wireless access.



16



17

What Would Steve Jobs Do?

Since his death, there's been much written about Steve Jobs—the person, his management style, his relentless commitment to fluid design and to the company he built. No doubt he will go down in history as the business visionary who had the greatest impact on the world we live in.

From the computer mouse to the nearly ubiquitous iPad, the products fueled by Jobs' vision and made by Apple have revolutionized our lives. But more than the products and services brought to market under Jobs' leadership, the thing that most fascinates me about his success was the process Apple uses in developing their technologies.

Look at a timeline of Apple products—from the 1976 debut of the Apple I, the iPod in 2001, iTunes in 2003, the iPhone in 2007 to the 2010 roll-out of market leading iPad—and you'll see a unique trend. Apple develops one product at a time. Their designers, engineers and marketing teams have a laser-like focus on the one big thing driving the company and stick with it until it either gets scrapped—which has happened to numerous projects—or is completely ready to come to market.

In contrast and like most other companies, Microsoft, for instance, puts teams on Word, Excel, Media Player, Windows and a host of other things simultaneously, while Apple does one thing and executes it almost flawlessly. Bill Gates has admitted to nearly

missing the Internet boom entirely. Was it perhaps because Microsoft already had lots of irons in the fire? Microsoft—not Apple—mirrors how most companies do business, though—going in many directions at once.

How can your business benefit from this lesson? Take on one major initiative at a time. No more, no less. Always do something to move your business forward but never more than one new thing.

You've got a lot on your plate—you'd like to develop a strategic plan to set your direction for the next two or three years; you want to update your showroom; your associates have become complacent and aren't delivering the kind of customer experience they should be; traffic is down and you have too much old inventory. If you're like most business managers, you're fighting on all fronts—talking to suppliers about redesigning the showroom, delivering hit and miss sales meetings to motivate your associates and you're hoping the ad you just put together for this weekend will move out some old merchandise.

In the end, none of it gets done well. You don't have a strategic plan and your sales associates aren't fully engaged with your customers; you may build one new vignette, but the rest of the floor looks dated; you had some traffic for a weekend, but as soon as that sale ended, business fell off.

WHAT WOULD STEVE JOBS HAVE DONE?

He would take on one initiative at a time. Put all your time and energy into

that—while of course still keeping your business running—until it's completed and fully implemented. Then move on to something else. Prioritize your goals and take on the ones that will deliver the most return first.

Let's say your biggest priority is to increase floor traffic. First create an annual marketing budget. Include all of your co-op and any additional funds you think you can get from your suppliers. Plan to spend between 3% and 5% of sales in addition to what you get in co-op funding. Make a monthly budget that parallels the peaks and valleys of your sales curve.

With a calendar, a budget and a good idea of your advertising costs, you can insure continued promotional activity so that you keep your name out in front of your prospects all year. You're not just advertising when you get around to putting a promotion together, but are consistently in the marketplace.

Time is the currency of the 21st Century and yours is too valuable to waste running in circles. Manage the way Steve Jobs did—one major initiative at a time—and you'll be more effective. Who knows, your company could even be the next Apple. **RO**

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





Wish

by Andrew Bannecker

"I focused my design on the magic moment right after you blow out a birthday candle. It represents the birthdays that cancer survivors are celebrating thanks to cancer research."

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High Tech, High Touch

IT'S A WINNING COMBINATION

No one I know would dispute the benefits technology—specifically the computer—has had on every aspect of our lives. It has put information at our fingertips and allowed us to communicate with others whenever and wherever we happen to be. Technology also has allowed businesses—no matter their size, location, products, or services—to compete on a global basis.

For many businesses, however, that technology has a downside. They have used technology to provide their customers with the speed and convenience of online shopping but, in the process, they have downgraded the importance of human interaction to the stage of near extinction. Many of those businesses don't even include an e-mail address or a telephone number on their websites so that customers can contact them. The message that sends to customers is this: "Please place your order and select your payment option, but do not, under any circumstances, attempt to contact us. We are not interested in—nor do we allow—human interaction."

What these businesses fail to realize is that most consumers turn to the Internet to compare products and prices before they make their purchase decisions. If, during that process, they have a question or two, but they are unable to contact that company, they will move on to the next. What is worse are the companies that do provide e-mail options and telephone numbers, but don't respond in a timely

manner to customer inquiries.

During 2010, e-commerce in the United States reached \$165.4 billion, up from \$144.1 billion in 2009. How much of that revenue did your organization take in? How much more could you have had if you had provided potential customers with the opportunity to communicate with your employees?

If you are to be successful and grow your business, it is critical that you combine high tech with high touch. Amazon, Redbox, and Go Daddy are three companies that have mastered this concept. Each relies heavily on technology to attract customers, but their employees are available 24 hours a day, seven days a week to serve those customers. Amazon was one of the first—and most successful—companies to market entirely online. In 1985, it had sales of about \$600,000; last year it had sales of \$30 billion.

In July, Netflix a competitor of Redbox increased its prices by 60%. They forgot about the customer. Over 1 million customers defected and the stock dropped from \$304 a share in July 2011 to \$63.15 on November 30, 2011. They had high tech and customer arrogance. They lost over \$12 billion in market value. Redbox and Amazon will soon pick up the pieces.

I own some timeshares and have much of my time banked with RCI, the largest timeshare trading company in the world. They prefer you do not talk to humans until you have spent 5

minutes on their IVR system. Most of the information they ask for is not saved so when you finally talk to a human you have to give the information again. The typical call takes at least 10 minutes longer than it should. They hang up on you when 8 PM comes and the call center closes. RCI does not understand how to leverage technology and humans. Not everyone wants to communicate online.

Today's consumers want speed and convenience, but they also want a great customer experience. If you don't provide those three elements—along with quality products and services at competitive prices—you will be doomed. You must include a phone number on your website and man your phones seven days a week, 24 hours a day. Train your employees to respond quickly to customer inquiries—to answer phones within three rings and to respond to e-mails within an hour. The more available you are to your customers, the more money they will spend with you, and the more successful your business will become.

Remember, when it comes to online sales, you are just one click away from extinction. **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



The NKBA Kitchen & Bath Industry Directory

FREE COMPANY LISTING

The NKBA is proud to announce the launch of a new resource for all kitchen and bath professionals. The Kitchen & Bath Industry Directory is a digital marketplace that allows you to find the industry products and services your business needs—without all the clutter of a general Internet search engine.

[Begin Your Search >> NKBA.org/Directory](http://NKBA.org/Directory)

The screenshot shows the NKBA Kitchen & Bath Industry Directory website. At the top, it says "NKBA National Kitchen & Bath Association" and "Kitchen & Bath Industry Directory". Below this is a search bar with "Designer" entered and a "Search the Guide" button. There are also filters for "Exact Phrase", "All of the Words", and "Company Name". A "State/Province" dropdown is set to "07840" and a "50 miles" radius is selected. There are checkboxes for "Show Only NKBA Members" and "Show Only KBIB Exhibitors".

The main content area is titled "Featured Companies" and lists several companies with their logos, names, and brief descriptions. The companies listed are:

- STONE CREEK BUILDERS, LLC** (NKBA Member): 250 Main St., Suite 150, Montvale, NJ 07670. Description: "Kitchen Compass: From classic to contemporary, our oak & maple cabinet styles work with any taste or budget. And our efficiency of production allows us to consistently offer you the most competitive pricing in the industry."
- MEDITERRANEAN TILE & MARBLE** (NKBA Member): 481 Rt 48 West Fairport, NJ 07024. Description: "To make an appointment to see a Design Rates Consultant? After placing an order ..."
- Mr. Steam**: 23-25 34th Street Long Island City, NY 11101-2221. Description: "Android App to download it. Hotel Design 'Hotel Design for the Ages' ..."
- PHD DEVELOPMENT** (NKBA Member): 19 Union Square West / 8th Floor New York, NY 10003. Description: "Materials About Us: E-mail: Contact Us: Kitchen Designers: When you have determined that you like it ..."
- HOUSER, Inc.** (NKBA Member): 20 Van Dyke Avenue Hill Brunswick, NJ 08901. Description: "2009/2010 2011 Exhibitor ..."

On the right side of the screenshot, there are categories for "SHOWER PRODUCTS", "FAUCETS & VALVES", "SAFETY PRODUCTS", and "HVAC COOLING SOLUTIONS".

Conduct targeted searches for the industry products and services you need.

Designed by NKBA member Terri Schmidt

What a Waste of Effort

HOW A SALESPERSON DOES ALMOST EVERYTHING
RIGHT, BUT MISSES AN EASY OPPORTUNITY

Part of the Retail Sales Bible's G.R.E.A.T. Selling System is to establish likeability. If we don't like the person we are doing business with, we very rarely will buy from that person. Recently, I was observing a salesperson in a store where I was doing sales consulting. She was neat, clean and smiling with an almost contagious positive attitude, and that's just for starters. This young lady was also a master of likeability. She greeted customers with the proper greeting, "thanks for coming in." She engaged the customer in conversation and showed a truly seamless transition from the "G" Greeting to the "R" Researching while simply asking the questions needed to better understand the wants of the customer. She had mastered the skills of listening attentively and gave strategic compliments in the most sincere of ways.

I noticed her name tag and saw her name was Sue. Sue asked more questions than most doctors do when they are diagnosing a rare disease. So when it came time to move to the "E" Experimenting or the suggesting phase of the sale, it was easy for Sue because she had more information and better understood the customer. Therefore, Sue's recommendations were right on target and she knew exactly the right outfit the customer would like and want. The customer purchased the outfit and was so thrilled with the suggestions that Sue made that she picked up her cell phone to call her friends and told them to come right to the store and ask for Sue.

Sue did a first class job but here's the

part that made all of her work almost worthless. Let me retrace what just took place. Sue established likeability, greeted the customer properly, asked the right questions for her research so she could be more knowledgeable about the customer, assistance and promised she would return to see her again. The customer then left and that's when I went ballistic.

WHY?

The sales process was not completed. Sue never made an additional suggestion of something else that the customer could also purchase that would have enhanced what she was buying. Sue actually did the customer a disservice by not making an attempt to accessorize what that person was buying (when I use the word accessorizing it does not necessarily mean just buying women's or men's clothing). Almost any product can be accessorized. If you are selling a can of paint, then a brush is an accessory. If you are selling a diamond ring, a cleaning system is an accessory.

Sue did every step perfectly but is sending that customer away only to go to another store to buy something else. Needless to say, it's a lost sale, lost revenue and lost opportunity to further bond with that customer. Worse than that, it's bad customer service because she is forcing a customer to go to another store to pick up a scarf, a belt, earrings or anything else that would accent the original purchase. This would make Sue a valued resource rather than just a pleasant salesperson. This is one of the major advantages an

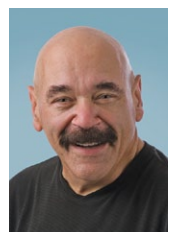
independent store has over a department store whereby you have different people controlling different departments. A specialty store is special because they control the complete sale.

Now if that wasn't bad enough, and that is pretty bad, Sue also forgot two more things. The other type of add on sale that Sue forgot was the unrelated suggestion or something that is not accessorizing the original item but rather a suggestion based on all of the information she learned about the customer. Again, this was a lost opportunity. The last miscue is the "T" Tethering which is collecting pertinent data about the customer so that Sue or the store could invite the customer to come back again and again.

The customer liked Sue and hopefully she will return; that is, if she didn't leave that store and go to another store. Hopefully she didn't meet up with a salesperson who also asked the right questions, made the right suggestions and suggested additional items to go with what she was buying and collected information so that the customer could be contacted in the future.

Don't let this scenario happen in 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



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Recognize—or Else!

I went to management boot camp. Seriously, we all dressed alike, had to do pushups under duress, and took cold showers to wake up at reveille. Oh, all right, it wasn't really like that—it was my first time as a manager and management training just seemed like boot camp. One of the most memorable lessons I learned was in a class with an instructor who was a cross between a fire and brimstone preacher and Garrison Keillor, his voice rising and falling as he paced the front of the room. A particular story I remember him telling was about a wonderful assistant he had, who, after months of dedicated work, demonstrating above-and-beyond sorts of performance and a radar-like ability to think of things before he asked her for them, suddenly quit! Our instructor was baffled, bamboozled and puzzled.

He consulted with his peers, expressing confusion because he'd done nothing but tell everyone how fabulous his assistant was, how amazing her work, how superior her analytical skills. Finally, one wise colleague asked, "Did you tell her?"

Uh-oh! As a result, our instructor's best advice for new leaders was, "Recognize, or else!" Too often, as leaders, we put recognition and reward for good performance on the back burner. We make the mistake of taking for granted those reliable, competent, even star performers who are here at our side, steadily getting the job done and consistently exceeding our expectations. We may offer a thanks or good job every so often, and I suppose that's better than nothing, but not

much. We forget that offering recognition for a job well done isn't just about being nice, it's also about planting seeds for continuing the good performance you desire. In the end, it actually makes your job easier.



FOUR ESSENTIAL PRINCIPLES WHEN PRACTICING RECOGNITION:

- 1. Be Sincere.** When we offer praise and we don't do it often, the other person may suspect a set-up. Be sure the praise is something that you can sincerely, genuinely identify and whatever you do, don't tie it to a criticism or a helpful hint. Just say something positive.
- 2. Be Specific.** Tell them exactly what they did well or what you appreciate. That way, they can do it again. In this way you reinforce the desired behavior and their positive performance.
- 3. Tell Why It's Important.** When you offer specific praise or recognition, tell them why you liked it. Express how it helped you, your company, your organization, the team, the

community or even the person himself.

- 4. Do It Now.** Yes! Right now! Who needs some recognition? It can be an employee, a peer, even your boss! Feel free to practice on your spouse, kids or pets. Come on—even dogs appreciate praise when they hear it! Offering specific, positive feedback is a powerful way to influence someone to recreate the behavior or performance again. Instead of saying, "Good job!" try, "You did a great job on that last report, Joe. It was clear, concise and really helped when I had to make my presentation before the board!" or instead of saying, "Thanks for your help," say, "I really appreciate your willingness to take that difficult customer call for me. I was able to finish what I was working on and during our debrief, you taught me a few new things about handling a disgruntled customer I hadn't thought about before." It only takes a small investment of time to think specifically about what you want to recognize and point out how this impacts you and your work.

You have absolutely nothing to lose by offering praise and recognition and everything to gain! Remember, recognize, or else! **RO**

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



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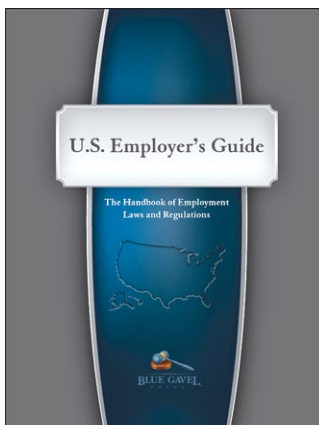
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Rising Job Figures in Employment



"SMALL BUSINESSES ARE THE CORNERSTONE OF AMERICA'S ECONOMY, AND AS THE ECONOMY IMPROVES AND HIRING INCREASES, AMERICA'S SMALL BUSINESS OWNERS WILL NEED TO UPDATE THEIR KNOWLEDGE OF EMPLOYMENT LAW AND COMPLIANCE ISSUES."

—THERESA JONES,
CEO OF BLUE GAVEL PRESS

Unemployment figures are improving in many small business niches, and according to the top executive of a national business publishing firm that increase in employment will require an equivalent increase in America's knowledge of employment law.

According to the Bureau of Labor Statistics, the unemployment rate—9.1 percent in July 2011—has shown little definitive movement since April 2011. But in several employment categories with strong small-business participation, employment figures are climbing up.

Employment in private service-providing industries rose by 112,000 jobs from June to July 2011. In that same time period, retail trade added 25,900 jobs, while employment in health and personal care stores increased by 8,600 jobs. In professional and business services - employment increased by 34,000 jobs. The leisure and hospitality industry welcomed 17,000 more employees.

To help small business owners, managers, supervisors, and human resource administrators to stay current with changing employment laws and regulations, Blue Gavel Press has released the *U.S. Employer's Guide, 18th Edition*.

"The guide provides vital information on developing employment policies and managing employees," said Jones. "It can also help professionals in the small business community to avoid liability for common employment law violations, such as the misclassification of independent contractors."

TEN MAJOR AREAS OF CONCERN

According to Jones, the following ten employment concerns are among the most critical facing today's business community. That is why Blue Gavel Press Employer's Guides are divided into chapters that cover these concerns.

The following list reveals how the current edition of the *U.S. Employer's Guide* addresses these concerns. Each concern is followed by a listing of related issues, selected from recent legislation and court cases, of which employers need to be aware.

1. HIRING:

- New state laws addressing medical marijuana use.
- Federal immigration laws, including verification of Social Security numbers, verifying employment eligibility, sanctions for hiring undocumented workers, types of visas, and the labor certification process for hiring foreign workers.
- Recent U.S. Supreme Court decisions regarding arbitration agreements.

2. MANAGING EMPLOYEES AND PERSONNEL COSTS:

- Investigation of employee misconduct.
- Liability for employee actions.

s Require Increase Law Knowledge

3. TERMINATION OF EMPLOYMENT:

- Changes in federal unemployment taxes.
- Recent court cases involving wrongful discharge, defamation, and notice of layoffs under the Worker Adjustment and Retraining Notification (WARN) Act.

4. HEALTH AND SAFETY:

- New state laws addressing workplace bullying
- The new Severe Violator Enforcement Program from the Occupational Safety and Health Administration (OSHA), which penalizes employers for willful, repeated, or failure-to-abate violations.

5. EMPLOYMENT DISCRIMINATION:

- New regulations clarifying the meaning of the term “disability” under the ADA Amendments Act.
- New state laws addressing religious discrimination.
- Recent court cases addressing employment discrimination.

6. WAGES, HOURS, AND CHILD LABOR:

- New state laws addressing unclaimed wages and wage theft.
- New federal law requiring employers to provide break time and a quiet place for nursing mothers to breastfeed.
- Changes in federal income taxes (FICA), including computation and reporting requirements.
- Recent court cases involving exemptions from overtime pay and tip pools.

7 - EMPLOYEE BENEFITS AND LEAVE:

- New regulations implementing the federal Patient Protection and Affordable Care Act.
- New laws affecting employee retirement plans, including the Pension Relief Act of 2010, which provides funding relief for certain plans.
- New rollover provisions for 401(k) plans under the Small Business Jobs Act of 2010.

- Regulations providing guidance on hybrid defined benefit plans.
- Proposed regulations concerning fiduciaries and exemptions from prohibited transaction rules under the Employment Retirement Income Security Act (ERISA).

8. PERSONNEL RECORDS:

- Recent court cases involving access to personnel records.

9. WORKPLACE PRIVACY:

- Recent court cases involving workplace privacy.
- Recent U.S. Supreme Court decisions regarding employee privacy and electronic communications.

10. UNIONS AND GOVERNMENT CONTRACTORS:

- New federal immigration laws, including special requirements for government contractors.
- Proposed amendments to the National Labor Relations Act, which could change the way unions are recognized and impose additional notice and posting requirements.

“Doing business in today’s world becomes more complex with each passing year,” said Jones. “Not only is it necessary to keep up with employment laws as they are enacted, but it is also important to anticipate changes in these legal areas that might be forthcoming. Helping small businesses to keep up with these changes is what Blue Gavel Press is all about.”

Developed and updated by imminent legal authorities and compliance specialists, Blue Gavel Press employment guides provide up-to-date facts on top safety, human resources, compliance, and legal topics. Products offered by Blue Gavel Press have been helping the business community for more than 23 years.

For more info on the *U.S. Employer’s Guide, 18th Edition*, visit www.BlueGavel.com/products/97-us-employers-guide.aspx. **RO**

Electronics Among Most Popular Purchases During Black Friday Weekend

Electronics were among the most purchased items over the Thanksgiving weekend, with nearly half of all shoppers buying technology, according to interim results from the Black Friday Weekend survey by the Consumer Electronics Association (CEA)[®] and CARAVAN[®].

Once again, consumer electronics (CE) trailed only clothes as the most popular gifts purchased this weekend. Nearly half of all shoppers (48 percent) bought CE from Thursday through Monday. The survey examined shopping habits, intentions and expectations from Thursday, Thanksgiving Day through Cyber Monday. More than 60 percent of shoppers were purchasing clothes during that time frame. Toys were also a popular gift that weekend.

CEA's *18th Annual CE Holiday Purchase Patterns* Study showed the average consumer spent an all-time high of \$246 on electronics gifts this year, up six percent from last year and representing one-third of all gift spending.

The Black Friday Weekend survey found the most popular day to shop was Friday, although the entire weekend, including Thursday and Monday, were busy shopping days. Through Friday, nearly 118 million people reported they had shopped on Thursday or Friday or had plans to shop Saturday, Sunday or Monday. Black Friday and Saturday were the most popular (intended) days to shop with 27 percent and 25 percent, respectively, of

individuals shopping on those days. Thanksgiving Day was also popular, with 11 percent shopping on Thursday.

"Black Friday shopping has fast become a Thanksgiving weekend tradition, like football or a post-Turkey dinner nap, for millions of shoppers," said Shawn DuBravac, CEA's chief economist and director of research. "The holiday shopping season got off to a strong start as many hit the stores or went online to kick-off their holiday shopping as soon as they finished Thanksgiving dessert. These bargain hunters were able to find the deals they were after."

Consistent with CEA's earlier holiday forecast, the Black Friday Weekend survey showed the most popular electronics purchased/planned to purchase this weekend were:

- Digital Cameras
- Video game consoles
- Accessories (such as cables and cases)
- Televisions
- Notebook/laptop computers
- Smartphones
- MP3 players
- e-Readers
- Tablet computers

Roughly 77 percent of those who had already shopped, as of Friday, reported shopping at a mass merchant. When including individuals' shopping intentions for the rest of the weekend, that number rises to 81 percent. Department stores, electronics stores and online retailers were

also popular shopping destinations. Nearly half of shoppers (46 percent) who bought electronics purchased their CE device online.

Most consumers were happy with the deals they found Thanksgiving weekend. Of those who shopped, 69 percent rated the deals and sales as good or excellent. When it comes to electronics, 61 percent said the deals and sales were good or excellent. More consumers also said the deals they found in stores were better than online, with 60 percent rating in-store deals as good or excellent versus 35 percent for online.

"Electronics continue to be the must-have gifts of the holiday as consumers are allocating more of their overall gift budget to buy the latest, innovative technologies," said DuBravac. "Mature product categories, such as televisions, digital cameras and MP3 players, fared well as unprecedented price points proved too tempting for shoppers to ignore."

CEA's 2011 Black Friday Weekend Survey presents the interim findings of a telephone survey conducted among two national probability samples, which, when combined, consists of 533 adults, 261 men and 272 women 18 years of age and older, living in the continental United States. Interviewing for this CARAVAN Survey was completed on November 25, 2011. 407 interviews were from the landline sample and 126 interviews from the cell phone sample. Additional data is available with final figures. **RO**



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The Life Expectancy of Appliances

Did you ever notice that your mother's boxy old refrigerator from the 1950s ran like a champ for what seemed like a very long time? Despite its reliability, however, chances are it cost her a mint in energy bills and was bad for the environment to boot.

Today, 'space-age' silver appliances have replaced the pastels of the '50s and, in addition to aesthetics; appliance technology has come a very long way. Just look at the recent high-style, four-door refrigerator models or increased capacity, faster, front-load laundry machines for examples of how far we've come. Contrarily, the life expectancy of modern washers, dryers, refrigerators, and dishwashers, has dropped precipitously. In the last 10 years, product lifespan of appliances for the laundry room and kitchen has gone from 15-plus years to about half that.

Among other factors, shortened product life is in part due to the consumer requirement that modern appliances be energy efficient. As green living becomes more and more mainstream, this mass conscientiousness is reflected in everything from how long our showers last to the detergent we buy to the type of dishwasher or refrigerator we purchase. Most consumers do not suspect, however, that to obtain energy efficiency these products are in fact, running a lot more. For example, a compressor that would have powered a refrigerator two decades ago might have been actively working 20 to 30 percent of the time. However, current energy-efficient models are "on" quite a bit more to create a more even, consistent, and energy-efficient temperature as opposed to a hot-cold

scenario in which the compressor is intermittently powered on and off.

Simply put, this means that refrigerators and other appliances are being worked a lot more than those of yesteryear. And in turn, that means that they don't last as long. The wear-and-tear is more significant, and, on the occasion of a product failure, these appliances are dramatically more expensive to fix than older models. Therefore, an appliance that may have been fixed before might be



replaced for a new model today, effectively ending that product's life. Just go to any junkyard and you'll see what I'm talking about. Unfortunately, appliance life expectancy is simply not tracked after the first year.

The theories presented here are based on my own experience on the front lines of the appliance industry and on research we've conducted at BrandSource. Of course, this trend toward lessened life expectancy isn't necessarily a negative for current independent appliance dealers. After all, this means repeat customers on

a more regular basis than 10 to 20 years ago. Considering the current slump in the appliance industry, which was affected by the economy later than other industries, it is actually positive news. When the economy comes around, the appliance industry will see a significant boost in appliance sales as people have more disposable income and appliances that are out-of-date. In fact, I'm guessing that year we will sell around 45+ million units. We haven't seen numbers like that since 2008.

The question then becomes: How do we weather this economical storm until then? We are seeing less volume and very low margin, and, for the appliance industry, it really is tough out there. To stay in the black, I believe that dealers need to align themselves with the right manufacturers and suppliers. Retailers must put themselves in a position to be competitive at every price point on brands that matter to consumers. Additionally, the independent dealer needs to think creatively to cut costs and hold on until the economy changes for the better.

And until that day, we must continue to do our best to offer excellent service and the best experience for consumers and hope that, at the end of their appliances' life, they will come back to us for repeat business. **RO**

John White is a 20-year veteran of the appliance industry and is currently serving as the Executive Vice President of Appliances for BrandSource.



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Maximizing Your Showroom Floor for the Greatest Profitability

High margin, increased sales per square foot, and add-on sales are all things we strive to maximize every day. Sometimes, however, the solution is right under our nose. All we need to do is take a step back, take a second look at our resources and combine them in a fresh and different way.

If you're in the furniture business you probably sell sofas, love seats and occasional chairs. You have occasional tables and probably even stock lamps, area rugs, accessories and the like. Many even have a HDTV offering. There's nothing magic about this product mix, it's how you merchandise, promote and sell them that makes the difference.

The key to bigger tickets, more items per ticket and higher margins is package selling. Selling the package, it's everywhere you look today. When you go out to eat, you are given the option of purchasing value meals at fast food chains that include a drink, sandwich and fries. At finer restaurants you're offered wine pairings and full course menus. Travel agents and online websites offer packages that include airfare, hotel and a rental car. All inclusive resorts and cruises offer pre-paid vacations so all you have to do is sit back and enjoy.

Package selling is certainly not a new concept but it's one that the most successful retail operations today understand and embrace. A perfect example of this is Rooms To Go. They are not interested in selling just a sofa;

they want you to buy the love seat and occasional chair as well. And while they're at it, how about some occasional tables and of course, there are new lamps on the end tables too. Not only that, area rugs sure make the sofa look great and comfortable throw pillows complement the attractive accessories on the tables to complete the picture.

The shopper sees a style they like and the look they've been dreaming of...all in one place. There's an enticing discount for buying the entire room,



and the icing on the cake is a brand new HDTV and or convenient financing...FREE! Their decision is pretty easy. You can color that picture SOLD! Get the picture?

Not only do the most successful retail operations understand package selling but manufacturers do as well. According to leading experts, 55% of consumers who made a living room purchase bought the package if it was offered. Think about it; let's say they are a leading manufacturer of upholstery. Do they manufacture

occasional tables? NO. Do they manufacture area rugs? NO. But...do they sell occasional tables that coordinate with each group? YES. Do they sell a perfectly coordinated area rug that sets the upholstery off perfectly? YES. Do they photograph the upholstery with the occasional tables and the rug? YES. Welcome to the world of package selling with high margins, increased sales per square foot, add-on items, and more. It makes your register ring and isn't that why you are in business?

Package selling is much easier than you may think. You have all of the tools at your finger tips, you just need to implement a plan and put it into action. **RO**

Bill Bazemore is a new furniture writer for The Retail Observer. He will be sharing his insights and expertise with you throughout the year. Bazemore is the Vice President of Furniture for Nationwide Marketing Group, a leading buying and marketing organization for independent retailers. He attributes his ability to support the independent through his wide array of experiences working on the retail and manufacturing side of the business for the past 34 years.

To learn more about new ways to grow your furniture business or the many benefits of joining Nationwide Marketing Group, go to www.nationwidemarketinggroup.org or contact Bill Bazemore at furniture@nationwidemarketinggroup.org or call (770) 442-9726



✓ **Delivery**
✓ **Assembly**
✓ **Installation**

You have customers who enjoy the challenge of a job well done. You know the ones: the guy who loves power tools, the gal who isn't happy unless she's got a paintbrush in one hand and a tape measure in the other. For the rest of us, thank goodness there's Last Mile Home.

Face it, DIY is a four letter word to a fairly large audience. These people don't own trucks and tie downs to get it home, or power tools, or have the aptitude to drill the holes, run the wires, mount the TV and hook it up to the sound system. The fact is, those people would rather pay YOU to have it done easily. Professionally. With the least possible interruption to their lives. That is what we do all over America every day. Home theatres, living rooms, kitchens, fitness rooms... you'll find our work in every room.



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Smart Appliances, Smart Grid and Home Control

The International Consumer Electronics Show (CES) has featured both Smart Appliances and Smart Grid Appliances. What is the difference?

SMART APPLIANCES

Smart Appliances have features such as self-diagnostic abilities for trouble shooting or avoiding potential repairs, possible two-way communication with Smart Home systems (a message on the TV letting the consumer know that their toddler left the refrigerator door open or an alert to their tablet indicating the roast is now cooked to perfection) or conveniences such as the ability to download firmware upgrades and even pre-programmed recipes. Yes, in the new Smart Appliance space age era, appliances communicate with other Smart devices such as control panels, tablets, computers and even your smart phone.

SMART OPPORTUNITIES

Smart Appliances will sport control panels and digital readouts that are local to the machines. However, this early adopter technology will also integrate with home automation systems. How convenient is an integrated control panel that indicates the dry cycle is complete if the laundry is out in the garage? Wouldn't that information be far more useful presented on a tablet in the kitchen or in the family room? Welcome to the Smart Home! Home Automation

provides elegant communication solutions between a whole host of Smart devices.

SMART GRID APPLIANCES

Smart Grid Appliances, on the other hand, offer energy conservation solutions when integrated with your consumer's local utility. For example, the greatest residential energy consumption and peak utilization rates often occur between 6PM – 8PM. It is during these hours that consumers return home from work, fire up the home theater system, begin preparing dinner, power on computers to do homework and open and close the refrigerator an average of 22 times per evening. By the way, opening and closing the refrigerator doors causes the refrigerator to go into defrost mode while removing ice activates the icemaker. All of these energy hungry functions could take place at 3 AM when the utility grid is not in peak demand and when electricity is more reasonably priced. Smart Grid Appliances are able to do just that; consume electricity when the cost is most reasonable and the grid is least taxed. These solutions will save your customers money and will help to conserve our precious natural resources.

TAKE ON THE SMART GRID CHALLENGE

The US market for Smart Grid Appliances is expected to grow from \$1.4B in 2011 to \$5B by 2015. Research indicates 80% of consumers are interested in learning more about ways to cut energy costs; 75% of consumers are motivated

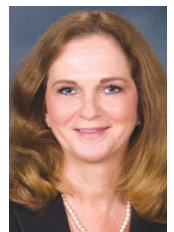
by the promise of saving money on their energy usage; 43% are motivated by environmental concerns. Start now to learn who the players are so that you can take full advantage of this new opportunity. Get involved now so that your company can become the leader in Smart Appliances and Smart Grid integration.

WHAT IS HOME CONTROL?

More and more smart electronics play a central role in our daily lives. Home automation and control present the mastermind solution, making it possible for virtually any appliance or device in the home to intelligently communicate with another—from locks to lights, doors to drapes, and home theater to Smart Appliances. Your customers can even receive a text when their teenager comes home from school.

Home Automation and Control represent our future; and Smart Grid Appliances, smart electronics and health related monitoring devices will keep the specialty electronics community busy installing and integrating existing and future technologies for some time to come. It's important to learn to demystify control and home automation and prepare your company for tomorrow, today. **RO**

Jeanette Howe, Specialty Electronics Nationwide (SEN), brings programs and resources for the consumer electronics marketplace. For more info: 949-369-6402.





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UPCOMING EVENTS

• 2012

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JANUARY

10-13

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30- FEB. 3

LAS VEGAS MARKET GIFT + HOME – VEGAS KIDS

World Market Center
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www.lasvegasmarket.com

FEBRUARY

8-11

NAHB INT'L BUILDERS SHOW

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15-18

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26-29

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27-29

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28-29

BRANDSOURCE CONVENTION

Marriot World Congress
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MARCH

1-3

HEARTH, PATIO & BARBEQUE EXPO (HPBE)

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

6-9

DIGITAL SIGNAGE EXPO

Las Vegas Convention Center
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www.digitalsignageexpo.net

10-13

INTERNATIONAL HOME AND HOUSEWARES SHOW

McCormick Place
CHICAGO, IL
www.housewares.org

17-21

MEGA SPRING NATIONAL CONVENTION

Marriot Hotel
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www.megagroupusa.com

28-31

NATIONAL APPLIANCE SERVICE CONVENTION 2012

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29-APRIL 1

AMIBA 2012 CONFERENCE

Galt House Hotel
LOUISVILLE, KY
www.amiba.net/conference

APRIL

21-26

HIGHPOINT MARKET

HIGH POINT, NC
www.highpointmarket.org

24-26

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McCormick Place
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www.kbis.com

MAY

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5-8

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



Home Entertainment Source Adds Paradigm Loudspeakers to Expert Warehouse II Program



Bob Lawrence, CEO of BrandSource (second from right) officially opens Expert Warehouse II with Jim Ristow, EVP of BrandSource/HES; Dean Sottile, President of Expert Warehouse; John White, EVP of BrandSource/HES; and Dave Meekings, EVP of Expert Warehouse. Expert Warehouse II now carries Paradigm loudspeakers, as well as audio products from Denon and Marantz.

Home Entertainment Source (HES), the A/V specialty division of BrandSource, has announced the addition of Paradigm loudspeakers to its Expert Warehouse assortment. This follows the recent addition of Denon and Marantz, with plans in place for more audio brands to be offered soon.

By adding Paradigm to the program, HES members now have the option of purchasing direct from the factory or through the group. Members purchasing via the warehouse will benefit from special pricing as well as reduced delivery times and freight costs.

HES members on the West coast are expected to experience a major improvement in delivery times, as HES will immediately begin utilizing its West coast distribution center in Santa Ana, California. Previously, West Coast customers were serviced via Paradigm's distribution center in Buffalo, New York. Members can also mix and match Paradigm with other brands to make freight requirements, thereby saving on shipping costs.

"We're very proud to be the first to offer a national fulfillment solution for Paradigm and we look forward to combining our

resources to help Paradigm better service our members," said Jim Ristow, executive vice president of HES. "We've established a strong video brand assortment for our members and we're building on that experience to offer an equally compelling audio assortment, with additional announcements coming soon."

Expert Warehouse II is committed to offering HES members greater access to a broader range of products including A/V furniture, tablets, computers, printers, networking devices and more.

HOME ENTERTAINMENT SOURCE

Home Entertainment Source, the A/V specialty division of Brand Source, is a 100-percent member-owned merchandising group with more than 500 members. HES provides specialized pricing, merchandising allowances and rebate programs to the independent audio/video integrator and retailer, while using the size and power of BrandSource to provide a wide assortment of general business services. For more info contact: Executive Vice President, Jim Ristow at 562-547-9192 or email: jim.ristow@brandsource.com. **RO**

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JERRY EPPERSON KEYNOTE AT PRIMETIME! FURNITURE SUMMIT

Nationwide Marketing Group, a premier buying group and marketing organization for independent appliance, electronics, furniture and rent to own dealers, continues to work on enhancing the services and programs for their furniture division. Plans for the upcoming PrimeTime! buying show and strategic member conference (www.nationwideprimetime.com) taking place at the Gaylord Palms Hotel and Convention Center in

Orlando, Florida on February 26-29, 2012 includes a daylong furniture summit with keynote speaker, Jerry Epperson.

“Jerry will kick off our furniture summit that includes an action-packed agenda filled with timely presentations and panel discussions specifically for furniture dealers,” said Bill Bazemore, VP of furniture for Nationwide. “Dealers should be ready to roll up their sleeves and actively engage in all of the working sessions that will cover everything on running a furniture business from best practices in advertising to operational strategies.”

Epperson’s research in the furnishings industry is recognized on a world-wide basis for its in-depth coverage of suppliers, manufacturers and retailers. He is one of the founders and a Managing Director of Mann, Armistead & Epperson, Ltd and has an excess of thirty years of experience in the publication of hard/soft dollar research which focuses on demographics, consumer products, furnishings and related issues.

Epperson will also be teaching a PrimeTime! University course called The Biggest Picture that will breakdown today’s consumers from Baby Boomers to the Millennials and teach dealers how to take advantage their differences.

“Nationwide fully supports the furniture dealer but

also challenges appliance and electronics dealers to expand their product mix into this category,” said Bazemore. “For instance, bedding is a natural progression into furniture and many of our dealers are reaping the rewards of its high margins.”

To learn more about Nationwide Marketing Group, including an invitation to the PrimeTime! call (336) 722-4681 or visit www.nationwidemarketinggroup.org



JEANNETTE HOWE HONORED WITH 2012 WOMEN IN CE LEGACY AWARD



Jeannette Howe, Executive Director of Specialty Electronics Nationwide (SEN) will be honored by Women in CE with the 2012 Women in CE Legacy Award. An awards ceremony will be held at CES 2012 on Tuesday, January 10 from 7 - 9 p.m. at the Paris Hotel in the Champagne Ballroom #2.

“On behalf of Nationwide, we would like to publicly congratulate Jeannette,” said Michelle Acosta, PR and communications manager for Nationwide. “As a CE industry leader, she continually finds new ways to creatively collaborate and challenge the status quo, setting higher expectations and standards for us all.”

Each year, Women in CE honors women who have made incredible accomplishments throughout their career with a Legacy Award. According to Nationwide, Howe is one of the founding members of Women in CE and has been involved in their efforts since its inception.

Women in CE also offers live networking events and their new and improved online communication tools are designed for members to interact, exchange ideas, educate, and empower. The host of Women in CE resources, benefits, and services continues to grow with the support of members and valued sponsors. For more information, visit www.womenince.org.

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If Appliances

WHO WOULD THEY TALK TO AND

Based on what we know now, it is beyond the range of this article to fully explain the Smart Grid or how the information transmitted by the Smart Appliances will be utilized by the Utilities or the appliance manufacturers, however, there are many scenarios that we can explore.

The Smart Grid and Smart Appliances are a reality now and will be more so in the very near future. Whirlpool has announced plans to build over one million Smart clothes dryers by the end of 2011.

Opposition to the Smart Grid is also a reality. Invasion of Privacy claims by activist groups and concerned citizens are real and direct. Thus the need for laws and standards that protect consumers from the ever watchful eye of the marketers and those in government who would take advantage of the collective information derived from this initiative. But what effect will these new Smart Appliances have on the independent servicer?

IBM, in their white paper titled "The IBM vision of a smarter home enabled by cloud technology" it states that "For device manufacturers, the incremental cost

to connect devices that already have substantial intelligence in them is easily offset by a number of benefits. Fewer truck rolls to consumers' homes reduce the repair and warranty cost and increase the consumer satisfaction for both the manufacturer and the retailer. The potential for product registration increases exponentially. Consumers are willing to pay a little extra for assurance that their appliance will not fail at a time when it is most inconvenient. Other benefits such as access to more information, advice and the ability to control devices remotely are additional incentives."

While much has been written about the advantages to the consumers, the manufacturers and the environment, I have been hard pressed to find anything written on how this new benefit to our way of life will affect the independent appliance service industry? Here are some things we do know.

EDUCATION

- Smart Appliances will require the service technician to have a much stronger background in electronics than he has had in the past. We can already see this need as more and more products are being control by electronics.

- Technical and trade schools will be required to upgrade their curriculums to provide the needed electronic backgrounds to our future technicians and to remain accredited by PSA.

INVESTMENTS

- Service shops will be required to invest in equipment that will help identify issues involving communication between the appliance, the grid and the appliance maker.
- Service shops will have to invest in the education of their current technicians to enable them to understand and repair this new protocol.

CUSTOMER SERVICE

New and higher standards of customer service, soft skills and communication infrastructure are now needed by service organizations. These are necessary in order to compete more diligently for the consumer's loyalty. This will also help to make the independent servicer an option when faults have occurred and not just the manufacturer.

In order for this program to be successful there are still issues that need to be resolved.

s Could Talk:

AND WHAT WOULD THEY SAY?

- **Protocol:** Which protocol for communications will be used? Will it be Wi-Fi, Zigbee or any of 6 other power line communication protocols? (As stated by James Holdl, (a highly respected freelance industry writer) in a series of articles written for Marcone World.
- **Security:** The Association of Home Appliance Manufacturers (AHAM) has released a white paper emphasizing that “consumer choice, control and security must be a priority in the development of a Smart Grid.”
- **Consumer Incentives:** Strong incentives to the consumer supported by “Dynamic Utility Pricing” must be in place to encourage the consumer to opt-in. (as stated by AHAM)
- **Liability:** Who will be responsible for the transmission of misinformation? The manufacturers, the utility companies or the independent servicer?
- **Laws to prevent trade restrictions** in the independent service arena must be in place to give the consumer a choice of the service company they wish to hire. (As stated by Ron Sawyer, Executive Director of PSA)

Miele has introduced a new line

of “Remote Vision” appliances. Refrigerators, wine coolers and select washer and dishwasher models that are proactively monitored 24 hours a day, seven days a week and report any faults or potential problems to a service center. The customer is also notified, via a secure dedicated link, of any faults or potential problems.

While this new technology has the potential to be effective at saving the consumer a substantial amount of money on their utility bills, it also has the potential of locking out the independent servicer. For instance, when the product fails or shows signs of an impending failure, will the consumer be notified to contact a servicer of their choice or will the manufacturer capture the information and distribute the service to a select group of servicers? What will be the business model for service with these new smart appliances?

The Professional Service Association sees the future of the Smart Grid and Smart Appliances as an opportunity for the independent servicers to expand and profit from the potential equipment failures of this new technology. Smart Appliances will result in a

more satisfied customer, more first time completes, lower warranty administration cost for the manufacturer and higher profits for independent service shop. However, as this new technology continues to grow and flood our markets, PSA will be vigilant in overseeing potential restrictions of trade by the makers of these Smart Appliances.

The new Smart Appliances and Smart Grid is simply another challenge to the independent servicer to be conquered and another reason why it is important to keep your technical skills up to date. PSA will be holding their annual National All Service Convention March 23-26, 2012 in Nashville, Tennessee with over 96 sessions of technical and service management training along with the only ISO accredited certification available today. Join us in Nashville or send us an email at psaworld@aol.com and tell us what you think? **RO**

Ralph E. Wolff
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Industry Relations, PSA

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



DPHA Announces 20

The annual Decorative Plumbing and Hardware Association (DPHA) Awards Program recognizes outstanding individuals, companies, and products that embody the beauty and lasting quality that drive the excellence found

throughout the decorative plumbing and hardware industry. “These well-deserving recipients have all distinguished themselves within the decorative plumbing and hardware industry and have reset the bar at a new level for future

2011 DPHA AWARDS

DPHA REPRESENTATIVE AGENCY OF THE YEAR:

DELUX, SAN MARINO, CA

DeLux is recognized for their flexibility and responsiveness to partner needs, from product knowledge training, providing updated pricing and literature, and personally visiting manufacturers and showrooms to help address issues.

DPHA CUSTOMER SERVICE DEPARTMENT OF THE YEAR:

JCR DISTRIBUTORS, DALLAS, TX

JCR Distributors goes above and beyond to help their customers, with deep knowledge about their plumbing and hardware products and a consistent willingness to accommodate customers when issues arise.

DPHA SHOWROOM OF THE YEAR:

BANNER PLUMBING SUPPLY, BUFFALO GROVE, IL

Banner places an emphasis on design excellence, product knowledge, and outstanding customer service. With several showroom staff educated as designers, Banner often holds staff trainings twice a week to ensure they can match their offerings to meet all customer needs.

DPHA SHOWROOM PROFESSIONAL OF THE YEAR:

MAUREEN ASHE OF GENERAL PLUMBING SUPPLY, AUBURN, CA

Maureen believes in the personal touch at all stages of

the sale, visiting homeowners, contractors and builders routinely, and taking great care to leave nothing off of a bid. She has also been very active in the development of the DPHA Northern California regional meetings.

DPHA MANUFACTURING PROFESSIONAL OF THE YEAR:

JMARTIN SIWY OF THERMASOL, SIMI VALLEY, CA

With an infectious personality, Martin not only educates his dealers and representatives about product and how to sell better, but he also helps all DPHA members stay in front of their competition by his efforts with the Education Committee.

DPHA REPRESENTATIVE AGENCY PROFESSIONAL OF THE YEAR:

DALE DOMINGO OF ASSOCIATED SALES

DECORATIVE PLUMBING INC., ANAHEIM, CA

Dale is one of the most helpful and knowledgeable representatives in the industry, providing dealers with unbiased industry and product knowledge that benefits the entire product category, not just his own. Dale is “Johnny on the spot” for almost all service calls.

DPHA INNOVATIVE PLUMBING PRODUCT OF THE YEAR – FIXTURE:

BLACK EMBOSSED BATHTUB, BY **BLU BATHWORKS**

Making a bold color statement with black, this tub from Blu Bathworks blends form and function perfectly - being

11 Award Recipients

recipients to strive for,” said Mark Lenhart, DPHA executive director. “Each of these recipients continues to be the driving force behind the strength and vitality of this industry, and I want to thank all of our participants for their support and contribution to this year’s awards.”

All 2011 award recipients were formally recognized at the 2011 DPHA Annual Conference and Product Showcase in San Jose, California.

PROGRAM WINNERS

simultaneously eco-friendly and chic. Crafted from blu•stone, the brand’s signature stone collection, it provides the look and feel of natural stone and is stronger and more durable than acrylic. Designed to last a lifetime, blu•stone is injection molded, non-porous and anti-microbial. It is also easily renewable: stain and scratch resistant in composition, any accidental scratches simply polish out.

DPHA INNOVATIVE PLUMBING PRODUCT OF THE YEAR – WATER DELIVERY:

COMPLETE SHOWER SYSTEM CURA #960, **BY AQUABRASS**

With sleek stainless steel design, the pre-assembled and ready-to-install full water therapy (five spray settings) with chromatheapy, CURA transforms the daily shower into a therapeutic ritual that encompasses body, mind and spirit. Where water and color are used to invigorate, soothe or de-stress. The CURA delivers a total, exclusive spa experience in one’s own bathroom.

DPHA INNOVATIVE ACCESSORY PRODUCT OF THE YEAR:

CINU TOILET TISSUE HOLDER WITH GLASS SHELF, **BY GINGER**

The Cinu Toilet Tissue Holder with Glass Shelf presents a simple but innovative addition to the toilet tissue holder. This product features a tempered glass shelf which

provides incredible convenience in the bathroom. From keys to cell phone, the shelf is perfect for any small item a guest might want to set in a safe place while using the powder room.

DPHA INNOVATIVE FURNITURE PRODUCT OF THE YEAR:

BORDEAUX WALL MOUNT, **BY NATIVE TRAILS INC.**

Made from French and domestic oak wine barrels that have outlived their original five year lifespan, Bordeaux gives this high quality wood a second life—as a unique bath vanity or wet bar. Bordeaux is handcrafted in the USA, and finished with multiple custom-blended waxes, hand rubbed into the oak. Plumbing access is from the underside, and a French cleat is included for easy wall mounting.

DPHA INNOVATIVE HARDWARE PRODUCT OF THE YEAR:

OFFSET C-OF01 KNOB, **BY DU VERRE HARDWARE**

The Offset C-OF01 Knob is made entirely from recycled aluminum and was designed by award-winning mosaic artist and interior designer Erin Adams. The strong geometric patterns and multidimensional surface adds great texture while still being classic and simple. The 2.5” square knob comes in four finishes: Antique Brass, Polished Chrome, Oil Rubbed Bronze and Matte Black. **RO**

Your Personal Attitudes Shape Your Leadership



“YOU DO HAVE
TO POSSESS SELF-
CONFIDENCE AND
HUMILITY AT THE
SAME TIME. THAT
COMBINATION IS
CALLED MATURITY.”

—JACK WELCH

The great leaders were tough-minded individuals. They developed a drive and tenacity that refused to allow them to quit, or to accept defeat. The years they invested in the trenches of frustration, failure and adversity taught them well.

Personal attitudes reflect how individuals choose to interact with their environment. The great leaders' personal attitudes were instrumental in forming and building essential emotional bonds with key constituencies, and established personal standing among all groups. These began with their discipline, conviction and dedication. It was often reflected in both their outward humanity and humility. Jack Welch observed, “You do have to possess self-confidence and humility at the same time. That combination is called maturity.”^[1]

This is in contrast to high levels of hubris displayed by many of the poorer performing executive leaders. Herb Kelleher would state when asked about his position at Southwest Airlines, “Position and title don't necessarily signify anything. When people ask me what I do, I say I work for Southwest Airlines.”

Many of the great leaders developed a deep sense of humanity and humility because of their perspectives on money and profits. These individuals for the most part viewed profits as a result of their efforts, and not the objective. Money was openly distained by some. Andrew Carnegie (Carnegie Steel) refused to even carry money on his person. Walt Disney (Disney) was indifferent to both money and material comfort.

Leo Baekeland (Bakelite), the inventor of plastic, is another example. “Although he was a scientific genius and made a fortune, he disdained material things and remained a man of simple needs. He was happiest on his boat in old sneakers and white duck pants and shirt. In fact, he wore sneakers when he was formally dressed.”^[2]

Additionally, many abhorred financial speculation. They viewed it as an illegitimate means of making money. (John Jacob) “Astor hated gamblers. He never confused gambling, as a mode of money-getting, with actual production. He knew that gambling produces nothing—it merely transfers wealth, changes ownership. And since it involves loss of time and energy, it is a positive waste.”^[3]

Personal Attitudes in the Work Environment

Rather than believe in money and what it could do for them, the great leaders had a deep-seated sense of self-belief. They believed in themselves, their abilities and in their own ideas. Mary Kay Ash (Mary Kay) stated, "Don't limit yourself." Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you believe, remember, you can achieve... The greatest pollution problem we face today is negativity. Eliminate the negative attitude and believe you can do anything. Replace 'if I can, I hope, maybe' with I can, I will, I must."^[4]

They had an incorruptible sense of purpose and duty, and were sensitive to their personal power, authority and influence on others. Many of these attitudes stemmed from their personal work ethic and the personal sacrifice they made to achieve their success. Adversity and failure produced humility rather than hubris and arrogance.

A notable example is Willis Carrier (Carrier Corporation). "He was a humble man and never used the letters in front of his name, and I don't recall anyone calling him "Dr. Carrier" while he was alive. But out of respect to his great legacy, Carrier Corporation refers to him as "Dr. Willis Carrier" even today."^[5]

This sensitivity and humility also fostered deep respect and appreciation for employees' contributions to their success. Before social responsibility was in vogue, George Westinghouse (Westinghouse Electric), John Patterson (National Cash Register), Milton Hershey (Hershey Foods) and William C. Procter (Procter and Gamble), among others, displayed their appreciation, gratitude and respect by greatly improving working conditions, building employee communities and introducing a host of

employee benefit programs well before they were even formulized into law.

The great leaders were tough-minded individuals. They developed a drive and tenacity that refused to allow them to quit, or to accept defeat. The years they invested in the trenches of failure and adversity taught them well. "Trials, labor, grief are but the fires in our lives, which are necessary to purify and bring out our virtues. In business, sacrifices are demanded of us and all these strengthen judgment and cultivate resourcefulness. Sacrifice establishes character. It takes the fire of sacrifice to clarify a man's mind and heart so that he can establish the worthier ideals for himself.

A man who desires anything must be willing to go the whole way for it, not half way. No man gains anything in the way of power and privileges, which does not pay with a change in habits, thought and action."^[6]

[1] Welch, Jack, *Get Real, Get Ahead* (Business Week, July 23, 2007)

[2] Flynn, Tom, *Yonkers, Home of the Plastic Age* (yonkershistoryorg/bake.html) Accessed April 21, 2010

[3] Hubbard, Elbert, *Astor, A Famous Businessmen Biography* (Zale Tabakman) Accessed January 19, 2010

[4] Ash, Mary Kay, (Mary Kay Inc. Corporate Website, 2010)

[5] Littlehales, Edna M., *Uncle Willis the Educator (The Father of Cool, Carrier Company Website, June 14, 2002)*

[6] Penney, J.C., *Lines of a Layman* (Channel Press, Great Neck, NY, 1956) p 118

Excerpt: *Great! What Makes Leaders Great: What They Did, How They Did It and What You Can Learn From It* (Majorium Business Press, 2011)

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Maytag® Laundry Goes Bigger and Better

THE BRAVOS XL™ TOP-LOAD LAUNDRY PAIR GIVES CLEANING MORE ATTENTION AND CLOTHES MORE SPACE

For those looking to spend less time in the laundry room but still get better results, Maytag brand has designed the new Bravos XL™ series. With an industry-best* Cold Wash cycle and 4.6 cu. ft. capacity, this is Maytag brand's largest high efficiency (HE) top-load washer and the first product on the market with a cycle developed specifically for use with HE cold water detergent. This continues to highlight Maytag brand's long history of laundry innovation and cleaning heritage.

This uniquely designed Cold Wash cycle provides extra cleaning action and an active soak phase that powers out tough stains for the cleaning performance of a warm water cycle with the energy savings of using cold water. This cycle is in addition to the best cleaning in the industry* enabled by the PowerWash™ system, which combines the stain-fighting power of hot water and exclusive PowerSpray technology, optimal dispensers and the PowerWash™ cycle to evenly distribute detergent for enhanced cleaning.

"Consumers often debate the effectiveness of cold versus hot water cycles. They know warm or hot water washes clothes well, but they want the cost savings of a cold water wash," said Brett Oleson, senior manager of Maytag brand laundry products. "Maytag brand offers an easy solution with the Bravos XL™ Cold Wash cycle. When used in conjunction with a cold water-formulated HE detergent, the Cold Wash cycle will help save energy while providing a dependable and powerful cleaning action."

HOW COLD WASH CYCLE WORKS

1. Concentrated detergent is sprayed evenly onto the load in a fan pattern while the basket slowly spins to provide maximum coverage.
2. The basket then spins slightly faster to pull the detergent

through the fabric fibers while using an efficient low water level.

3. During the cycle, an active soak phase provides time for enzymes in the detergent to latch onto and break down stains, increasing the effectiveness of the enzymes.
4. Extra cleaning action and high spin speeds help power out stains like coffee, grass and ground-in dirt.

MORE MONEY SAVING FEATURES

All washers in the Bravos XL™ series meet the Consortium for Energy Efficiency (CEE) Tier 3** energy specifications, which puts them among the most efficient in the industry. They use up to 76 percent less water and 78 percent less energy compared to pre-2004 traditional top load washers.

The 7.3 cu. ft. capacity high-efficiency Bravos XL™ dryers feature Advanced Moisture Sensing that uses sensors and moisture strips to evenly dry loads and virtually eliminate over drying and shrinking. There are also steam cycle options available to smooth out wrinkles and freshen fabrics.

Bravos XL™ washers and dryers are designed, engineered and assembled in the U.S.A. and each one comes from Ohio to you. Staying true to Maytag's belief that "What's Inside Matters™," the Bravos XL™ series is built with Maytag® Commercial Technology (MCT). Additionally, the washer has a 10-year limited parts warranty on the motor and stainless steel wash basket. Please visit www.maytag.com for more information. **RO**

*Among leading competitive brand top load washers; comparable cycles and settings.

**Based on the Consortium for Energy Efficiency qualified product ratings. Visit cee1.org for more information.

BRAVOS XL™
LAUNDRY PAIR



10 YEAR
LIMITED PARTS
WARRANTY
MOTOR • WASH BASKET

Visit maytag.com for warranty details.

BEST CLEANING IN THE INDUSTRY

ENABLED BY THE POWERWASH™ SYSTEM*

PowerSpray technology combined with the PowerWash™ cycle and optimal dispensing provides exceptional cleaning results.



WHAT'S INSIDE MATTERS™

*Among leading competitive brand top load washers; comparable cycles and settings.

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Pushing clean to a new level of amazing

Introducing Electrolux's new laundry lineup

Experience our new line of laundry products that offer an amazing range of ingenious features, like:

Cleanest front-load washer¹ offers exclusive technology that gets clothes cleaner than any other washer.

Fastest wash-to-dry time² 15 minutes to wash, 14 minutes to dry.

Largest capacity washers and dryers³ wash and dry the most in one load, saving time and energy.

Eco-friendly means 77% less water is used⁴ and up to 138% more energy efficient.⁵

Drop into our virtual laundry room at electroluxappliances.com.

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Electrolux

¹Based on AHAM washability test protocol for leading brand front-load washers with normal cycle times less than 60 minutes.

²Fastest time based on smallest load/Fast Wash and Fast Dry cycles selected for various load compositions. EWFLS70 models only.

³Based on manufacturer specifications. EWFLS70 models only. ⁴Water savings based on DOE ENERGY STAR® energy-savings calculator.

⁵Energy efficiency based on current DOE minimum standard for washers based on MEF.