

The Retail Observer

March, 2013

AN EYE ON THE INDUSTRY SINCE 1970

Vol. 24, Issue 3

LIVINGKITCHEN: DELIGHTS THE INTERNATIONAL KITCHEN SECTOR



LAS VEGAS MARKET:
DELIVERS BRISK START TO 2013

**NKBA REVEALS THE
TOP 10 INDUSTRY TRENDS 2013**



Printed on Recycled Paper
10% Post Consumer



SUSTAINABLE
FORESTRY
INITIATIVE

Certified Chain of Custody
Promoting Sustainable Forestry
www.sfiprogram.org
SFI-00555

PRSR STD
U.S. Postage Paid
St. Joseph, MI
Permit No. 158

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

INVESTED IN AMERICA

Whirlpool and Maytag brands invest in America every day and now your customers can, too. Encourage them to purchase select laundry appliances designed, engineered and assembled in the U.S.A. and help us keep America strong.



*See Rebate Form for complete details and qualified models. Only valid at participating Whirlpool and Maytag Brand retailers. Rebate in the form of a Whirlpool or Maytag Brand Card. Cards will not have cash access and can be used everywhere MasterCard debit cards are accepted. ©/™ 2012. All rights reserved.

CALIFORNIA
Alex Holton
(949) 218-8061

NORTHWEST
Mark Collier
(206) 276-9756

SOUTHWEST
Steve Carron
(269) 277-6218

CENTRAL STATES
Kelly Safis
(269) 759-8427

GREAT LAKES
Tom Ellspermann
(269) 923-5051

COMING SOON!

Your customers can receive up to a

\$150

MasterCard® Prepaid Card by mail with purchase of select Whirlpool or Maytag Brand Laundry appliances*

Offer available February 10–April 6, 2013



MasterCard® Prepaid Card by mail. Cards are issued by Citibank, N.A. pursuant to a license from MasterCard International Incorporated. MasterCard is a registered trademark of MasterCard International Incorporated. To learn more about the entire Whirlpool or Maytag Brand lines, please visit whirlpool.com or maytag.com. NCP-14222

GREAT PLAINS
Derek Pline
(269) 519-2887

GULF STATES
Jim Webb
(269) 923-1068

FLORIDA
Jimmy Clark
(904) 473-5089

ATLANTIC COAST
Mike Druschel
(724) 538-0574

NORTHEAST
Mitchell Isert
(856) 829-0592

Let's Get Ready for Spring!

It's March and the days are getting noticeably warmer and longer. Springtime is right around the corner and just like flowers, this is the perfect time to begin opening up to new things, fresh ideas and making those necessary changes in our businesses.

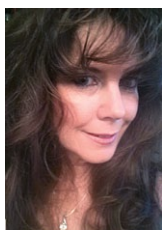
We had fun with our feature this month from LivingKitchen, a seven day international fair held in Cologne, Germany. The event was a huge success delivering on its tradition of providing a live, interactive, fun atmosphere where guests are encouraged to use and play with the trendiest kitchen products and technological features alongside guest celebrities and experts. We especially loved the attractive, white staged booths that had the look and feel of a televised cooking show. Some of our readers have had success running similar demonstrations in their own stores and these standing room only events at LivingKitchen prove that they are big hits with culinary enthusiasts everywhere.

If you provide upscale design services closer to home, we hope you are planning to attend the 12th annual Architectural Digest Home Design Show this month in New York City. This show is attended by leading professionals who come to get inspired, explore and shop premium brands in the home design and luxury markets. There were spectacular displays of color, function and design at last year's event so we are only expecting even bigger things this year.

In this issue, Timothy Bednarz and Elly Valas focused on business leadership. *Seven Characteristics of Strong Teams* will walk you through the fundamentals of team building and development. An important area for all independents to master in order for your business to run efficiently with or without you there. While *Who's Your CEO?* drives home the importance of advancing from owner to Chief Executive Officer. The differences between these two roles could play a major factor in how much you are able to grow your business this year.

As we bid farewell to winter, we would also like to give a warm farewell to one of our writers, Rick Segel. Throughout the years, Rick has provided us with many insightful tools of the trade from his Retail Business Kit. His passion for retailing and dedication to helping independents take their businesses to the next level was felt through every article he wrote for us. Rick graces our pages this issue with his final contribution on *The Art of Running a Sale*. We thank Rick Segel for his service to *The Retail Observer* and wish him nothing but continued success in his professional and personal pursuits.

Don't forget tax time! The IRS has launched a new Smartphone App and added to their resources online for small business owners. Scan the QR code in this issue to link directly to their website.



Here's to fresh ideas,

Eliana Barriga
letters@retailobserver.com

The Retail Observer

MARCH 2013

VOLUME 24, ISSUE 3

CELEBRATING OUR 24TH YEAR
AS *THE RETAIL OBSERVER*

Publisher/Managing Editor

ELIANA BARRIGA

Director of Sales and Marketing

MOE LASTFOGEL

Art Director

TERRY PRICE

Contributing Writers

TIMOTHY BEDNARZ

JIM CAMPBELL

JEFF KNOCK

PAUL MAC DONALD

JIM RISTOW

RICK SEGEL

JOHN TSCHOHL

ELLY VALAS

LIBBY WAGNER

Deadline for May 2013 issue:

APRIL 1, 2013

THE RETAIL OBSERVER

2764 N. Green Valley Pkwy, Suite 508

Henderson, NV 89014-2121

800.393.0509 • 702.208.9500

Fax 702.570.5664

production@retailobserver.com

info@retailobserver.com

www.retailobserver.com

To receive a copy of The Retail Observer online, or to unsubscribe, please go to www.retailobserver.com/subscribe



Printed on Recycled Paper



The Retail Observer website is hosted by Bay Media Arts.



ARCHITECTURAL DIGEST HOME DESIGN SHOW MARCH 21-24, 2013
VISIT US IN ILVE BOOTH #177 & VERONA BOOTH # 176

Cook in Italian

The ILVE®, Verona® and Verona Pro™ brands of cooking appliances are exquisitely designed and assembled in Italy with great attention to detail and utilize the latest innovative cooking technology. Luxury features combined with functional accessories create a professional cooking experience. The choice of brilliant colors and a variety of sizes offers a range of options to customize a distinct appliance perfect for any kitchen.

Beauty, Style and Performance ~ Made in Italy

Offered Exclusively by EuroChef USA



Nine Ways to Cook on an ILVE Range.

Visit EuroChefUSA.com to learn more about the ILVE, Verona and Verona Pro brands.

866.844.6566

Are You Riding the Tidal Wave or Choosing to Jump Off the Cliff Like the Lemming?

I wrote this article a while back and felt it was worth revisiting, as well as this seemingly dramatic, yet fitting You Tube video on lemmings. (www.goo.gl/H0ODK)

"Today's economy is in such a flux, many of us don't know if we are coming or going. Are we going the way of the auto makers and still flying in a private jet or are we looking for the commuter specials? What is wrong with renting a Corolla for a week instead of a limo pickup at the airport? Are you making changes that will affect you and your employees' direction, for the good of all and not just for a few?

These are the hard questions we all need to answer today, NOT tomorrow. What got you to where you are? What decisions did you make two, five, ten or even 25 years ago that set your course? Ok, some of you were riding Big Wheels 25 years ago, but even then you made life changing decisions. If we are to go the way of the lemmings, we would just run to the nearest cliff and hope nothing bad will happen to us if we jump (cue YouTube video).

Let's say we don't just jump and think about it first. What actions should we be taking now in order to get ahead of the economic tidal wave that is being talked about? I choose to buy a surfboard to jump in front of this Tsunami and have a great ride in. Why not? In every economic downturn, fortunes have been made. It's easier to make a fortune in a downturn than it is at any other time in the economic cycle. When there is a downturn, that's when opportunity knocks. Are you going to answer the door when it does? Better yet, why don't you open the door and go find the opportunities? Scratch that—make the opportunities happen. We are the riders of our own waves. Do I turn right and just miss the ride of a lifetime or turn into the "tube" and be named a hero by others on board with me?

We are all at a crossroads for making the right choices. So why not make yours count? Surfs up, let's go."



Happy Retailing,

Moe Lastfogel
moe@retailobserver.com

The RetailObserver MARCH 2013

VOLUME 24, ISSUE 3

CELEBRATING OUR 24TH YEAR
 AS THE RETAIL OBSERVER

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



www.aham.org



www.apda.com



www.bkbc.com



www.brandsource.com



www.cantrex.com



www.ce.org



www.cedia.org



www.dpha.net



www.leisurelivinggroup.com



www.megagroupusa.com



www.nahb.org



www.NARDA.com



www.NARI.org



www.nationwidemarketinggroup.org



www.NKBA.org



www.premierdph.com



www.psaeworld.com



www.unitedservices.com

Follow us on:

Become a Fan:

Join us at:

THERE'S NOTHING FISHY HERE.



WHISPERTECHNOLOGY 

OTHER COMPANIES MAY “CLAIM” THEIR RANGE HOODS ARE QUIET ... BUT WE’RE THE QUIETEST IN THE INDUSTRY — 40% QUIETER THAN THE COMPETITION. AND WE CAN PROVE IT. SEE AND HEAR THE VENT-A-HOOD DIFFERENCE FOR YOURSELF. ASK YOUR DISTRIBUTOR TO SHOW YOU OUR iPad® DEMONSTRATION.

ONCE YOU DO, WE PROMISE, THE CHOICE WILL BE TRULY CLEAR.



Vent-A-Hood



LIVING KITCHEN • LIVING KITCHEN • LIVING





LivingKitchen

Delights International Kitchen Sector

Fully Booked Halls of the Kitchen Event
at the **jmm cologne** Equally Attractive
to Trade Visitors and Consumers

Even before the last day of the fair on January 20th, one thing was already certain; Cologne had established itself as an international venue for the kitchen industry. An excellent mood amongst the participating companies and visitors, plus new launches and trends as far as the eye could see—LivingKitchen 2013 had impressively proved its worth as an exhibition format and had reaped top marks in many areas. “The second edition of LivingKitchen has been truly successful. We have had seven outstanding days, during which the kitchen—the focal point of people’s lives—has found its home in Cologne once and for all,” said CEO of Koelnmesse Gerald Böse. “In the three halls dedicated to the show, the sector has once again demonstrated just how much innovativeness, sophisticated design and quality it has to offer. I’m confident that, in the months to come, this will have a very positive impact on our exhibitors’ order books. LivingKitchen isn’t just a powerhouse for trends, innovation and design, it’s also the | *continued on page 10* |

NEW LAUNCHES AND
TRENDS AS FAR AS THE
EYE COULD SEE—
LIVINGKITCHEN 2013
IMPRESSIVELY PROVED
ITS WORTH AS AN
EXHIBITION FORMAT...

most important business platform in the global kitchen market.” Frank Hüther, managing director of AMK, couldn’t agree more, “LivingKitchen 2013 is every bit the highly deserved joint success that the kitchen industry and Koelnmesse had been hoping for; an international kitchen event in a class of its own.”

Besides carrying on seamlessly from the success of the premiere event in 2011, LivingKitchen has even considerably improved on its key figures in many areas. Innovative presentations from manufacturers, world premieres for new kitchen furnishings, household appliances and accessories, as well as star-studded cooking shows - the outstanding mix on offer covered everything to do with kitchens and cooking and ensured a steady volume of visitors on all days of the fair—not to mention beaming faces amongst the exhibitors.

ON COURSE FOR GROWTH: INTERNATIONALITY OF VISITOR STRUCTURE INCREASES

A total of 142,000 visitors came to the metropolis on the banks of the Rhine. With foreign visitors accounting for a share of 42 percent (based on the trade visitor days), the imm cologne and LivingKitchen were once again very international trade shows. On the one hand there were considerably more buyers from Europe, especially from the Russian Federation and traditionally strong countries like the Netherlands, Belgium, Austria, Italy and Switzerland—on the other hand there was also a marked rise in the number of visitors from Asia, and especially from China. “The main goal was to increase the new kitchen event’s international significance and, more than anything else, make the theme of kitchens in Cologne an attractive proposition to even more trade visitors from all over the world. We achieved that goal,” sums up Katharina C. Hamma, chief operating officer of Koelnmesse. “LivingKitchen has thus definitely got what it takes to become the most important, most comprehensive and most interesting trade fair platform for this sector,” adds the COO.

The Public Days were also very well attended. Around 43,000 consumers came in search of inspiration from the kitchen and furnishing worlds on show.

EXHIBITORS FULL OF PRAISE IN EVERY RESPECT

Jam-packed exhibition halls and intense business activity ensured exhibitors were in an excellent mood. “As far as Alno is concerned, LivingKitchen 2013 was a very successful trade fair. Both the volume and quality of the visitors far exceeded our expectations. We’re delighted that our new products met with such a positive response from our trading partners and consumers alike,” said COO Elmar Duffner of Alno AG. | continued on page 13 |







| continued from page 10 |



AMK's managing director Frank Hüther is also full of praise, "LivingKitchen 2013 has been the highly deserved joint success that the kitchen industry and Koelnmesse were hoping for—an international kitchen event in a class of its own—thanks to magnificent booths and products, thanks to intense visitor marketing on the part of both the exhibitors and the trade fair corporation, and thanks to sound PR as well. The strong presence of the trade sector and the substantial number of international trade visitors - especially from Russia, China and Asia in general - were definitely grounds for enthusiasm. International exhibitors were also able to convince themselves of the professionalism, visitor volumes and quality that LivingKitchen can offer them. Just like the international media, they will be spreading the word as to where modern kitchens are at home and where the world's leading kitchen fair belongs—in Cologne!"

"We and our subsidiaries were able to make excellent use of the LivingKitchen stage to communicate our brand values, hold valuable talks and make new contacts. Accordingly, we're really thrilled with LivingKitchen 2013," comments Stefan Kohl, head of corporate communications at Blanco.

Roland Hagenbucher, CEO of Siemens-Electrogeräte GmbH, couldn't agree more, "After the successful premiere two years ago, LivingKitchen 2013 has once again exceeded our expectations. If LivingKitchen is any indication of what kind of business year 2013 is going to be, we've got some successful months ahead of us."

Andreas Kress, CEO of Zeyko, "I'm really delighted. I'm very happy that I decided against Milan and in favour of Cologne. We had a great volume of international visitors at the booth, much better than in 2011. And I'll be doing my utmost to ensure it carries on that way in 2015."

Dr. Reinhard Zinkann, chairman of the Household Appliances Division of ZVEI (German Electrical and Electronic Manufacturers' Association) and the spokesman of the association's board, summed up the last few days as follows, "The domestic appliance industry's expectations of LivingKitchen 2013 have been fully satisfied - not only in terms of the number and quality of visitors, but in terms of the atmosphere in the halls as well. In that respect we are very pleased with the way this year's trade fair went."

LIVINGKITCHEN - TRENDS

- Continuing trend towards open-plan living-kitchen rooms
- Courageous use of new, natural materials - glass, ceramic, wood
- More convenience for the user
- The resource efficiency of appliances is a crucial keyword
- Modern household appliances are becoming increasingly intelligent
- Plain or colorful - anything goes **RO**

CALL TO ACTION



SEND US YOUR SHOTS

We are 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 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

MOVING?

Looking to:

Change your
delivery address?

Put a hold on your
delivery?

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

subscriptions@retailobserver.com



Book Review

Service Failure

The Real Reasons Employees Struggle with Customer Service and What You Can Do About It

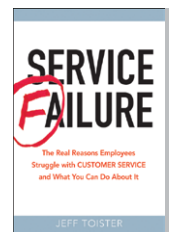
We've all witnessed grumpy, clueless customer service employees—the ones who lose your order, the flight attendants who refuse to bring another bag of pretzels, the service reps who misdirect your phone call. Why can't they just get their act together? Because it can be far more difficult than it looks, especially when the customers are agitated, few could deliver great service under these conditions. Organizations with lackluster customer service results need to stop blaming their employees. Many of the problems don't stem from bad attitudes or lack of judgment, but from the impossibly frustrating barriers created by bad systems, procedures, and processes.

It's time to radically rethink customer service operations by turning a critical eye on the organization itself, pinpointing the obstacles that make customer service so hard. It gives illuminating examples of real-life service scenarios in action, analyzing what is driving the behavior and what can solve the underlying problem. Uncovering 10 key ways that organizations get in the way of their own success, this shift from trying to fix employees to fixing processes and procedures can yield some surprising truths about people and customer service, such as:

- Some customers are unhappy no matter what. 20 to 30 percent of customer dissatisfaction derives from their own errors or unrealistic expectations. Most can be made to feel like they're right with customer-friendly policies and employee training that focuses on finding solutions.
- If customer service refers to the company as "they," you've got trouble. Broken service delivery systems lead to learned helplessness, disengaged employees, and excessive turnover. Systems can be fixed and employees engaged when they're enlisted as partners in building better systems and achieving goals.
- When others are giving so-so service, why stick out? Conformity can help the stragglers rise, but it can also bring the exceptional employees down. Company culture can be changed when customer service leaders act as role models and work closely with persistently negative employees to change their behaviors.
- Focusing on cost control can lead to escalating costs. While metrics can drive efficiencies, pressuring call centers to wrap it up in one minute or less inevitably leads to more customer complaints, even defections. Positioning customer service as a profit center instead of a cost center will help keep customers happy and loyal. **RO**

Author: Jeff Toister, president of Toister Performance Solutions, Inc., has worked as a customer service trainer, manager, and frontline employee for over 20 years.

*Publisher: AMACOM www.amacombooks.org
ISBN: 978-0-8144-3199-3*



AustinSprings™

High performance home filtration products

Grow your Business and Profits with 40-50% Gross Margin at MAP!

- **EXCLUSIVE** independent retail brand
- **AFFORDABLE** yet high performance systems ranging from \$35 to \$729
- **EASY** to get started with our turnkey program
- **OUTSTANDING** payment terms:
 - Net 60 days upon credit approval
 - Net 120 days at Buy Fair

Get in on this \$1.5 Billion rapidly growing category!



SUCCESS IS EASY WITH OUR...


- High Impact PoP Displays
- Promotions and Incentives
- Minimal up-front investment
 - Co-op programs
 - Training and support

**See us at the Buy Fair. First 300 visitors
to the booth receive a free gift!**

Call us at 866-238-5855 or email us at
info@austinsprings.com to learn more
about our products and program.

SAMSUNG REDEFINES FLEXIBILITY IN THE KITCHEN WITH NEW HOME APPLIANCE INNOVATIONS AT 2013 INTERNATIONAL CONSUMER ELECTRONICS SHOW

AMERICA'S FASTEST GROWING HOME APPLIANCE BRAND EXPANDS AWARD-WINNING LINE WITH STYLISH NEW FORM FACTORS IN REFRIGERATION AND COOKING

 Samsung Electronics Co., Ltd. announced its expanded line-up of premium home appliances for the kitchen at the 2013 International Consumer Electronics Show (CES). Samsung, the company that revolutionized the home appliance category with the four-door refrigerator and a freestanding range with the FlexDuo oven, is once again redefining the appliance experience in the kitchen with new refrigerator and range form factors that bring unmatched ease of use, convenience, organization and style to the kitchen.

"As America's fastest growing appliance brand, Samsung's award-winning products deliver the flexibility that busy families not only need in the kitchen, but also want," said Kevin Dexter, senior vice president of home appliances sales and marketing, Samsung Electronics America. "From our latest four-door refrigerator with unsurpassed fresh food storage, to appliances that open a host of new cooking possibilities, this year's kitchen line from Samsung will make entertaining at home easier and more fun."

THE HOME ENTERTAINER'S ULTIMATE REFRIGERATOR

The 32 cu. ft. capacity Samsung T9000 Four-Door Refrigerator represents the next evolution in refrigerator design, with a new form factor that delivers the most fresh food storage in its class. This sleek refrigerator features a 19.4 cu. ft. capacity French Door refrigerator compartment on top, and a 6.1 cu. ft. compartment on the lower right side, providing an extraordinary 25.5 cu. ft. of fresh food storage. The lower right compartment can also be used as a freezer if desired, and is complemented by a 6.1 cu. ft. freezer on the left side in this unique and versatile design. Imagine the possibilities of using the lower right side compartment as a kid zone, as a prep zone for a special meal, as a centralized storage area for a family member with dietary restrictions, or to replace a separate beverage refrigerator.

In addition to being flexible and stunningly beautiful, this refrigerator also performs. To help ensure optimal temperature and humidity control, as well as performance in each of the fresh food zones, the T9000 has Samsung's Triple Cooling system. This unique cooling technology ensures that commercial grade humidity levels are maintained in the fresh food compartments with the help of two compressors, three evaporators and an array of sensors to keep produce fresher longer.



Finally, only at CES in the Samsung booth, the T9000 LCD was on display, featuring apps to help families stay organized and connected in the kitchen. In particular, the T9000 LCD includes the Evernote app, which allows consumers to share photos, videos, and even recipes with family and friends. The T9000 LCD also includes calendar and weather apps, and more.

The Samsung T9000 Four-Door Refrigerator (Model: RF32FSQDBSR) will be available in late Spring 2013 for an MSRP of \$3,999.

FIRST-OF-THEIR-KIND FLEXIBLE COOKING SOLUTIONS

For premium kitchens and high-end renovations, the beautiful and sleek Samsung NE58F9710SR is the first-ever 30" slide-in range with an oven cavity that can be split into two separate compartments, making the cooking experience easier, more efficient and more convenient than ever before. Technologically inspired by Samsung's highly successful FlexDuo Oven, the NE58F9710SR offers new kinds of flexible cooking options that enable families to use the full large 5.8 cu. ft. capacity oven cavity for larger dishes like holiday turkeys, or they can use the Smart Divider to divide the oven into 2.4 cu. ft. and 3.3 cu. ft. top and bottom compartments for smaller items like dinner and dessert. This allows consumers to cook multiple dishes at two different temperatures at the same time with no noticeable aroma transfer. The NE58F9710SR Slide-in range with FlexDuo Oven will be available in June 2013 for an MSRP of \$2,399.

Flexible cooking options don't stop there. The Samsung NE597N0PBSR Induction Range – a 2013 CES Innovations Award Honoree – is the first-ever 30" freestanding electric range to feature the FlexCook Zone™ and Samsung Boil Alert™, as well as SteamQuick technology. The FlexCook Zone acts as a full-length bridge element, letting consumers cook large pots and pans across one large induction element without having to worry about incomplete heat distribution. When the bridge element is not in use, it can be used as two separate 9-inch elements. The NE597N0PBSR Induction Range also features intuitive Samsung Boil Alert™ technology, which senses small vibrations as water begins to heat up. When the vibrations reach a certain level, it provides less heat and also notifies consumers with a series of beeps. In the oven cavity, the NE597N0PBSR has a Triple True Convection system that combines a convection oven with a multi-fan system to circulate heat evenly throughout the chamber, resulting in faster and more energy-efficient cooking. Finally, traditional oven cleaning typically requires long periods of high heat, then manually wiping out the charred residue. Samsung's SteamQuick technology requires less time, power and effort. All that is required is one cup of water to clean in just 20 minutes. The Samsung NE597N1PBSR range will be available in June 2013 for an MSRP of \$1,999.

Also a 2013 CES Innovations Award Honoree, the Samsung

ME179KFETSR OTR Speed Oven provides everything that busy families need to prepare a home-cooked meal. It is a convection oven for even cooking, a toaster, a broiler, a microwave, and range hood all in one powerful appliance. The Samsung ME179KFETR even makes maintenance easy with the first-of-its-kind Simple Clean Filter, which revolutionizes how consumers change their OTR filter – a task that few realize is necessary to reaching optimal performance from the appliance. The ME179KFETSR also features smart yet practical details like best-in-class LED lighting that rarely requires replacement yet offers superior cooktop illumination and Ceramic Enamel interior for easy cleaning. The ME179KFETSR OTR is available now for an MSRP of \$649. To discover more, please visit www.samsung.com.



FAGOR EXPANDS REFRIGERATOR LINE TO INCLUDE NEW DUAL-ZONE WINE COOLER



Fagor America Inc., a worldwide leader in built-in induction cooktops and innovative kitchen appliances, is excited to announce a new addition to their refrigerator line, a Dual-Zone Wine Cooler that is sleek and modern in design and allows for complete versatility in wine storing. The 24" stainless steel wine cooler is designed with two separate cooling zones to cool a variety of wines at one time. Its unique design has an electronic touch-screen control on the glass door, allowing you to adjust the temperature and other operational functions through the glass door. The Dual-Zone Wine Cooler adds to Fagor's 24" total kitchen collection. | *continued on page 18* |

The new Stainless Steel 24" Dual-Zone Wine Cooler is built with 5 glide-out wooden racks, a bottle capacity of 44, which is exceptional for its size, soft interior LED lighting in each zone and an elegant blue LED display showing the real-time temperature of each wine zone.

The Fagor Dual-Zone Wine Cooler also has glide-out racks which hold all bottle shapes and fully extend at 90° door opening and a child safety lock that prohibits any unnecessary tampering with temperature. Its temperature range is from 38°F – 68°F which is perfect for all types of wines, red, white and sparkling wine, allowing you to chill an ice cold bottle of Champaign and a room temperature Pino Noir in the same space.

The unit also has an ultra-powerful compressor and forced air cooling with dual fans that constantly maintains stable temperatures, in addition to a Vibration Neutralization System that offers triple layer protection against harmful exterior vibrations. The unit also has a low energy consumption rate, making it energy efficient. The Fagor Wine Cooler is part of the modern energy efficient collection Fagor is well-known for.

The Fagor wine cooler is a fully front breathing unit with a flush back it can function as a freestanding Wine Cooler, an under counter unit or integrate into existing cabinetry in any home.

"We are constantly expanding our appliance collection to give consumers a multitude of options to enhance the versatility of their kitchens," said Sara de la Hera, VP of Sales and Marketing. "Our Dual-Zone Wine Cooler brings us closer to completing the 24" total kitchen solution."

Suggested Retail Price for the Fagor Dual-Zone Wine Cooler is \$999.00. For more information on the closest Fagor please call 201.804.3900



HOT AND COLD: OPPOSITES UNITE IN NEW GE® CAFÉ™ REFRIGERATOR



GE is heating up the world of refrigerators with a hot water dispenser available on its new line of Café™ French door models. The 29-cubic-foot GE Café French Door refrigerator, set to debut in May 2013, is the first refrigerator in the industry that can heat 10

ounces of water in minutes— ideal for steeping delicate, white tea or preparing warm, filtered water for baby formula. The hot water dispenser lets consumers accurately choose the perfect temperature

or select one of four pre-programmed settings. With the Café's hot water dispenser, consumers can be assured they are quickly getting an accurate temperature of filtered water. Using the microwave or stove won't give consumers a precise temperature. "It's a total guessing game," says Rob Lewis, lead design engineer for GE Appliances. "With the GE Café's hot water dispenser, there's confidence in getting an accurate temperature every time."

SOME LIKE IT HOT

After studying how consumers interact with their refrigerators and kitchens, research revealed many use hot water daily. Some of the most common usages include preparing a cup of oatmeal, making tea or fixing hot chocolate. With the custom and pre-programmed settings, consumers can select the perfect temperature for whatever they crave. "The custom setting is especially interesting for tea aficionados who can make the most of their tea experiences," says Lewis. "Simply adjust the temperature to enhance the natural flavor of tea."

ENGINEERING AN OXYMORON

Adding hot water to the refrigerator was a design challenge that GE's ice and water engineering team tackled head on. The team figured out how to keep the interior temperatures at the ideal settings while restricting the energy consumption to achieve ENERGY STAR® status. From there, GE's engineers created a W-shaped heating element that uses a tube to feed the coldest water from the bottom while pushing the hottest water out from the top. Once the nature of the design began firming up, the team delved into consistency and reliability. They employed two thermometers to confirm accurate temperatures and verified the unit could not dispense boiling water. To use the hot water dispenser, a consumer must push in the dedicated knob and turn it counterclockwise.

The high-tech design of the hot water dispenser is patent pending. "The hot water dispenser will be a feature that once consumers have it, they'll never want to live without it," says John Boyd, marketing manager for refrigeration for GE Appliances.

PHARMACEUTICAL FILTER

As concern for water quality grows, all of the new GE French door refrigerators feature the most advanced water filtration system in the industry. The system has been tested and certified by an independent third party to remove 98 percent of five trace pharmaceuticals – such as ibuprofen (a painkiller) and progesterone (a hormone) – and an easy-access filter that makes it more likely to change it on schedule.

Estimated retail price of the GE Café French Door refrigerator with the hot water dispenser is \$3,199. | continued on page 20 |

The Fagor Dual-Zone Wine Cooler

Continue the 24" Cabinet Profile with Style and Efficiency.



The new Fagor Dual-Zone Wine Cooler has a unique closed door "touch-screen" control panel that allows you to control both wine-zone temperatures without opening the door. Crafted with solid Beechwood glide-out racks that quietly hold a 44-bottle capacity in a luxurious and efficient design.

www.fagoramerica.com





World AllianceTM for Retail Excellence & Standards (formerly NARMS International)

SOLE NON-PROFIT MARKETING ASSOCIATION FOR RETAIL INDUSTRY REBRANDS ITS IMAGE NARMS PRESIDENT TOM CADDELL CALLS IT "AN EVOLUTION"

"This change is not just a name change. It's truly an evolution. Our new name goes along with our new vision, mission and objectives." With those statements, Tom Caddell, Executive Director of NARMS International (www.narms.com) announced the February 1st launch of a rebranding of the 17-year-old non-profit organization. "In the past, NARMS did not take the steps necessary to be recognized in the industry or the media. Within our trade association, our members knew the name NARMS, certainly, but the industry as a whole didn't know what we did, how we did it and for what we stood. We've spent significant time determining our current and future relevancy in a challenging and ever-changing marketplace. A rebranding initiative, based on a new name, was imperative."

Effective February 1st, NARMS International became World Alliance for Retail Excellence & Standards. The name was selected based on the organization's vision to be the driving force behind at-retail collaboration and standards, as well as nationally and internationally recognized as a thought leader within the retail industry. "Our new mission is simply to expand collaboration across the entire retail spectrum, thereby providing a format that fosters continuous improvement in service execution, customer experience and change management for all parties. It's time to bring more value so everyone, from the retailer to the manufacturer and, ultimately, the consumer, receives the very best in products and services." Caddell went on to explain that the member-supported non-profit will provide the "first ever" accredited retail certification program based on a code of standards, policies and procedures. In addition, the organization will provide workforce education and training, an enhanced job board known as the TheRetailRecruiter.org, invaluable resources and a clearinghouse for research. He also emphasized an initiative to reach out to, and establish relationships, with the media, particularly the trade publications.

Caddell enthuses: "Retail is a rapidly-changing industry, subject to

constantly-evolving technology, globalization and marketplace saturation with unprecedented levels of consumer influence. We must be forward thinking so our members remain relevant. And, our change is good, for the industry overall but more importantly for our members as we build a platform that supports ethical, professional company responsibility. The timing just couldn't be better to acknowledge our legacy while also moving forward, embracing the dynamic future ahead."

World Alliance for Retail Excellence & Standards (currently under development: www.worldalliance-retail.org), formerly NARMS International, is a non-profit organization, based in Denver, that brings together all sectors of the retail industry: retailers, manufacturers, independent food and non-food brokers, wholesalers and distributors, retail service companies and support service members. Together, they are an alliance of at-retail companies entrusted with delivering exceptional sales, marketing and service support to B2C manufacturers, retailers and their customers, across all channels.



VINOTEMP'S MINI KEG BEER DISPENSER MAKES ITS NATIONAL TELEVISION DEBUT

DEBUTS IN KRIS HUMPHRIES' NEW BACHELOR PAD ON DIY NETWORK'S POPULAR SHOW *MAN CAVES*



Vinotemp, a recognized leader in the wine storage and refrigeration industry for 25 years, today announced that three of its stylish and convenient Mini Keg Beer Dispensers made their national television debut as a part of Kris Humphries' sleek, modern bachelor pad makeover featured on the newest episode of DIY Network's hit show *Man Caves*.

"Like our customers, the producers of *Man Caves* were drawn to the style, practicality and reasonable price-point of Vinotemp's Mini Keg Beer Dispenser," states India Hynes, president of Vinotemp International. "Vinotemp is flattered to be featured in this episode because it provided us with the opportunity to show that, in addition to unsurpassed wine storage options, Vinotemp is also committed to offering an extensive selection of beverage dispensing units."

The latest episode of *Man Caves*, featuring three, side-by-side, Vinotemp Mini Keg Beer Dispensers, revolves around creating a stylish bachelor pad for Kris Humphries

| continued on page 24 |

DCS, THE ORIGINAL LUXURY GRILL

FOR NEARLY THREE DECADES DCS HAS
PIONEERED THE PERFECT BLEND OF OUTDOOR
ENJOYMENT: FOOD, FAMILY AND FRIENDS



With the right grilling equipment, you'll find the distance between simple dishes and gourmet masterpieces is very short. All DCS grills are designed for high performance, intense heat, precise temperature and the ultimate searing surface.

The Back Story: AGA MARVEL

LONGSTANDING LEADERS IN COOKING & REFRIGERATION

Homeowners tend to recognize leading manufacturer AGA MARVEL by the gleaming product badges on their luxury kitchen appliances: AGA, MARVEL, La Cornue, Heartland, Waterford Stanley, a house of premium brands with a long reputation for iconic style, innovative engineering and longevity.

The AGA cooker, the company's pièce de résistance, dates back to the early 18th century at the forefront of the Industrial Revolution in Coalbrookdale, a UK foundry where each legendary AGA is crafted. Built on the shoulders of giants like Nobel Prize-winning physicist Dr. Gustaf Dalen and ad man David Ogilvy, the AGA was named by the BBC as one of the top three design icons of the 20th century. Owners typically become proud and fanatical "Aganauts", a society of epicureans that boast the cookers' supreme talent for generating better tasting, more nutritional food and exceptional endurance in the kitchen. As a matter of fact, the oldest AGA cooker still in operation was first installed in 1932!

The company's refrigeration brand boasts a decorated past beginning in the 1890s, making AGA MARVEL (formerly Ranney Refrigeration) the oldest refrigeration company in North America. It pioneered the first foamed-in-place refrigerator, the first stainless steel interior and glass-door built-in unit, and the first black interior for wine cellars and beverage centers. Today, AGA MARVEL leads in refrigeration technology with an extensive product offering: wine cellars, beverage and wine refrigerators, refrigerated drawers, outdoor refrigerators, ice machines and beer dispensers, and built-in refrigerators and freezers in widths ranging from a mere 18 inches to a spacious 72 inches—the widest in the industry.

Other legacy brands include La Cornue, distinctive French ovens from three family generations dedicated to the art of gastronomie; Heartland, charming vintage stoves that date back to the 1900s; and Waterford Stanley, a popular cookstove in Irish homes for nearly 100 years.

AGA MARVEL's lengthy list of notable owners includes Jamie Oliver, Mary Berry, Kathryn Ireland, Jacques Chirac, Brad Pitt, Celine Dion, Madonna, Paul McCartney, Sting, Jennifer Lopez, Kate Winslet, members of the British Royal Family, among others.



During my career in advertising, I have sold scores of good products— all the way from IBM computers to Rolls Royce cars. The AGA Cooker is the best of them all. I have been cooking on one ever since I graduated from the kitchens of the Hotel Majestic in Paris. I could not live without it.
—David Ogilvy

AGA MARVEL TIMELINE



- **1709:** Abraham Darby discovered a new iron ore smelting process, triggering the Industrial Revolution at Coalbrookdale, AGA MARVEL's foundry.



- **1830:** The Kitchener, the first household range, is introduced, marking what was considered one of the greatest domestic institutions of the 19th century.



- **1890s:** Ranney ice box production begins in Greenville, MI (later to become AGA MARVEL).



- **1908:** Albert Dupuy devises La Cornue, a vaulted oven to cook food in its own steam.

- **1922:** Blind Nobel Prize-winning physicist Dr. Gustaf Dalén was inspired to create a better, more efficient cooker for his wife, called the AGA.

- **1932:** MARVEL is founded and begins creating undercounter iceboxes.

- **1934:** The AGA Cookbook was published, explaining that Dalén's AGA "tackled the problem with a view to creating a stove that would provide all the conveniences and economy that modern engineering demands".

- **1940s:** As Europe was gripped by war, an AGA cooker became a life-saver for many families.

- **1965:** Ranney (AGA MARVEL) develops first foamed-in-place refrigerator.



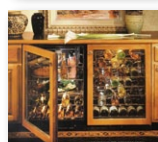
- **1970s,** AGA shifted the focus to innovation and developing a new wave of cookers to meet the demands of the next generation of families.

- **1991:** Northland (now MARVEL) introduces the first stainless steel interior and glass door built-in refrigerator for residential use.



- **1992:** MARVEL introduces its first premium under-counter wine storage and beverage center.

- **2001:** MARVEL introduces industry-first black interior for wine cellars and beverage centers.



- **2002:** Northland unveils 72-inch wide built-in refrigerator/freezer combination, by far the largest capacity system in the world for home use.

- **2004:** La Cornue is acquired by its soulmate, AGA.

- **2009:** The company celebrated the 300th anniversary of their foundry in Coalbrookdale, now a World Heritage Site where every AGA heat-storage cooker is born.



- **2010:** AGA Northland changes its name to AGA MARVEL.

- **2012:** AGA MARVEL introduces the new AGA Total Control range cooker in North America.



AGA

European cooking technology
with a rich professional and
catering heritage



MARVEL

The longest history of premium
full size and undercounter
refrigeration in North America



The legacy behind the name

Our roots run deep, merging legendary European cooking heritage with progressive American styling. For well over 100 years, our products have been kitchen essentials, and continue to enrich the culinary experience for discriminating homeowners worldwide. Exceptional craftsmanship, lasting quality and design innovation are realized throughout our family of brands. From the iconic AGA Cooker, to Heartland's nostalgic beauty, and now to the new AGA MARVEL Professional kitchen suite, our products are distinguished as truly aspirational.

To capture the opportunities available to AGA MARVEL dealers, call 800-223-3900.

AGA MARVEL

www.agamarvel.com



Ranges and Cookers | Full Size + Undercounter Refrigeration | Dishwashers | Wine Cellars | Beverage Centers | Beer Dispensers | Ice Machines

to use as a place to relax and entertain his friends. The newly single basketball star was impressed by the stylish display of dispensers. In addition to looking great in Kris Humphries' new bachelor pad, Vinotemp's Mini Keg Beer Dispensers utilize ultra-quiet, energy efficient thermoelectric technology to cool the beer. And, to make it simple to serve fresh-from-the-tap-beer from the comforts of home, digital temperature controls allow the user to set the exact temperature of the dispenser's contents (38-54 F) while CO2 regulates the pour.

Vinotemp's sleek Mini Keg Beer Dispenser (VT-BD) features a black and silver body complemented by a metal spill tray that is removable for easy clean-up. The tabletop unit can dispense pressurized and non-pressurized beer and includes a tap handle, pressurized and standard keg adapters, keg seals, a pressure release tool, cleaning bottle, CO2 regulator, regulator adapter, three CO2 cartridges, and AC/DC power cords. The unit measures 10.5" W x 21" D x 17.25" H and is available for purchase through www.vinotemp.com for \$299.

The Kris Humphries' *Man Caves* episode is scheduled to air on the DIY Network throughout the month of March.

For more information about Vinotemp contact 800.777.VINO (8466) or visit www.Vinotemp.com.



KBIS 2013 SETS THE STAGE FOR LEARNING AND LEADERSHIP

APRIL EVENT TO FEATURE PROMINENT INDUSTRY LEADERS AND UPWARDS OF 70 NEW COURSES AND CONFERENCE SESSIONS

The National Kitchen and Bath Association (NKBA) is happy to announce that this year the Kitchen and Bath Industry Show (KBIS) in New Orleans will feature extensive opportunities for leadership and learning through brand new course offerings, programs and conference sessions.

"KBIS 2013 will not only throw open a bustling show floor of product innovation and the latest industry trends, but will also bring to stage the most inspiring lineup of keynote, conference and featured speakers," said Nancy Barnes, Director of Learning at the NKBA. "This year's conference program will significantly enhance learning opportunities—from the opening session's keynote address, to the prominent industry speakers and the nearly 70 conference sessions—there is surely something for everyone."

| continued on page 26 |



BREW EXPRESS[®]

BE-110 | THE BUILT-IN-THE-WALL SELF-FILLING COFFEE SYSTEM

10
CUP



AN EASY RETRO-FIT
INTO YOUR EXISTING KITCHEN

DEALER INQUIRIES WELCOME
866-268-5953
WWW.BREWEXPRESS.COM

The April 19-21 show begins with the keynote address, "The Thank You Economy," by Gary Vaynerchuk, a New York Times and Wall Street Journal best-selling author, as well as a self-trained wine and social media expert. According to Vaynerchuk, social media offers any size business the chance to succeed by reigniting old-fashioned customer-focused values. The keynote session will illustrate how authenticity, originality, honesty and good intent—powered by the Internet and social media—are competitive advantages for small business.

This year, KBIS 2013 will introduce four eminent featured speakers.

- Gail Warrior, Founder and Chief Executive Officer of Warrior Group, and a commercial general contractor headquartered in the Dallas area, will discuss the challenges she encountered as a female CEO in a male-dominated industry and examine the lessons she's learned along the way.
- David Bromstad, original winner of HGTV Design Star, and host and designer of HGTV Color Splash, will lend insight into current trends and how they impact design. In doing so, he will touch on topics such as the impact of budget and current challenges in design, survival of small business in today's economy, smart business tactics, and more.
- Tammy Erickson, CEO of Tammy Erickson Associates, a firm dedicated to helping clients build intelligent organizations, will present on "The Influence of the Generations on the Kitchen and Bath Market," applying her widely recognized research on the generations to the issues facing the kitchen and bath industry.
- David Lingafelter, President of Moen Incorporated, will provide an overview of the home-improvement marketplace with a focus on today's empowered and evolving consumer.

This year, KBIS introduces a brand new conference series, "Voices from the Industry," featuring up to 70 conference speakers representing all industry segments and every level of professional—a platform for industry peers to share new ideas and relevant topics on Design & Inspiration, Business Management, Focus on the Customer, and Sales & Marketing.

KBIS 2013 also offers a set of nine brand new courses on April 18-20, spanning a wide range of industry-relevant subjects including "Integrating Universal Design in the Kitchen," "Google AdWords – An Introduction to Search Marketing," "Improve Your Sales Performance With Consultative Selling," "Recruiting & Hiring for Success," and "Seeing as We Age: Lighting and Aging in Place" among others.

To learn more about the conference sessions and course offerings, or to register for the show, log on to www.KBIS.com.

AXOR LAUNCHES 2013 KITCHEN OFFERINGS HAUTE NEW AXOR STARCK & AXOR CITTERIO DESIGNS



Axor is ringing in 2013 in style by rolling out additions to its kitchen collections from long-time designer partners, Philippe Starck and Antonio Citterio. It's no secret that a kitchen faucet is a critical tool to help with preparation, cleanup and everything in between. Boasting superior quality, German engineering and top-notch design, Axor's new kitchen faucets and pot fillers don't just perform optimally, they enhance the design of the frequently used room.

NEW AXOR STARCK KITCHEN:

Sleek, stylish and user-friendly, the latest Axor Starck Kitchen collection comes in HighArc, Prep, and Bar iterations. Measuring a sizeable 17 1/2" in height, the HighArc faucet features an ergonomic, pull-down handle with full and needle sprays, as does the prep faucet. The Axor Starck Kitchen faucets feature ceramic cartridges and swivel spouts, for the utmost user comfort and efficiency. | continued on page 30 |





[Distinctive 30" Dual-Fuel Range]



[Distinctive 36" Gas Cooktop]



[Distinctive 30" Wall Oven]

Are your customers ready for Dacor?

Give them this simple test:
Find the peach.



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

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

[Visit dacor.com/ro for details]

Buy more and save more with our **Go Green Instant Savings** offer. Save up to \$2,750 instantly. Combine this with our **3 For Free Warranty** offer, and you'll have two more reasons to feel confident choosing Dacor.



dacor
The Life of the Kitchen.®

Scan this QR tag for more information.



facebook.com/dacor

@DacorKitchen

Liebherr Honored with 2012 GOOD DESIGN Award



Liebherr Refrigeration, the worldwide leader in luxury refrigeration, is honored to be presented with a 2012 GOOD DESIGN award for the new HCB 1560 Fully Integrated Refrigerator.

Stylish and sleek the HCB 1560 is Liebherr's first 30" fully integrated refrigerator. Offering impressive performance features and design flexibility, this new unit can be concealed behind cabinetry or stainless steel, giving designers flexibility and the homeowner ideal food storage conditions. This 30" model also offers the possibility of custom design with flush 24" deep cabinet installation, a feature not available in competing models.

Created in 1950, GOOD DESIGN is the world's most prestigious and oldest Design Awards program organized annually by The Chicago Athenaeum: Museum of Architecture and Design in cooperation with the European Centre for Architecture, Art, Design and Urban Studies. GOOD DESIGN covers consumer products designed and manufactured in Europe, Asia, Africa and North and South America. Products are awarded on the basis of design and innovation, sustainability, creativity, branding, ecologically responsible design, technology and packaging.

Liebherr's HCB 1560 is ENERGY STAR rated and available at fine and specialty appliance retailers across the U.S. and Canada with a manufacturer suggested retail price of \$5,479 USD. Consumers and members of the design trade can find an authorized Liebherr retailer by visiting www.liebherr-appliances.com and clicking on the 'Inquire' tab. **RO**



Splurge **Wisely.**

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



www.liebherr.us/hg

LIEBHERR

Quality, Design and Innovation

Axor Starck Pot Fillers round out the high-design meets high-functionality line. Offering the ultimate in versatility, the Axor Starck Pot Filler comes in wall-mounted or deck-mounted versions. Available in chrome or steel optik finishes.

NEW AXOR CITTERIO KITCHEN:

A new faucet and two pot fillers in the Axor Citterio line stand out with their ultra-svelte silhouettes. The new Axor Citterio M 2-Hole Kitchen Faucet has an M2 ceramic cartridge and pull-down handle. It comes with Hansgrohe's QuickClean™ technology that helps resist lime scale formation, making it both easy to use and maintain. It also features a swivel spout and the option to freely position the handle and spout with an available extension set. Axor Citterio Pot Fillers, like the Axor Starck Pot Fillers, are available in wall-mounted or deck-mounted versions. The new Axor Citterio kitchen trio comes in chrome or steel optik finishes. With these new offerings, Axor is bringing its "designer visions" into the kitchen. For more information on Hansgrohe and Axor, visit www.hansgrohe-usa.com or call 1-800-334-0455.



HUMAN TOUCH® A U.S. MARKET LEADER FOR WELLNESS RETURNS TO CANADA WITH NEW DISTRIBUTION



Human Touch®, a U.S. market leader of innovative massage chairs, Perfect Chair® Recliners, and other wellness solutions, is pleased to announce the return of their products to Canada through Better Distribution. This new move is designed to boost sales and profitability of the entire line across Canada and help re-introduce their products coast-to-coast.

Better Distribution recently opened their new Human Touch® showroom in Vaughan, ON. Their showroom will feature a complete collection of Human Touch® chairs and accessories. Better Distribution's dedicated sales team will offer comprehensive marketing, training and sales support for participating group retailers. This program equips retailers with a fully integrated display package allowing them to strengthen brand awareness and consumer decisions to buy by creating an enticing and interactive environment where the Human Touch® story can be told.

"The sales team at Better Distribution is excited about the available options from Human Touch® like multiple colors, wood finishes, the ergonomic comfort, seating and zero gravity capability," says Amir Girgis, president. "They also enjoy the reaction of the consumer when they experience the zero gravity position of the chair." Girgis will train the sales teams how to educate consumers on the wellness benefits of zero gravity, the use of the chairs, and about promotions that customers can take advantage of throughout the year.

Better Distribution's Amir Girgis is accustomed to selling higher-end products with multiple features and benefits like Human Touch® Perfect Chairs®. The Canadian demographic is a perfect match for Human Touch® – the core values, like health, wellness, comfort, and relaxation are embraced, if not demanded by Canadians. Human Touch® has been making people feel better® for more than 30 years. It is well known for developing state-of-the-art massage and wellness products, as well as, for educating consumers about the substantial health and wellness benefits of regular massage therapy, relaxation and proper posture.

Better Distribution is located in Vaughan, ON at 71 Innovation Drive, Unit #3. Call to make a showroom appointment for a personal Human Touch® studio tour or visit them online at: www.abetterdistribution.com. To learn more about Human Touch® products and the available retail studio opportunities, please contact: Amir Girgis, president at: (905) 264-9414 ext. 21 or amir@abetterdistribution.com. | continued on page 32 |



Available in stainless steel
and jaw-dropping.

Want to attract a little (okay, a lot) of attention on your showroom floor? Show a color that really cooks for you and your customers. Choose from 10 fabulous standard colors or request a custom color on any of our indoor product lines including the Culinarian, Precision, Connoisseurian and on Maestro wall ovens.



Visit us at the Architectural Digest Home Design Show
in New York City from March 21-24, 2013.



APPLIANCE PARTS DISTRIBUTORS ASSOCIATION (APDA) ANNOUNCES OFFICERS AND DIRECTORS



Members, trade partners and guests of the Appliance Parts Distributors Association (APDA) gathered at the PGA Resort & Spa in Palm Beach Gardens, FL to attend the 2013 Spring Convention February 8-13. The APDA

Spring and Fall conventions serve as a venue for APDA trade partners to meet with APDA members as a group and individually to review programs, exchange information and build relationships.

During the convention, board officers were elected. Phil Oraziotti, Reliable Parts, Ltd. in Vancouver, BC was elected President and Leonard Kremers, Mid-South Appliance Parts in Little Rock, AR was elected Vice President. Ron Clifton, Tribble's, Inc. in Richmond, VA serves as Treasurer.

Continuing to serve on the board are: Peter Dey, Dey Distributing in Vadnais Heights, MN; Teige Fox, Fox Appliance Parts of Atlanta in Lake City, GA; Greg Parker, Appliance Parts Depot in Dallas, TX, and Past-President Bruce Swane, Appliance Parts Company in Tempe, AZ. Newly elected to the board is Greg LoVaglio, V & V Appliance Parts in Youngstown, OH.

Trade partners attending included Alliance Laundry Systems, BOSCH Home Appliances, Electrolux Home Products, General Electric Consumer & Industrial, Mabe Canada, Whirlpool Canada and the Whirlpool Corporation. Whirlpool Corporation generously sponsored the event's guest speaker, Ryan Ricketts, Marketing Specialist. Ryan presented a cutting-edge program, "Digital Marketing & Social Media".

The association presented to their trade partners the results of the recent APDA Manufacturer Scorecard Survey. This new tool measured performance and operations in six key areas to strengthen the partnership between the parts distributors and their trade partners. President Phil Oraziotti commented: "All of our trade partners were enthusiastic about receiving feedback on their service and operation levels. This report will become the benchmark for future scorecards and to target areas where we can

work together to enhance the customer experience."

The APDA's Fall 2013 Convention will be held October 5 -8 at the Eldorado Hotel & Spa in Santa Fe, NM. For more information visit www.APDA.com



THE NEW UKINOX LAUNDRY SINK STYLISH BUT AFFORDABLE

Upgrade the look of your laundry room with the new Ukinox D610.457 laundry stainless steel sink. This 18-gauge sink features the Ukinox European style high-polish finish and has a unique angled washboard formed into the front side. This model is designed for universal mounting – its slim edge allows it to be used as either a drop-in or undermount sink. The new laundry sink has large sound-deadening pads and includes a strainer basket. As attractive as the sink is, the list price of \$395 makes it among the most affordable stainless steel laundry sinks on the market.

- Overall dimensions: 24" x 18" x 10" deep
- Inside dimensions: 22" x 16" x 10"
- Flat bottom: 22" x 10"
- Drain opening: 3-1/2" diameter

UNSURPASSED QUALITY

All Ukinox sinks start with a durable heavy-gauge 304 stainless with the industry's highest percentage of chromium (18%) and nickel (10%) for an exceptional resistance to corrosion and stains. The flawless finish provides a hygienic and resilient surface that requires minimal care and maintenance. Ukinox uses an exclusive undercoating material that is specially formulated and applied over multiple extra-large rubber pads to absorb and reduce sink noise while also insulating the sink to keep water at the desired temperature. For more information call 877.273.8816 or visit www.ukinoxusa.com. **RO**



See us at the
Architectural Digest Home Show
March 21 - 24 • Pier 94, NYC
Booth #267

Almo Brings You Best-in-Class *Luxury* APPLIANCE BRANDS

Almo brings you the true industry leaders in professional grade home appliances. **Capital Cooking**, **Liebherr Refrigeration**, and **Faber** ventilation: best-in-class manufacturers that provide **Extraordinary Performance at an Uncommon Value**. Each piece is beautifully crafted to satisfy the most astute customer that's seeking exceptional performance without the extraordinary price.

Call for the *Showroom* Nearest You...**800-836-2522**

ALMO® www.almospecialty.com
Specialty Products Division
Distribution on a *Personal Level*



LAS VEGAS MARKET™

LAS VEGAS MARKET • LAS VEGAS MARKET • LAS VEGAS MARKET

DELIVERING A BRISK START TO 2013 FOR PARTICIPATING COMPANIES

LAS VEGAS MARKET

STRONGEST ATTENDANCE IN HISTORY



G MANUFACTURERS & RETAILERS MARKET: N FOUR YEARS

BUYER ATTENDANCE UP SIX PERCENT FROM PREVIOUS YEAR; 200+ NEW MANUFACTURERS AND LINES JOINED LAS VEGAS MARKET FOR THE FIRST TIME

Winter Las Vegas Market 2013, held January 28 to February 1 at World Market Center in Las Vegas, exceeded expectations as the best attended market in four consecutive years driven by an influx of both new retailers and exhibiting lines—all against the backdrop of a number of strategic initiatives aimed at enriching the marketplace. Officials with International Market Centers (IMC), who own and operate Las Vegas Market, reported impactful attendance gains amongst retailers across all categories, as well as an increase among international buyers.

“This past Winter Market set new company records for an overwhelming number of manufacturers and contributed to a renewed, positive outlook for the entire industry. I can truly say it was the best Las Vegas Market in my tenure of five years,” said Robert Maricich, CEO of International Market Centers. Maricich was thrilled by the optimism he witnessed time and again throughout the week, in particular, the tens of thousands of new products, the high attendance numbers and the widespread order writing. Maricich attributed the optimism to the improving economy and referred to the upbeat attitude as a “force multiplier.”

“We’re getting a multiplication of better business, people playing to win and better buyer attendance,” Maricich said. | *continued on page 36* |





“With the strength of this Las Vegas Market, recently released positive national housing reports, and clear industry momentum, we feel this bodes very well for a strong Spring Market. What we saw at Market is an encouraging indicator of what’s to come in 2013.”

ATTENDANCE TRENDS AND AN INFUSION OF NEW EXHIBITORS

U.S. retail attendance was up six percent over a year ago building on the strongest Las Vegas Market in recent years—with thousands of buyers attending the Winter 2013 show for the first time. International buyer attendance rose five percent year over year, most notably with a 15 percent increase among buyers from Latin America and Pacific Rim, respectively, as well as an eight percent gain in Canadian buyers over a year ago.

Las Vegas Market lived up to its name as ‘Today’s Total Marketplace’ and led retailers into the first major industry event of the year for product introductions and buying in the western United States—attracting retailers from all 50 states and 74 countries. Market officials reported that several key and complementary categories performed exceptionally well at the recent show. The most notable increases came from home décor buyers, which rose 39 percent, while home textile buyers grew by 26 percent. The categories of mattress retailers and contract hospitality buyers each increased by 11 percent from a year ago. Furthermore, Las Vegas Market doubled the number of floor coverings retailers due to the strategic partnership with Surfaces Expo.

“We have long nurtured the idea of a cross-over market vis a vis this ‘total home’ view. Without question Las Vegas Market opens up new doors and distribution channels for participating manufacturers as a result of a compelling and diversified platform that is unlike anything else in the industry,” said Maricich.

He cited at the most recent market that one in ten buyers seeking gift and home décor merchandise classified their business type as a furniture or mattress store, which he says demonstrates the cross-over appeal of the marketplace. “Essentially, this traditional furniture retailer is coming to the market also looking for smaller gift and décor pieces to enhance their product mix and reach more customers on a more frequent basis. This supports the notion that retailers have evolved their merchandising approach and are using Las Vegas Market as a means to accomplish a more diversified sales strategy. It’s not product dimensional, but rather, very lifestyle, consumer-centric. It’s exciting to see new interest in our industry and evolved business models in retail.”

In addition to dramatic growth across all buyer categories, the Winter Las Vegas Market, including Gift+Home, also drew more than 1,800 exhibiting companies across 5 million square feet of space in three buildings. The 2013 Las Vegas Market welcomed 200 new brands in permanent showrooms and temporary booths spanning





every category of total home. Newcomers included: 27 permanent furniture tenants; five powerhouse designer brands in the Las Vegas Design Center; 38 permanent Gift+Home tenants; along with 30 furniture temporaries located on the sold-out floor of B2; and 107 Gift+Home temporaries located on C4 and C5.

"This Market was reminiscent of a building opening in terms of traffic, new tenancy, investment and overall energy," said Tom Mitchell, IMC's president of home furnishings, referring to 190 building permits to construct or improve showrooms in the last few months. "Among the strategic moves we put into motion, the home furnishings division leased 630,000 square feet of new space in 2012, including the renewal of 51 leaseholders such as Broyhill, Emerald Home, Lane and other major sources; delivered significant showroom expansions for such market leaders as AICO and Coaster; and successfully relocated a number of key exhibitors to create a more efficient and effective merchandising mix in all buildings. We also created a new 100,000 square-foot destination in Building C for bedding resources, which enhances Las Vegas Market's position as the international hub for the bedding industry."

For many furniture exhibitors, it was an unprecedented Las Vegas Market, in both showroom traffic and order writing.

"Market was fantastic," said Phil Haney, CEO of Lexington Home, who opened a new 50,000 square foot showroom in Building B. "Traffic started off busy and was steady. Our measured count on day one was up about 40 percent over a year ago. It has been an amazing transformation and we feel a sense of new energy. We show our outdoor product in High Point and now we're showing in Las Vegas, so it gives us four markets a year to present the most beautiful and the only consumer brand in the category."

Tim Ussery, VP of sales at Standard Furniture, comments on the wide reach of Las Vegas Market. "We've seen buyers from Florida to Washington, New York and obviously the West Coast. It's a really big market, and I've noticed a strong international flair here, too. A lot of South American customers up into Central America, so it's definitely coast to coast and you've got buyers coming representing the entire country. We show a lot of new product here, so our customers really enjoy coming here and getting to see what we're developing and doing. It's a really important market for us."

Randi Wilson, director of sales for California-based Gotcha Covered, who showed in Building C's new bedding destination said, "This has been the best of all the markets we have had here. We saw several people from Mexico, Russia, New Zealand that we are going to contact after market. Buyers are more serious and optimistic. Definitely more traffic due to creating a floor of all mattress suppliers."

To receive special updates on the Summer 2013 Las Vegas Market including registration and hotel booking information, visit www.LasVegasMarket.com. **RO**

NKBA Reveals Top 10 Member-Designers Throughout North America Identify Gray Color Schemes,



The National Kitchen & Bath Association (NKBA) has released the top 10 kitchen and bath design trends to watch for in 2013. The NKBA's annual design trends survey witnessed participation from over 300 member-designers from the United States and Canada, who reported the materials, product types, and design styles they specified over the final three months of 2012.

"As members of the NKBA, the kitchen and bath industry's foremost professional association, our designers demonstrate comprehensive knowledge in kitchen and bath design," says 2013 NKBA president John Morgan. "They excel in evaluating homeowners' specific needs and creating designs that inspire. It will be interesting to discover the trends that emerge from the rich experience of these creative, talented individuals."

Among the overall trends identified for this year, the most significant that surfaced for both kitchens and baths are as follows:

- Gray color schemes in both kitchens and baths have witnessed a dramatic escalation since 2010, particularly over the past year. Used currently in 55% of kitchens and 56% of bathrooms, shades of gray are growing in appeal, creating chic, sophisticated spaces that many consumers desire.
- Continuing an important trend from last year, transitional-style kitchens and baths have clearly surpassed traditional styles, a longstanding favorite until 2012.
- While the use of quartz finishes was in slight decline last year, it has surfaced as a clear trendsetter this year, coming a close second to perennial favorite granite.
- No growth in consumer outlays: Homeowners were spending more on their kitchen and bath remodels a year ago — however, the latest report reveals a slightly less robust situation. The total cost of the average kitchen and of the average bath design in 2012 was \$51,050 and \$18,575, respectively, but the most recent figures have dipped to \$47,308 in kitchens, while staying steady at \$18,538 in bathrooms.

Although some trends from the past year continue to grow significantly into 2013, the last three months of 2012 have also laid the groundwork for new ones to thrive. Some of the other top trending design components include white painted cabinetry, glass backsplashes, LED lighting, touch-activated faucets and satin-nickel finishes in kitchens; and ceramic/porcelain tiles and undermount sinks in bathrooms. **RO**

Industry Trends for 2013

Quartz Surfaces and the Move to Transitional Styles as the Major Trendsetters



Like most independent retailers, you probably have knowledgeable sales associates, an experienced book-keeper, and a pretty good delivery crew. You may lead your company's marketing efforts yourself. You might also meet with your suppliers and take responsibility for merchandising your floor.

You've got a pretty good team and all the bases are covered. Except one. Few independent retailers have a CEO—Chief Executive Officer.

If you're in a family business you might have come up to management via the delivery truck and the sales floor. You can probably out-sell anyone else in the company. Or you may have bought your store from your former employer and learned all you know about business management from him. Or maybe you founded your business because of some interest or hobby. But you never learned just what a CEO is and why your company needs one. Maybe you thought it was a position relegated only to Fortune 500 companies.

Your company might have a leadership gap. You may be an owner, but you're probably not the CEO your company needs.

A CEO is a business generalist. He or she doesn't need to be the best sales associate, be entirely fluent in credits and debits, and know the exact metrics driving customers to their website. Instead, he needs to know enough about every facet of the businesses to determine direction, make critical decisions, develop a high-performance team and lead that team to growth and profitability.

inc. Magazine published a CEO job description that defined the key tasks of the position. (www.inc.com/tools/ceo-job-description.html)

- **Planning**—creates annual operating plans that support strategic direction; monitors progress in meeting goals; articulates vision; develops future leadership
- **Management**—creates and maintains procedures for implementing the plan; evaluates staff performance regularly; ensures team has up-to-date information
- **Financial management**—develops annual budgets; manages the organization's resources within budget and legal guidelines
- **HR management**—recruiting; employee development; performance reviews
- **Marketing and PR**—oversees content, production and distribution of all marketing and publicity materials
- **Fundraising**—establishes and maintains banking relationships; secures necessary capital to implement plan
- **Community relationship**—is primary spokesperson; liaison between the organization and the community
- **Evaluation**—Stays abreast of current trends related to the organization's products and services and anticipates future trends likely to have an impact on its plan; collects and analyzes information that measures the success of the organization's efforts; refines or changes direction in response to that information.

Leadership guru Stever Robbins says "A CEO's responsibilities: everything.... The CEO is responsible for the success or failure of the company. Operations, marketing, strategy, financing, creation of company culture, human resources, hiring, firing, compliance with safety regulations, sales, PR, etc.— it all falls on the CEO's shoulders."

Who's Your CEO?

According to Robbins, the CEO's biggest and most important duty is setting strategy and vision. Without direction, your company, competitors and suppliers run you. But when you decide where you want to go, you gain control. Leadership, he says is about "having a vision and making it happen."

Do you want to stay a one store "mom and pop" or become a regional powerhouse? Do you want to expand your market? Add stores? Take on new categories like bedding, plumbing or electronics? Who will your competitors be? What lines will you carry? How will your company differentiate itself? The CEO decides, sets budgets, and hires a team to steer the company accordingly.

But with everything else on your plate, how do you learn to be a real leader?

Starting today; get out of your comfort zone. Search the Internet for articles about successful small business CEOs. Talk to business leaders in your community about their leadership challenges and strategic direction. Ask your suppliers to introduce you to other independents that they think have good leadership skills. Enroll in a community college or online business management course.

I hope that the next time someone asks you, "Who's your CEO?" you'll step up and confidently respond, "I am." **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.



Moving air in style.

Miele's ventilation hoods, vented or recirculating, provide quiet, effective removal of particles and odors while adding a unique design element to the kitchen. With more than two hundred color options and styles, Miele's ventilation collection offers flexibility that parallels no other.



EXPLORE

☎800.843.7231

🌐mieleusa.com

Miele
IMMER BESSER

Time to Hire?

Target Your Recruiting Efforts

The economy is improving, your business is growing, and you find yourself moving into hiring mode. It's an exciting prospect, but it's also one that brings challenges. The major challenge, of course, is hiring the right people.

I've said this more than a million times during the past 30 years, but it bears repeating: Customer service skills are the most important skills an employee can have. Why? Because exceptional customer service will drive your business and give you an edge over your competitors. It follows that, in order to provide that service and grow your business, you must arm yourself with employees who genuinely enjoy working with people, who enthusiastically meet the challenges of helping customers make informed purchasing decisions and solving their problems.

In order to hire that type of employee, it's imperative that you target your recruiting efforts. The first step is to look around you. Who are the top performers in your organization? I define top performers as employees who show up on time, are dedicated, have a great attitude, are enthusiastic, and deliver results.

There's an old saying: Birds of a feather flock together. That is true of your top-performing employees, and it's something for you to consider when recruiting new hires. It's a sure thing that your top performers' family members and friends have the same work ethic as they

do, so ask them to refer potential employees to you.

Many organizations offer a financial bonus to employees who refer others to you—and you should do likewise. It doesn't have to be a huge amount, but it should be significant enough to motivate them to recruit for you. Some organizations, for example, pay the referring employee \$100 and also give \$100 to the new hire. Create an attractive incentive program to help your current employees recruit your future employees.

Many organizations overlook senior citizens when recruiting—and that is a big mistake. Many seniors are retired and looking for jobs to help supplement their incomes and to keep them active. They have experience and often have the patience required to deal effectively and successfully with customer issues. They don't view being polite and helping customers as demeaning. They grew up in a time where hard work was valued. They dressed up, showed up, and were committed to doing the best job possible every day.

Finally, look to your competitors and companies you do business with. When you are alerted to, or spot, an employee who has the attitude and customer service skills you value, slip her your business card and ask her to call you. Have your radar up and working wherever you are—getting coffee at Starbucks, having your oil changed, or buying a sweater at Macy's. When you find a

winner, steal him!

The interview process is, of course, a critical element of the hiring process. It's important that, once you narrow down your list of potential new hires, you have more than one person interview each applicant. Disney World has a novel—and successful—approach to hiring. They pull their best employees in the department for which they are hiring and let them select the final candidates during 45-minute interview sessions. Those employees "recruit in their own image," Disney says.

It's also important that, before you make a job offer, you check the employment records and references of anyone you plan to hire. Not everyone is as honest as you are. You need to be sure a potential employee has the education and work history he says he does. If he has embellished anything, he's not the type of person you want to employ.

Recruit and hire people who have the attitudes and personalities you need to provide your customers with exceptional service. Then train them in the technical skills, turn them loose—and watch your business grow! **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



Discover Microwave Innovation Brought to you by Almo

The Next Generation of Microwave Drawer Ovens Larger Capacity & More Convenient



New 24" & 30" Designs

- Larger 1.2 cu. ft. capacity
- Taller internal space
- Contemporary look and feel
- Black, white & stainless

Easier Accessibility

- Exclusive Easy Open System
- Pull or push handle activation
- Automated one-touch mechanism

Increased Functionality

- Expanded short cut options
- More Sensor Cook settings
- New defrost options

SHARP
Insight™

Sharp Insight is the top selling, highest rated microwave drawer in the U.S.
Is it on your display floor?

Sharp Insight Appliances Available Nationally!



ALMO
Distribution on a *Personal Level*

Join a distributor that's been talked about for over 65 years, offering you leading brands, 8 locations nationwide, rapid 1-2 day delivery and legendary personal service. That's Almo - the only distribution partner you need.

Call 866.430.2566 or click www.almo.com to make doing business easier.

8 Locations
Nationwide

Rapid Ship
Delivery

Drop-ship
Services

Legendary
Customer
Service

**NEW TO
ALMO?**

Join Today! Instant
Credit Available!

Call us @
866.430.2566

The Art of Running a Sale

Why do you want to run a sale? The answer is simple—the public is demanding sales. Let's all learn from the once greatest retailer of all time—JC Penney. When they tried to convert to everyday low prices, the public rejected them. The public wants their sales, promotions, and coupons. That being the case, let's understand how to conduct winning sales promotions.

Step number one is understanding the reason why or the purpose of the event.

It helps you in planning and naming the event. Some of the reasons to have a sales event are:

- Need cash
- Get rid of the slow sellers
- Make room
- Market to a new area
- Market to a new group
- Add names to database
- Stimulate business
- Bring or need excitement
- Retirement
- Meet competition
- Move
- GOB—Going Out of Business
- Any change

WHAT IS THE MISERY METER?

The misery meter is just a rule about the sales psyche of the customer. We all know it and all I have done is given it a name. The rule is "The more miserable/desperate the retailer is the lower the prices." Proof is the Going out of Business sale that is the ultimate or at the far right of the Misery Meter. On the opposite end is the 5% off incentive. The 5% is NOT very powerful.

Here are some other rules/or questions you need answered before you get into trouble.

"How will this sale effect the image of my store?" "How often can a store have a sale?" That depends on the type of sale. We should

constantly promote but to repeat the exact same sale over and over again can represent retailing suicide.

"What effect do constant sales have on a business?" The answer is very good and very bad. Why? Because it depends on the type of sale you are having. Always promote, but just mix the promotions. That is why a 6-month promotional plan is so important. Constant promotions have some strong effects on a business.

Here are just a few of the benefits:

- *Something's happening at the store*
- *Create an image of being price sensitive*
- *It can create an image of being a fun place*
- *Create a sense of urgency*

The Negative Aspects of multiple sales:

- *Lose price credibility*
- *People only want to come in during a sale*
- *Focusing only on the Price Customer (There are 7 other types)*

What we have to realize is a non-sale or non-price promotion can be as effective as a sale promotion. In other words, we don't have to give the merchandise away to attract throngs of people. Here are a few ideas that will bring the customer into the store:

- **Contests—The Bests**
 - *Why my Mom is Best for Mother's day*
 - *Why my Dad is best for Father's Day*
 - *Why my Boss is best for Bosses' Day*
 - *The Best Police Officer in town*
- **Free**—This is a powerful promotion that makes everything free for one day a year. It sounds like you are giving away money and you are, but the total cost to you is less than 3% of sales. (Read more about it in the *5000 BEST Sale & Promotional Names Ever Compiled* by Rick

Segel, published by Specific House Publishing)

- **Educational Workshops**—This has become a mainstay for so many stores.
- **Celebrations**—Celebrate anything you can think of. It's just an excuse to shop and have a little fun!
- **The Glove**—This is my all-time favorite promotion that brings in lots of customers. Again the details are in the 5000 book but in a nutshell you send your customers a 2-piece item such as a glove and tell them to get the other glove they must come into the store to pick it up.

The next rule was taught to me by an old respected retailer before he retired after 62 years in the business. He said, "Remember, it takes little fish to catch big ones." In other words, you don't have to give the store away to bring crowds into the store. It is the lost leader effect that we all know but few of us totally understand. Each store must have that promotable item that will create word of mouth advertising and make the register ring. Ask your vendors to help you out here. TRUST ME, THEY WILL.

SO WHEN DO YOU START YOUR SALE PLANNING?

Today! You should always be on the lookout for the promotable item. That means every day you are working to supply your store with the needed merchandise. Start planting some seeds today! **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



streamlineHOODS

Setting a New Standard in Designer Range Hoods



Streamline Hoods offer modern and contemporary range hoods. Whether your kitchen design calls for an ultra-slim contemporary stainless-steel hood, a more traditional design or a glass accent color, Streamline Hoods can complement your style.



Glass front panels can be made in any RAL color or can be made in the same finish as your appliances or cabinetry. Streamline Hoods can customize your colored glass front with your choice of silkscreened art in your design or stock designs from Streamline.

DEALER INQUIRIES INVITED • TO LEARN MORE AND DOWNLOAD OUR FREE BROCHURE, VISIT www.streamlinehoods.com

Clark Miller, Network Productions, LLC



Available to the
Independent Dealer Channel

RANGECRAFT RANGE HOODS

- Quality Range Hoods to Fit Any Budget
- Designed to Your Customer's Specifications
- Design Excellence & Superior Craftmanship
- Wide Selection of Metal Finishes
- Decorative Color Matching Available
- Superior Micro Baffle Filters Standard
- Universal Inserts: 70 Sizes in Stock

RangeCraft

RANGE HOODS MADE TO ORDER

www.rangecraft.com • 877-RCHOODS

QUALITY CRAFTED IN THE USA

Is Your Store a Stage?

The Upside of Workplace Drama

Many times when I work with clients on redefining their company cultures, they've got a strong request: "Get rid of the drama!" Generally, they are referring to the thickening plots of the human space that is work: the twists and turns, the gossip, the betrayals, the secrets and the spies. In many cases, we talk about these very personal dramas as distractions and detractions. 'Why can't they just do their jobs?' we often wonder when we are embroiled in the latest saga of the stories of our employee's lives. We've tried, mostly unsuccessfully, to ask people to separate work from home, to leave their lives at the door when they come into our places of work so they can concentrate on the tasks at hand: balancing the books, serving the customers, increasing sales, creating something new that will differentiate us in the marketplace.

And yet . . . these people that work in our businesses cannot actually leave their lives in the parking lot when they show up for work, and because work will make up 90,000 hours of our waking lives, what happens when we enter and exit those work doors becomes the stuff of our lives.

An oft-quoted line from Shakespeare's *As You Like It* is,

*All the world's a stage,
And all the men and women merely players:
They have their exits and their entrances;
(Act I, Scene VII)*

It's true, then, that work is this full opportunity to grow into the human being we want to become. These people, sitting across the lunch table from you, the ones across the world, the ones on the end of an e-mail or a teleconference are creating for you an amazing, unique experience to be human—to feel success, to experience joy and disappointment, to struggle with boredom or disdain, to forgive, to give up judgment, to raise the bar, elevate your game and show compassion, empathy and support. All the workings of a cinematic drama, a Shakespearean play, or worse a reality television show, are here, now, in front of you.

Which character are you? Are you the hero? The villain? The comic relief? You are, make no mistake, the protagonist in your own drama unfolding and the stories that make our hearts sing are the ones with joy, loss, struggle, triumph, pain, laughter, anxiety and love.

This is not a flat, one-dimensional experience. Good versus evil only exists in the constructs in art so that in real life we can grapple with them inside ourselves. Companies, communities and families are the stages where we perform, and your name is out front on the marquee.

We need inspiration, motivation and we need reminding of it. That's why we might read an article such as this, go to a conference or a talk, read an inspiring book, watch a how-to video, or hang out with people who guide, support and challenge us. Because the daily experience

of dealing with stuff is distracting, and unless we push the "reset" button whether that's in regards to your personal health, your relationships, a reengagement or excitement with your work, and increased commitment to your community or your country, we run the risk of becoming stale, stuck and stagnant. None of which smells or tastes that great.

This doesn't mean that workplace drama needs to engulf your company or store in a series of business-losing events. You don't have to watch your team unfurl into an unrecognizable B movie, but you do need to realize that if something is showing up as part of the work interactions—a co-worker's divorce, someone's cancer treatment, a kerfuffle among the sales team---it's part of the whole experience and covering your eyes during the scary parts won't make it go away. Deal with the people in front of you. Balance respect and accountability. Be your best, human self.

Every day is a do-over. Every conversation has the potential to move your relationships, your work, your very human drama in a new direction. What's next on your playbill? **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



IT'S TIME TO FOCUS ON YOUR BUSINESS.



Learning that builds your business.

Your business is about design and so much more. Experience the NKBA's new learning paths in subject areas such as sales, communications and career development. Convenient online programs are created to fit into your schedule, and offer practical techniques to make you more successful. Join us for the NKBA conference at KBIS in New Orleans April 19 – 21 where we will celebrate 50 years. We'll also be launching the new flavor of our learning paths; be sure to drop by for a taste.



To register for courses at KBIS, visit kbis.com.

Find all courses at nkba.org.

Seven Characteristics of Strong Teams

The essence of leadership is found in team building and development where leaders apply specific skills to the task of bringing a diverse group of individuals together into an effective working team.

Leadership is ultimately an act of faith in other people. Adhering to their personal vision, leaders apply specific skills and abilities to energizing, motivating and guiding the action and direction of their teams. Additionally, leaders use their ability to delegate authority and empower their teams to implement and execute the specific strategies developed within the team environment. However, it is a mistake for leaders to assume that teams can totally operate on their own without guidance, direction and intervention from their leaders.

Leaders must understand that they cannot simply label a group of individuals as a team or working group and then expect them to automatically blend themselves into an effective working unit. Rather, leaders must be actively involved and exert direct leadership upon their teams in order for them to develop and build the strength that energizes their actions and direction. The elements that build team strength and energy include:

- **Shared Vision**—One of the hallmarks of effective leadership is a personal vision defining where it is leaders think the organization should be heading. One of the first tasks leaders should focus on when developing effective work teams is that of communicating their personal vision to their team. However, communication alone is not sufficient; leaders must also sell their teams on the vision so that it becomes a shared driving force for the entire team.
- **Mutual Goals**—When teams and working groups are ultimately established, individual team members bring a diverse group of goals

and objectives to the table. Leaders must blend those goals and objectives so that all team members share those that best fit the interests of the team. As this occurs, individual team members will set aside their personal goals and agendas for those of the team.

- **Shared Purpose**—People are naturally driven to work toward something larger than themselves. As teams develop and blend, they create a shared purpose that motivates and energizes individual team members toward the accomplishment of collective goals and objectives. These individual members understand that accomplishment of a shared purpose is greater than what they can achieve on their own.
- **Mutual Respect**—One of the hallmarks of effective teams is the mutual respect that individual team members have for one another regardless of their divergent viewpoints and perspectives. When destructive personal behaviors that sap team strength are eliminated and people understand the value of the feedback and contributions made by all team members, mutual respect is developed and cultivated. A critical aspect of the team culture, this respect is nurtured by team rules, roles and boundaries. Any undermining of mutual respect within the team is corrosive and destructive to the future actions of the team.
- **Embedded Best Practices**—As organizations change and evolve and teams are developed and dismantled, specific best practices that have evolved and been proven over time should become crystallized and embedded within the organization. These best practices eliminate the need for each and every team to “reinvent the wheel” and allow them to get a jump start on their programs and projects. However, over time

some “best practices” can become outmoded and outdated, used only because of their duration and implementation by other teams. Leaders should observe and review their best practices to assure that they are both effective and productive and do not hinder the performance of their teams.

- **Time To Develop And Grow**—Team development must be fostered by allowing teams the time to go through various stages of development, and grow into effective working units. As each team is unique, development time will vary according to the experience and expertise of its members. Experienced and seasoned individuals who have worked together previously can appreciably shorten the time required to build team strength and develop into a working unit.
- **Setting Their Own Direction**—Teams build strength, energize and motivate themselves when they are given the space to set their own direction. While leaders play an active role in guiding and directing their team, they should allow it the latitude to create its own rules, roles, boundaries, goals and ultimate direction.

The overall goal of leaders should be to incrementally surrender more of their authority to their teams. As teams grow and demonstrate their effectiveness, leaders will develop increased confidence in their ability to assume specific roles, authority and responsibility. **RO**

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

Excerpt from:

Building Strong Teams: Pinpoint Leadership Skills Development Training Series



WindCrest[™]
Culinary Precision[™]

A Reflection of Your Good Taste.



NKBA
National Kitchen & Bath Association

NFIB
The Voice of Small Business

MADE IN CA
California

Jim Ristow

CONSUMER ELECTRONICS TRENDS

Head-First Into Headphones

In my last column, I mentioned that I'd recently come back from Asia where I spoke with some of the leading audio manufacturers about the future of audio. At this year's International Consumer Electronics Show in Las Vegas, those manufacturers' predictions that headphones are the hottest thing in audio were corroborated by hundreds of other audio manufacturers showing slick, great-sounding headphones on the show floor.

Currently, Home Audio is in a transitional phase, with customers migrating from big speakers and surround-sound receivers to personal/digital audio—and you really can't get more personal than headphones. According to the CEA, AV retailers are catching on, with headphone sales to dealers nearly doubling in the last four years—from \$490 million in 2008 to \$844 million in 2012.

This is all great news for the audio-video retailer. First, the headphone market is huge. Every person with a smartphone is handed a set of subpar headphones that are practically disposable. In fact, a large portion of those who purchase a tablet upgrade to better headphones in the first few months. "As consumers shift more consumption to mobile devices, and tablets in particular, quality headphones are a logical addition to the hardware profile," said Ben Arnold, director of industry analysis at NPD, which recently conducted a study on tablet ownership driving sales of premium headphones. If

the AV retailer can tap into even a fraction of this tablet/smartphone market, they are going to see results.

Once you grab that customer, you are looking at repeat business, with the average headphone user buying multiple sets over a lifetime. Not only are headphones frequently lost, they generate even more repeat business now because they are incredibly trendy. Like a new pair of shoes, consumers might change headphones based on fashion, evolving tastes, and lifestyle. Monster molds its business model around these factors, creating a slew of upscale headphones that are extremely stylish and are marketed at specific demographics, all featuring the sound quality for which Monster is known. For example, their Diamond Tear set (\$330) is one of the company's most popular models and is specifically marketed toward women. Skull Candy has an entire line of high-end headphones designed for the serious gamer and, like Monster, puts emphasis on better audio quality like that found on the company's Crusher line of headphones (\$99).

Meanwhile, HARMAN Luxury Audio Group is taking the headphone category very seriously as a gateway to more serious audio. "Young kids of all ages are buying \$300+ headphones, and vinyl record sales are up 40% year over year," says Ron Rouse, senior sales manager, Americas Region, of HARMAN. "These

are all good signs that there are plenty of new customers primed for their first pair of nice bookshelf speakers."

In addition to generating repeat business, headphones also offer a larger margin opportunity for retailers, and take up very little of that valuable floor space, making it very easy to create a nice headphone display without detracting from other products. Plus, they carry a high perceived value, which makes them a great closing tool for larger sales. Retailers can offer customers headphones at a discount or give them away to sweeten the deal.

When selling headphones, it's important to emphasize the enhanced audio experience that these upscale models offer. Over-ear models provide noise isolation, eradicating external noise to give the customer a crystal-clear audio experience. Additionally, bass and musical detail are taken more seriously. We suggest demoing headphones against an average pair of iPhone or Android headphones. Your client will hear the difference firsthand, and you'll have a customer for a very long time. **RO**

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



2013 •

UPCOMING EVENTS

• 2013

FEBRUARY 17 — ST. PATRICK'S DAY

MARCH

2-5

INTERNATIONAL HOME + HOUSEWARES SHOW

McCormick Place

CHICAGO, IL

www.housewares.org

3-6

PRIMETIME! BY NATIONWIDE

Venetian Hotel

LAS VEGAS, NV

www.nationwideprimetime.com

6-9

APPLIANCE SERVICE TRAINING INSTITUTE "ASTI"

Disney Coronado Springs

Walt Disney World

ORLANDO, FL

www.asti.us

9-12

MEGA SPRING NATIONAL CONVENTION

Gaylord Texan

DALLAS, TX

www.megagroupusa.com

13-16

HEARTH, PATIO & BARBEQUE EXPO(HPBE)

Orange County Convention Center

ORLANDO, FL

www.hpexpr.com

21-24

ARCHITECTURAL DIGEST HOME DESIGN SHOW

Pier 94

NEW YORK CITY, NY

www.archdigesthomedesign.com

APRIL

EARTH DAY APRIL 22

19-21

KBIS – KITCHEN & BATH INDUSTRY SHOW

New Orleans Ernest N. Morial

Convention Center

NEW ORLEANS, LA

www.kbis.com

20-25

HIGHPOINT MARKET

HIGH POINT, NC

www.highpointmarket.org

23-25

LIGHTFAIR

Pennsylvania Convention Center

PHILADELPHIA, PA

www.lightfair.com



MAY

NATIONAL HOME
IMPROVEMENT MONTH

18-21

NATIONAL RESTAURANT ASSOCIATION SHOW

McCormick Place

CHICAGO, IL

show.restaurant.org

6-8

HOME FURNISHINGS INDUSTRY CONFERENCE

Westin Mission Hills

PALM SPRINGS, CA

www.homefurnishingsconference.com

TO VIEW THE RETAIL OBSERVER ONLINE, GO TO WWW.RETAILOBSERVER.COM/SUBSCRIBE

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.

DO THINGS
DIFFERENTLY

DO THINGS
BETTER

DO THINGS
Consistently

AND DO THINGS
THAT
WORK

2013? Br

Our Challenges Co

As I prepare for our first critical show of the year, I typically look back over the prior year as a point of reference. Over the past few, I have found myself grateful that those prior years ended and better things were to come. This year - not so much.

YESTERDAY

In 2012, we saw a lot of change in our industry. Home Depot and Lowe's both swept up several new brands. It certainly seems that in today's world, every brand is available to every consumer, through every retailer, in every sales median. Both Sears and Best Buy have been in the news, every month, with various levels of speculation aimed at their future. Legal wars have raged over imported categories. Vendors, members and groups are all involved in the debates over the online tax advantage drama. Once again, there is certainly no shortage of changes and challenges, turning into 2013.

However, while the disruption over the web spiraled out of control, our appliance vendor partners all rose to the occasion and implemented disciplined policies to gain more control over their brand's equity. The Black Friday environment in 2012 was intense, but certainly not so brutal and bloody as in prior years. Our vendor partners are thrilled with NMG over our improvement in average sales values and commitment to driving their mix. They are increasingly gaining trust that our merchandising and marketing models are the single best plan

for their brand and margin improvement.

In 2012, we saw a \$58 increase in our average sales value (per unit) across all brands. This is a 13% increase and a monumental accomplishment by our members. While 4%-6% can be attributed to price increases, the balance is based on sweat and talent. It is really nothing short of revolutionary. Our unified execution of NMG's "Draw-Escape-Sell" merchandising strategy and our first class sales professionals consistent focus on mix improvement prove that we are the most talented and valuable organization of members our vendor partners have in the business. I am more convinced than ever that this "simplicity" story I keep preaching is finding its way to our floors, our vendors reps, and our retail salespeople. More about D-E-S in a bit...

Our performance in the last quarter of 2012 was simply off the charts. While most of us would be content with Black Friday over a long Thanksgiving weekend, we hung in there all quarter long and won! Our Q-4 unit sales increases were in the high single digits and our sales dollars were double that. While dysfunction existed, it did not swallow us. In fact, I would say we were quite in control of things and stuck to our merchandising and promotional strategies. The chaos was minimal compared to years of past. That pushes us into 2013 with some serious mojo!

Most of all, we are winning across all of our Core and Associate groups! There wasn't a big surge or a major move within one

ing it on, Baby!

ntinue—and—We are Winning!

division or another. Each one simply made the choice to utilize all assets, simplify the game, work hard and produce results!

TODAY AND TOMORROW

Now - we turn the corner with momentum! Not a fresh start. Not a new day. Not this year! This year, we have the momentum. Our programs are well in place. We continue with "Draw-Escape-Sell" as our core strategy and have big plans to unleash it in new ways and bring you more. I am very proud of the success of our D-E-S model. I am proud that our membership has embraced it and I am grateful that our vendor partners have supported it with strategic funding and focus to help us drive the mix in a "reality" based marketplace. Our success with this model is all in the execution and the commitment to live by it, every day. Now... we take it to new levels. Added resources to shop, sort and manage the model, new derivative to support the "E" and "S" models and a new (in-store) P.O.P package for those models to scream "BUY ME" to consumers are just a few of our 2013 initiatives on the way. Stay with this strategy! It works and gets better...every day!

During Primetime!, we are launching NMG's "Member Pro-Tablet" initiative for 2013. Here, we arm our best retail sales pro's on the planet with the ability to serve consumers on the spot. We chose a collaborative CE partner to provide the hardware. Working with our Web Services

partners, we will integrate software into the tablet that will focus on our D-E-S assortments, illustrate our products and promotions, present HD product demos, compare competitive products and shop pricing...all with the consumer at our side, allowing our "Pros" to close more business on the spot. This is a great example of how NMG is preparing our members to collect market share as it becomes available. It is also another big step in exploiting our vendor's key innovation and product messages.

We are never in the clear and will encounter new challenges and new obstacles in our industry, for sure. Our consumers need our products, our services and most of all, our expertise. Product life cycles are catching up with the big box and their inadequacies in pre-purchase counsel and post-purchase service are lingering in consumer's minds. Think about the vast public opinion of our big box competitors all having indifferent order associates and pushing commodity products. Those experiences suggest that consumers are predisposed to play it differently, next time. The thing we must all feel good about is that our suppliers get it and think enough of their own brand equity and our well being that they are in the fight right along with us. Always keep in mind that, in many other industries, that is simply not the case. I recently read an article in the Washington Post about the top 10 best worst small businesses to grow in 2013. When I think of

the dry cleaning industry, the fast food game, or the office supply business as examples, I think about how lucky we are to live in a world of innovation and a fairly constant consumer demand. Add to that a business model rivaled by no other, and we should be in a pretty positive mood. All we need is a continued level playing field and we will win. I like our chances!

I continue to stress the importance of simplifying our business models and consolidating our vendor relationships. We are doing our very best to bring you the best program options in the business with vendors that want us to win. We will align with those that support us in the drive for simple pathways to mix and profitability. The talent we possess as the premier retailers in the industry, allow for us to choose our partners carefully. Let Nationwide continue to provide the arsenal you need to shake things up within your company and throughout your marketplace. Do things differently, do things better, do things consistently and do things that work. Our team stands ready to help you disrupt the competition and take control of today and tomorrow. **RO**

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



Over 3,500 Members Agree
Nationwide Marketing Group is the

RIGHT CHOICE



Experience the POWER of Nationwide.

NATIONWIDE GETS
social



Like Us
facebook.com/Nationwidemarketinggroup



Tweet Us
[@nationwideMG](https://twitter.com/nationwideMG)



See Us
instagram.com/nationwidemarketinggroup

Buy Better. Sell Smarter. Compete Tougher.



No other buying group provides more opportunities or greater resources for its members than Nationwide

THE RIGHT CHOICE FOR:

- Lower product costs with billions in group buying power
- The industry's best sales and management training programs
- Dynamic Marketing Programs and custom TV commercials
- Better financing options to help you get the capital you need
- A best-in-class team of digital web service experts and partners
- The Industry's largest PrimeTime! buying show and member conference



If you are not already a member, now is the time to join.

Call 336-722-4681 today or visit www.nationwidegroup.org

NATIONWIDE'S CE PRESENCE ON THE FAST TRACK: THE GROUP'S BUYING POWER INCREASES BY \$500 MILLION



Tom Hickman

Nationwide Marketing Group has some incredibly strong forecasts for the year 2013. As the group looks at the 2012 year in review, Nationwide is proud to announce that despite the ongoing struggles of the economy, their independent retailers have continued to succeed in the industry.

Particularly, the consumer electronics division has experienced much stronger than expected growth. Nationwide's enhanced focus on CE is paying off with steady growth in membership. In 2012, Nationwide added more than 130 new CE members and 358 storefronts to their already robust roster, along with \$500 million to their buying power. "With over 1,200 CE dealers, our presence in the industry is bigger than ever", says Tom Hickman, Senior Vice President of Electronics. "We are well on our way to meet our goal of doubling the CE business over the next twenty-four months".



Dave Bilas

Poised with new members, additional store fronts, and increased buying power, these new dealers will be able to take advantage of the many members services offered by Nationwide. They will now have access to the best deals, attributed to the groups' expanding buying power, along with promotional programs and an abundance of web service initiatives. The PrimeTime! show provides a huge opportunity for Nationwide's members to learn of the benefits that the group offers. Nationwide and its consumer electronics retailers have exciting plans in place for a successful 2013.

"Independents in the consumer electronics division can move much faster and keep up with the market changes better than the big box stores. That's the foundation Nationwide Marketing Group was built on, and we are thrilled to see continual expansion," says Dave Bilas, Executive Vice President.

NATIONWIDE EAST UNVEILS LATEST TOOL: SNAPSHOT



With continual growth in membership, Nationwide East is excited to announce a new tool that will provide yet another innovative resource for their retail members.

Released just two months ago, Nationwide East is attributing member success and an increase in new membership interest to this program.

Snapshot is a tool that houses sales data, volume information and rebates, which then provide a "snapshot" overview of the exclusive deals provided only to Nationwide East members. Also factored in are the

PrimeTime! Cash Back Now deals and monthly manufacturer reports to ensure the figures are actuals.

The Snapshot program provides Nationwide East's current members a detailed analysis of the benefits they are taking advantage of, as well as opportunities they could be taking advantage of to render a more successful business. Independent retailers can also utilize Snapshot to showcase what potential new members are missing out on. Sales individuals are able to launch Snapshot on their floor and compare a retailer's business with a Nationwide member that has similar product lines and volume to reiterate what kinds of deals Nationwide members receive for their business. The interface is user-friendly and simple. Snapshot has been built for each platform, so it is compatible with all devices, including cellular phones and tablets.

As Nationwide East members continue to utilize Snapshot, the Nationwide Marketing Group umbrella is seeking out ways in which the program can be expanded into other divisions. Further, the developers of the program are working on a function that will allow the user to see quarterly breakdowns. While the independent retail channel continues the fight for expanding market share, Nationwide East stays ahead of the game by bringing their member's the latest innovations.

PAUL'S TV & APPLIANCES JOINS NATIONWIDE MARKETING GROUP



Nationwide Marketing Group is pleased to announce their membership roster has increased with the addition of Paul's TV & Appliances, headquartered in Irvine, CA.

What began as one store with a \$1000 loan from a relative has now expanded into multiple superstores across the nation, deeming Paul's the "King of Big Screen". Paul's celebrates their 49th Anniversary this year and they are looking forward to the opportunities ahead following their partnership with Nationwide.

Nationwide Marketing Group, a leading buying and marketing organization for independent retailers, offers an abundance of member services to assist in the development of compelling new strategies that will foster continued success for their members. The utilization of the many web services tools, promotional materials, and unbeatable deals have provided a true testament to the success of Nationwide's retail members. Additionally, Paul's TV comes bearing foundational relationships with the top manufacturers, a very valuable driver in this new partnership.

"Nationwide is thrilled to team up with Paul's TV. We think each team's innovative merchandise and marketing teams will work well together to drive new and exciting initiatives." says Tom Hickman, Senior Vice President of Electronics. "Couple this with the collective relationships the two parties share with the vendor community and you have a force multiplier that has everyone here at Nationwide very excited". **RO**

Cooktop Trim Kits

Making New Appliances Fit

Where The Old Ones Quit!

Designed To Work With Most Cooktops



*25 Years Experience You Can Trust!
100% Satisfaction Guaranteed!*

Call Toll Free:
Ph: (800) 338-8746
Fax: (800) 346-3890

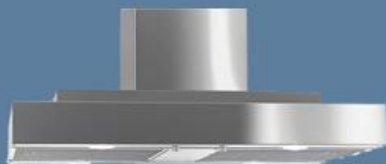
MICRO-TRIM INC.
www.microtrim.com

Available in:
Black ♦ White ♦ Biscuit
Stainless Steel Finish

IMPERIAL
KITCHEN VENTILATION

Transform your kitchen into the most
stylish room in your home.

Contemporary Designs in Island or Wall Mount



Powerful and Quiet | Up to 1425 CFMs @ 4.6 Sones
Baffle Filters | Halogen Lighting | Variable Controls
Duct covers made to your specifications.

7 Year, In-Home Warranty, Best in the Industry!

Employee Owned. American
Made Since 1961.



800.851.4192 | www.imperialhoods.com | NKBA Member





A Little Respect Will Go a Long Way

While on a grueling daily run today I passed a parked car with a personalized license plate that simply read “respect”. I wondered why someone would bother putting this on their car. Were they asking others to respect their car or their driving habits either bad or good? The more I pondered this person’s choice of vanity plates the more I began to relate it to the deterioration of respect in society and business. Respect is an integral part of business and necessary for growth and success. In today’s marketplace of ever shrinking margins, gone are the days of the quick sale and one time customer. Repeat and referral business is our future. Lasting relationships are built on respect and trust and business relationships are no different. Some will argue that you don’t have to respect someone to do business with them. Maybe so, but the demonstration of lack of respect for a customer is a guarantee they won’t call you back.

Successful servicers always respect their customers—both COD consumers and manufacturers who pay for warranty calls. When you respect your customers, you respect their time, and that respect is strengthened by your actions: showing up on time, calling ahead if you’re going to be late, returning all messages in a prompt time frame. Yes, I know this is simple stuff, but its stuff that is lacking in business just the same, and demonstrates a lack of respect.

Respecting someone’s time also means giving him or her full value for their time. The more people value the time spent with you, the more they will spend with you. Respect for customers is also about respecting their needs, which requires that you take the time to listen to them before offering a solution to a problem. It also requires that the solution fit their needs and not the other way around. Since customers need to understand and relate to what you are saying, the onus is on you to make sure your communication is crystal clear. When questions are asked, you need to have good answers and verify that the answer actually put the questions to rest.

Customers also need to know the details about the proposed repair, which means that you need to know all the details about the repair first. Details including how, when, where and how much all become important communications to the customer in solving their problem. These answers add value to your relationship and respect for your customers time. We demonstrate respect for our customers when we stand behind our work and provide excellent service. Commitments on any level need to be honored without hesitation. It’s harder to keep such commitments to others when you don’t keep the commitments you make to yourself. When you commit to doing something, the act of following through shows respect for yourself, and makes the ability to keep commitments to others a simple matter of routine.

Perhaps the easiest way to see the power of respect is to look at how you react when you don’t receive respect. When people are shown disrespect, it causes them to be defensive; your whole demeanor is guarded. When that happens the relationship is no longer as open and straight forward as it should be, that can understandably lead to a holding back on the full level of service that is normally offered in a relationship where one’s own value is fully respected.

A lack of respect can cause less dialogue to take place, since why would you want to spend any more time talking to a disrespectful person than you need to? With less dialogue to feed a healthy relationship, relationships starve. A lack of respect shuts down the very communication needed to build long-term relationships. Respect on the other hand, creates open dialogue. Effective two way communication builds trust, and the more trust you have, the easier it is to move any relationship forward. Simply put respect is the seed of trust; trust is the foundation for value that commands repeat and referral business. **RO**

*Paul Mac Donald
Executive Director
United Servicers Association*

*For more information, call
1-800-683-2558 or visit
www.unitedservicers.com*



Coming Soon



To Advertise Call
(702) 208-9502

www.voiceoftheservicer.com

1st Source Servall Hosts Annual Management and Vendor Meeting in Bonita Springs, Florida

Featuring More Than 100 Managers and National Vendors

1st Source Servall, one of the North America's largest distributors of appliance and HVAC parts, hosted its annual management and vendor meeting in Bonita Springs, Florida from January 20 to 25. This year marks the 5th annual meeting, which included more than 100 company managers and preferred vendors participating in industry specific presentations, informational seminars and management innovation implementation sessions. The meeting entailed comprehensive presentations from industry leading manufacturers and experts. In addition, the meeting featured one of the nation's most renowned distribution scholars and experts, Bruce Merrifield, as the 2013 keynote speaker. Merrifield discussed the latest trends and developments in national distribution and procurement.

"I can't express in words how important and beneficial it is to have all of our exceptional managers from across the country come together under one roof to discuss and share ideas on how to better achieve our goals and objectives," said Kim Adler, president, 1st Source Servall. "This year by far proved to be the most valuable meeting ever, there were so many great ideas discussed collaboratively during the week that I know will ensure that 2013 is the best year ever for 1st Source Servall."

1st Source Servall hosts its annual meeting to bring its entire management team from across the country together to discuss industry trends, set company goals, review prior year company performance, present on new business offerings, host team building exercises and to review human resource policies. The meeting also

includes vendor presentations on numerous topics, including industry changes, manufacturing innovations and new distribution upgrades. The managers were also given opportunities to meet with the manufacturers to discuss best practices, exchange ideas on how to be more innovative and offer suggestions on how to maximize distribution channels.

During the annual meeting 1st Source Servall presented awards to outstanding managers for their continued excellence in their positions and for exceptional performance on behalf of 1st Source Servall. The company also awarded various attending vendors for surpassing 2012

benchmarks and for providing superior services.

Founded in 1929, 1st Source Servall (www.1stservall.com) is a third-generation family-owned and operated distributor of appliance parts. With branch offices and call centers located throughout the Midwest, Southwest, Southeast and Northeast, 1st Source Servall is one of North America's largest distributors of appliance and HVAC parts. The company employs more than 550 people and has 52 stores nationwide, the most in the appliance parts industry. Find 1st Source Servall on Facebook at [Facebook.com/1stsourceservall](https://www.facebook.com/1stsourceservall) and follow the company on Twitter at [@1stsourceservall](https://twitter.com/@1stsourceservall). **RO**



(Clockwise from Top Left) 1. GE:(l-r) Matthew Webber, account and operations manager, GE, Kevin Sullivan, COO, 1st Source Servall, Todd Greener, general manager, parts, GE, Kim Adler, president of 1st Source Servall and Tom Morrissey, warehouse operations manager, GE, take a moment away from the 1st Source Servall's Annual Management and Vendor meeting to pose with the Outstanding Vendor Award presented to GE. 2. Electrolux: (l-r) Electrolux's Peter Hanson, US distribution sales manager and Nathan Knowles, director, consumer service group are presented the 1st Source Servall's Outstanding Vendor Award by the company's President, Kim Adler, and COO, Kevin Sullivan. 3. Whirlpool: (l-r) Kevin Sullivan, COO, 1st Source Servall, joins Scott Hegstrom, regional sales manager, Whirlpool, Kim Adler, president of 1st Source Servall, Jim Packer, general manager consumer & appliance care operations, Whirlpool, Tom Kibler, director of National Sales Whirlpool. 4. Group: A group shot of the entire 1st Source Servall's management team that attended the Annual Management and Vendor Meeting in Bonita Springs, Florida. 5. Meeting: Management and Vendor Meeting

4X Better

small particle capture.*



“Filtrete® is the brand I trust. Accept no substitute.”

Mike Holmes

America's most trusted contractor.



HOLMES.
APPROVED PRODUCTS

Choose Filtrete®, the most trusted brand in air filters.**

Better filter. Better air.

*Refers to performance vs. ordinary pleated filters at removing particles that are between 0.3 and 1 micron in size. **Based on 2012 Burke Brand Health Tracking. © 2013 3M. All rights reserved. 3M and Filtrete are trademarks of 3M. The Holmes logo is a trademark of Make It Right Licensing Ltd.



Keeping Your Customers

How Would You Feel if I Were to Call You Stupid?

Every day, there will be a service technician who guarantees that they will never return to a customer's home when they question the customer's intelligence. It's easy to do sometimes, and unfortunately many techs don't realize they are damaging their future. This can result from giving what you thought was a helpful and experienced opinion to a customer.

There are a couple of snares that can get you if you're not careful. The first one is your personal perception of quality. Mentioning things like, "I hope you didn't pay too much for this", or maybe, "Why would you buy this brand?", can put you directly at odds with the consumer. The second biggest mistake is the 'frequency' subject. When a customer asks you if you see this problem often, and you reply, "Every day," the trap is set and you are in it. Your office CSR's can also make the same mistake if they tell a customer they "get this all the time".

Just about every one of us considers ourselves to be smart and savvy shoppers and we will defend our purchase decision and our intelligence to a fault. So, in walks a technician, an expert proven to be held in high esteem in the eyes of many customers, and this "all-knowing appliance Guru" promptly declares your purchase 'stupid'. How would that make you feel? I can't think of anyone who likes to have their shortcomings pointed out to them or get their feelings crushed.

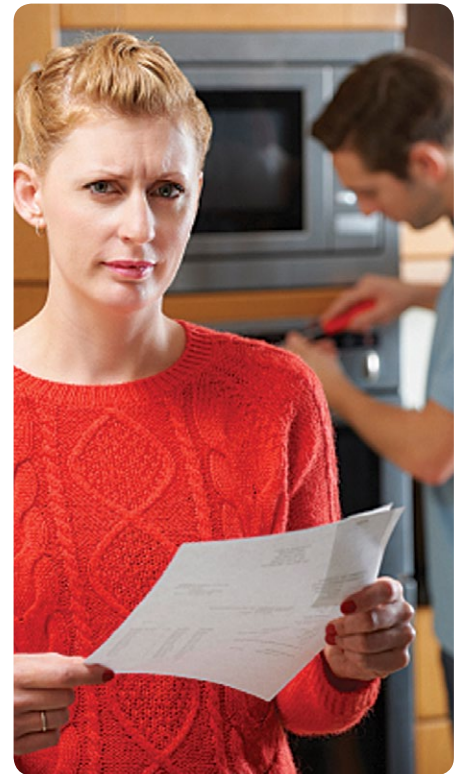
Truthfully, it is not the fact that they made a poor choice, they just happen to

have a part which has malfunctioned. I have found that for every appliance brand that breaks, there are scores which will never require attention. Remember that we technicians only see the units that fail.

When a customer asks, "Have you seen this before?", a safer reply would be, "I see more appliances in a week than most folks see in a lifetime. I have seen similar issues with all brands". Whether you like it or not, you are also a salesperson. You are selling yourself, your company image and your future by keeping that product fixed and in the house.

You will not make yourself look any smarter by degrading the appliance you are working on. The simple fact is that the customer is already questioning their choice because the product has stopped working. To avoid looking like a bad decision maker, some will blame the dealer from whom they now will say, "they talked me into buying it" and most will mummer "I will never buy a (brands) appliance again. If you are doing work for a dealer or manufacturer, and most of us are, you will damage your relationship with them by undermining their product.

If you find that you have inadvertently slipped into this trap, try a little disaster control by commenting on how many features of the product you like and how you find that so many other customers like the same features and how many of these models were sold in your trading area. This will help to minimize the impact of your initial disastrous statements and will make the customer feel that they are at



least not alone in their decision making. You can also recover by additionally complementing the customer on their choice of the other appliances in their home or some piece of furniture that they may have proudly on display.

Remember, when you make a comment about a customer's choice of appliances, you are also making a statement about that customer's sense of judgment which then almost always leads to the thought being raised as to whether or not they chose the right service company. **RO**

Author: Jim Campbell- PSA, MCAP, CSM

Advertise BIG!

Use your trucks and windows...

Why Drive This?





When You Can Drive This!!



Call today for a **FREE Quote!**

We Do More Than Trucks!



Window Graphics



Wraps

Delivery Truck Graphics • Vehicle Wraps
Window Graphics • Wall Graphics • Floor Graphics

TruckSkin.com 877-866-7546

You never get a second chance to make a **first impression**

- ✓ White glove home delivery
- ✓ State-of-the-art technology and reporting
- ✓ Dedicated well-equipped modern fleet
- ✓ Consumer surveys
- ✓ Custom truck branding
- ✓ On-site management and staff
- ✓ Warehousing



The Difference is in the Details
703.530.0677
www.diakonlogistics.com



Visit Us In High Point & Las Vegas

High Point Market
Retailer Resource Center, Plaza Suites

Las Vegas Market
Retailer Resource Center, Building C

GET CONNECTED ONLINE!





The RetailObserver

To receive a copy of *The Retail Observer* online, go to www.retailobserver.com/subscribe

Increase profits with the ESP— an in-depth, on-site review of service operations, delivering an action plan of proven strategies

Tired of Chasing Service Department Profits?

The Expert Service Program Works!

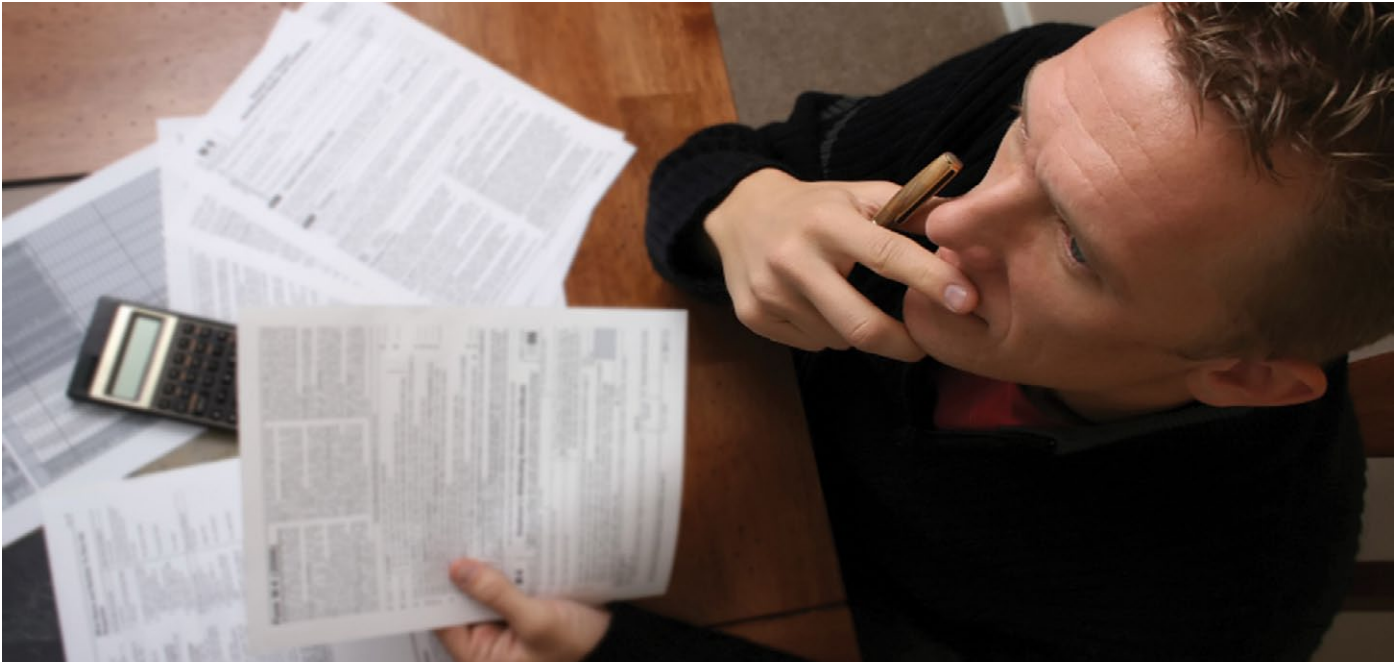




647-500-7785
info@pmdgroup.co



Tax Time Simplified



Can you afford to stop doing business for a week? It can take over 50 hours to prepare even a small business tax return. But, having good records can cut that time. Many commercial recordkeeping software packages can even feed information directly into tax prep software, saving you more time. Learn more about keeping good records on the IRS web site and in Publication 583 on *Starting a Business and Keeping Records*. IRS.gov even has a short video.

One of the keys to good recordkeeping is an understanding of your business' gross receipts and how to figure net profit. IRS has information that can help you there too. In Publication 334, *Tax Guide for Small Business*, start with chapter 5 on Business Income and continue on through chapter 9 on Figuring Net Profit or Loss.

For more IRS information on owning and operating your business, check out

Recommended Reading for Small Businesses and the highly rated *Virtual Small Business Tax Workshop* on IRS.gov.

If all this tax talk is too much, you may be thinking, "I need professional help." There are plenty of good tax professionals out there: to make sure you get a good one, check out IRS' *Ten Tips to Help You Choose a Tax Preparer*.

TAX INFO ON THE GO

IRS2Go is the latest version of the IRS Smartphone App.

The new app, available free on the Apple and Android platforms, adds a YouTube feature, news feed and tax transcript service to existing tools including:

- Check the status of your refund
- Receive simple tax tips and reminders via e-mail
- Follow the IRS Twitter newsfeed @IRSnews

Apple users can update or download the free IRS2Go application by visiting the Apple App Store. Android users can visit the Android Marketplace to download the free IRS2Go app.

- IRS2Go 2.0 – IRS YouTube Video
- IRS2Go 2.0 – IRS Podcast
- Follow the IRS on New Media
- Subscribe to e-News for Small Businesses

IRS WEBSITE FOR YOUR MOBILE DEVICE:
www.irs.gov



FROM ITALY, NOT FLORIDA
THE NEW ORANGE



TO COOK BEAUTIFULLY

Shown: The 2013 Bertazzoni Professional Series all-gas 36-inch range, with high-efficiency worktop, different sized brass burners including 18K Btu dual-ring power burner, ergonomic controls, convection oven, extra large cavity, full-width broiler, heavy duty telescopic glide shelves, soft motion door hinges, stainless-steel construction. And Arancio (Orange) hand-finished paintwork.

BERTAZZONI.COM

From Prep to Clean

KitchenAid Has the Tools to Help Cooks Do What They Love

Few brands have a heritage, and breadth of product line, like KitchenAid. They continue to create innovations that delight generation after generation. "We know we have loyal customers," says Gail Bruce, senior brand manager. "We constantly push ourselves to keep up with design and performance trends so we can reward them with a premium ownership experience."

BUY IT FRESH – KEEP IT FRESH



Preserva®
Food Care System

KitchenAid® refrigerators feature the Preserva® Food Care System. "Our customers have a passion for fresh ingredients," says Bruce. "The Preserva System helps extend their fresh taste and texture." The Preserva Food Care System is comprised of three distinct features. Sequential dual evaporators maintain a high humidity level inside the refrigerator, where you need it, to help slow down the natural process that causes food to spoil. And the freezer stays cold and dry to minimize freezer burn. The FreshFlow™ Produce Preserver includes an ethylene-absorption cartridge that helps delay over-ripening by up to 25%.* And the FreshFlow™ Air Filter is 15 times more powerful than baking soda at reducing common food odors.

In addition to four side-by-side refrigerators, KitchenAid features the Preserva Food Care System on two French door refrigerators.

INTRODUCING EVEN-HEAT™ TECHNOLOGY



Even-Heat™ Technology is available on select wall ovens, cooktops, and freestanding ranges. Innovative features allow cooks to get the perfect results they crave without the need for traditional secrets such as rotating pans or using a double boiler for melting.

"Our new line of wall ovens, cooktops, and freestanding ranges are designed for our consumers," says Bruce. "They are passionate about cooking and expect more from their appliances. Even-Heat™ Technology meets their high standards by delivering exceptionally consistent heat."

BETTER RESULTS VS. THE COMPETITION**



"A KitchenAid dishwasher lets cooks get their dishes clean and dry the first time, so they can get back to doing more of what they love to do," says Bruce. KitchenAid offers two distinct wash systems, both of which help deliver better results vs. the competition.** One way they achieve this is with a Heat Dry option. With this option selected, a

dedicated heating element pulses on and off at regular intervals to ensure dry dishes at the end of the cycle.

Additionally, many KitchenAid dishwashers add specialty features that enhance performance and ease of use. The ProScrub® Option features thirty-six spray jets positioned behind the lower rack which provides concentrated cleaning of casserole dishes and other large platters. Select dishwashers offer two additional features, the ProWash™ Cycle and ProDry™ Option. Both offer intuitive, one-touch control that takes the guesswork out of getting exceptional washing and drying performance.



DESIGNED FOR EVERY KITCHEN

KitchenAid appliances feature coordinated Architect® Series II styling. The rounded, contoured handles and stainless steel finish help bring together every area of your kitchen. **RO**

**Based on commonly purchased produce.*

***Based on combined wash and dry results of leading premium brands' highest MSRP models; dry testing conducted without rinse aid.*

RAISE YOUR EXPECTATIONS.



KitchenAid[®]

®/™ ©2013 KitchenAid. All rights reserved.

Sharing our passion for inspiration

We are a company of cooks. So we make the culinary process enjoyable, and help bring out the flavor of fresh ingredients. From wall ovens that deliver the most even baking* to dishwashers that get dishes clean and dry without pre-rinsing, there's a KitchenAid[®] appliance that will deliver performance and design that exceeds expectations.

*Among leading premium brand 30-inch wall ovens.

REGIONAL CONTACTS

KitchenAid.com

CALIFORNIA Alex Holton (949) 218-8061	NORTHWEST Mark Collier (206) 276-9756	SOUTHWEST Steve Carron (269) 277-6218	CENTRAL STATES Kelly Safis (269) 759-8427	GREAT LAKES Tom Ellspermann (269) 923-5051	GREAT PLAINS Derek Pline (269) 519-2887	GULF STATES Jim Webb (269) 923-1068	FLORIDA Jimmy Clark (904) 473-5089	ATLANTIC COAST Mike Druschel (724) 538-0574	NORTHEAST Mitchell Isert (856) 829-0592
---	---	---	---	--	---	---	--	---	---

ARCHITECTURAL DIGEST HOME DESIGN SHOW

MARCH 21-24, 2013

THURSDAY: OPEN TO THE TRADE & PREVIEW TICKET HOLDERS FRIDAY-SUNDAY: OPEN TO THE PUBLIC
PIER 94, 55TH STREET AT TWELFTH AVENUE, NEW YORK CITY



For tickets and show details, visit ADHomeDesignShow.com

CO-SPONSORED BY

The New York Times
NYTIMES.COM

SHOP. BE INSPIRED. CELEBRATE DESIGN.
Vignettes by 400+ Exhibitors | Design Seminars
Cooking Demos | Book Signings | Special Events and More



CO-LOCATED WITH

DIFFA'S DINING BY DESIGN
NY 2013, a spectacle of dining
environments. diffa.org

SPONSORED IN PART BY



THE LINCOLN MOTOR COMPANY



Become a Fan



Follow Us @ADHomeDesign



PRODUCED BY
MERCHANDISE MART PROPERTIES, INC. MMPI

PHOTO BY NIKOLAS KOENIG. INTERIOR DESIGN BY INGRAO INC.; ARCHITECTURE BY PRESTON T. PHILLIPS ARCHITECT