

The RetailObserver

April, 2010

YOUR RESOURCE GUIDE TO THE INDUSTRY

Vol. 21, Issue 4

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The Green Revolution

"It is not the strongest of the species that survives or the most intelligent, but the one most responsive to change." —Charles Darwin (1809-1882)

So here we are—2010—Celebrating the 40th anniversary of Earth Day, the Green Movement firmly rooted in our society and now fully embracing a commitment to survival and change. There is hope for our future with a new generation taking on the task of environmental responsibility, willing to be earth stewards and the ambassadors to a more sustainable future.

Are you "Going Green"? If so, congratulations, you have now become a supporter of a social/political movement that espouses global environmental protection, inviting you to a new level of socially responsible thinking and requiring of you, a commitment to action.

It seems like only yesterday when I celebrated the first Earth Day with my mother in elementary school. We planted lots of young redwood saplings that day. The school principal ceremoniously planted the first tree on school grounds, forever etching in my young mind how important nature is for the health of the planet, as well as our souls.

In honor of this milestone 40th anniversary, we here at *The Retail Observer* have taken the next leap into the greening of our magazine with the introduction this month of our new SFI Certified recycled paper and print processes. IPC Print Services (*our printer*), has achieved triple Chain of Custody Certification from the Forestry Stewardship Council (FSC), the Sustainable Forestry Initiative (SFI), and the Program for the Endorsement of Forest Certification (PEFC). Their dedication to preserving natural resources and minimizing the impact their business has on the environment from purchasing to shipping, has made them a wise choice as partners in our vision of sustainability.

IPC demonstrates its environmental responsibility through their continuous efforts to reduce and recycle waste, lower the use of hazardous chemicals, and increase the recycled content of raw materials used in the manufacturing process. In one year alone, this prevented more than 346,930 pounds of air pollution effluents from being released into the air, and saved: 98,297 trees, 40,475,124 gallons of water, 19,081 cubic yards of landfill space, and 456,791 gallons of oil.

I feel "Green" is a way of thinking, being and doing. It is choosing to care for the earth and the preservation of our environment—for ourselves, our children, and the generations to come. It's time to ask "Where do I stand on this growing issue?" Environmental responsibility has now become a way of life. It's not about what you say, but what you do *and* how you do it that matters. Are you ready to join the "Green Revolution"?



Let's Go Green!

Eliana Barriga

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The
RetailObserver

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CELEBRATING OUR 21ST YEAR

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Electric Appliance History

40 Years ago this month, *The Retail Observer* got its start as *The Northern California Retailer*. It has gone through a lot of changes from its humble beginnings and has covered a lot of history. Being a part of the 20th—and now 21st—century gives us a lot to look forward to. I did a little research on the last century regarding appliances, mostly electric, as gas has been a staple for centuries. Let's face it—you ignite gas and it gets hot, food cooks and you eat. The technologies that created the 20th century's laborsaving household devices owe a huge debt to electricity, which brought light and power into the home. Then, two major engineering innovations came along—resistance heating and small efficient motors, which led to electric stoves, irons, vacuum cleaners, washers, dryers, and dishwashers being mass produced. In the second half of the century, advances in electronics ushered in appliances that could be set on timers and even programmed, further reducing the domestic workload by allowing washing and cooking to go on without the presence of the human launderer or cook.

1901	Engine-powered vacuum cleaner	1935	First clothes dryer
1903	Lightweight electric iron introduced	1945	Magnetron discovered to melt candy, pop corn, and cook an egg
1906	Patent for Induction Heating	1947	First top-loading automatic washer
1907	First practical domestic vacuum cleaner	1950's	First practical Induction cooktops demonstrated
1909	First commercially successful electric toaster	1952	First automatic coffeepot
1913	First refrigerator for home use, first electric dishwasher on the market	1963	GE introduces the self-cleaning oven
1915	Calrod developed	1972	First percolator with an automatic drip process
1919	First automatic pop-up toaster	1990's	Environmentally friendly washers and dryers
1927	First garbage disposer	1997	First prototype of a robotic vacuum cleaner
1930's	Washing machine to wash, rinse, and extract water from clothes		

As we journey through the next century, we plan on keeping you informed of the latest and greatest technologies coming down the pike, like Food Replicators and Plasma Cookers, that will become the next generation's museum pieces. You'll hear all about it from us here at *The Retail Observer* as we move into the next decade of our magazine's legacy.



Happy Retailing,

Moe Lastfogel

moe@retailobserver.com

The
RetailObserver

APRIL 2010

VOLUME 21, NUMBER 4

CELEBRATING OUR 21ST YEAR

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



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Showroom Spotlight

Abt Electronics

SHOWROOM, RECYCLING CENTER, & DESIGN CENTER

Abt Electronics has established a high standard for businesses across America. Being a family-run business, certain things are never compromised, such as the core values that play an important part in their own family. Employees are encouraged to practice those values in the store daily.

Abt Electronics began in 1936 when Jewel Abt gave her husband, David, \$800 to start a business. Jewel and David

Abt opened Abt Radio, an electronics store in the Logan Square neighborhood of Chicago. The small storefront with three employees, has grown today into Abt Electronics, which is still a family-owned business, with a workforce of more than 1,000 employees occupying its fifth location.

SHOWROOM FACILITY & SERVICE

The Abt showroom, recycling center, and Abt Design



The Abt store is like a fantastic shopping mall featuring an incredible atrium that makes you feel like you've been transported into another world, with a magnificent water fountain dancing for all to see. Surrounding the fountain are the different boutiques that make the atrium unique, the Abt specialty stores such as the Gourmet Shop, Time Watch Boutique, The Sub-Zero/Wolf Living Kitchen, The Connect Store, The Apple Store, and The Sony Store. Between the stores are custom made kitchen vignettes that are anchored by brands such as Thermador, Dacor, Gaggenau, and Miele.

GOING GREEN

Going green saves the company and their customers' money. Abt leaves a small environmental footprint, which is the goal of both the family and the business. Making the environment a better place for customers, employees, children, and future generations is our main objective, and according to Mike Abt, company president – “eliminating

“ Recycling is important to us, so we built a recycling center. We make sure that when we leave a customer's home, it is actually greener than when we got there. ”

Center reside on 37 acres in Glenview, IL - a suburb of Chicago. Abt Electronics carries nearly all brand name, high-end electronics and appliances, with most on display. Walking into the store is visually stimulating, and on weekends it even smells like fresh baked chocolate chip cookies, baked in Abt's world famous cookie kitchen.

Abt's showroom is divided into sections that specialize in different types of consumer electronics and appliances. There is an abundance of televisions with home theater setups to give customers a good idea of what their homes can look and sound like with a new home theater system.

The small electronics section in the Abt showroom houses cameras, camcorders, cell phones, MP3 players, and more. For customers who want to try out a camera or camcorder before buying it, there is a beautiful 7,500 gallon aquarium for practice shots. Abt even has a mobile electronics department and mobile installation bay for customers to upgrade any mode of transportation - from a car to a boat.

waste altogether is the ultimate goal, and reaching that goal is not currently far off, it's a core value of the company and is demonstrated in everything we do.”

“Recycling is important to us, so we built a recycling center. We make sure that when we leave a customer's home, it is actually greener than when we got there. We bring in energy efficient appliances and electronics and recycle everything that we have removed from the home,” said Bob Taylor, director of operations.

The recycling program at Abt is very extensive. What used to be a necessary once daily-garbage pick-up now has been reduced to 3/week. Abt's unique recycling program takes in wood pallets, electronics, appliances, cardboard, batteries, plastic, Styrofoam™, and materials brought in by customers. Annually, the Abt recycling center saves 3.5 million pounds of cardboard and over 10 million sheets of paper from going to the local dump, as well as over 10 million pounds of appliances and | *continued on page 10* |



“ The [current] economy has helped Americans realize that by purchasing something green, they can save money in the end. ”

2 million pounds of electronics from ending up in the garbage each year. Over 240,000 pounds of Styrofoam is kept from going to the landfill, by using a special machine that essentially melts Styrofoam down into a little pile (making it look like a coiled snake). These Styrofoam coils are bagged and sent to China where they are used again, versus the 20,000 years it takes for Styrofoam to biodegrade.

Com-Ed has provided an extra incentive over and above the intrinsic benefits to the environment. Currently they are giving rebates for those who responsibly recycle appliances. Abt has been chosen to participate in their rebate program.

Abt is proud to use bio-diesel in 64 of the diesel trucks in the fleet. They also have end-loaders, Bob Cats, and dump trucks that use bio-diesel. “I make sure that all of the new gas vehicles being added to the fleet are E85-ready,” said Charles Metoyer, director of fleet operations. “Abt’s delivery trucks are even cleaned with recycled water,” he stated.

Along with fueling Abt’s Green Fleet with environmentally sound fuel, Abt sends the used oil, oil filters, coolant, and batteries from all of the trucks to be properly recycled. The Abt team has thought of so many details when it comes to the maintenance of the Green Fleet.

Natural light pours in from skylights located throughout the building during the day, aiding the generator that Abt bought to power the building nine hours each day. From 9am to 6pm the co-generator keeps Abt off the grid, by burning clean, natural gas. In the warehouse, Abt uses high-output t-5 fluorescent lights which are 60% more efficient than standard lighting. 17% of the lights that Abt uses are called pulsar lights, which use considerably less energy than any other normal light.

PAST—PRESENT—FUTURE

From Abt Electronics’ humble beginning, the business has grown, over time, into one of the largest | continued on page 62 |





“ Abt’s delivery trucks are even cleaned with recycled water. ”



CALL TO ACTION



SEND US YOUR SHOTS

LOOKING FOR RETAILERS, DISTRIBUTORS AND MANUFACTURERS engaged in their element while at trade shows, special events, showroom openings or just plain group get-togethers. *The Retail Observer* is interested in featuring you in our new snap-shot page, "Retailers Observed", where you can see what your industry buddies are up to. Please e-mail us your hi-res photos in .jpg format. Include the captions with the photos you send for consideration and be sure to put "Retailers Observed" in the subject line. Send to: production@retailobserver.com

FEATURED THIS MONTH:
Nationwide Primetime 2010



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Mailbag

Your magazine is looking great and I love the addition of new features and writers. I usually find an article with a relevant topic... like this month's (March 2010) customer service focus, "Bad Bosses: Don't Be One." Thanks for a job well done and wishing you continued success!



Judy Gehl
Broan-NuTone LLC

As a subscriber since the '70s, I am so impressed at the changes *The Retail Observer* has gone through! Your look, content, editorial and sponsorship is impressive, educational and informative. Now, with your magazine on the website, it's great! I am so pleased to see the re-birth handled by such smart, contemporary people.

Tony de Losada

On your new look, I think it is awesome, it still has the feel of the

old *Retail Observer* which I think is really important, but so much classier and "high end". It has been so secluded until you took over and the Mid West was clueless on this piece. Once someone gets it into their hands they will be looking for it every month. Just like that guy said, "I get so many magazines every month, this one I stop what I am doing and read it right away!" Me too.

*David LaFollette
Pacifica, CA*

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

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APPLIANCE MANUFACTURERS SPEAK UP FOR CONSUMERS ON SMART GRID



At a panel discussion hosted by the National Association of Regulatory Utility Commissioners (NARUC) and the Federal Energy Regulatory Commission (FERC), the Association of Home Appliance Manufacturers (AHAM) affirmed that consumers are the key to the development and effectiveness of the Smart Grid in the United States.

Kevin Messner, AHAM's vice president of Government Relations, cited the home appliance industry's recently published Smart Grid white paper's three requirements for a successful Smart Grid. AHAM believes that smart appliances offer enormous benefits to consumers and the nation in deferring certain appliance duties to save consumers on utility bills and reduce the need for peak power plants.

Messner said, however, that consumer needs must be met in the development of a Smart Grid and consumers must be the final decision-makers in controlling how their home appliances operate. He also called for a national dynamic pricing structure so that homeowners can reap the true financial benefit of avoiding peak power use. In order to accelerate development and use of smart grid-enabled appliances, Messner stressed the need for uniform national communication standards which are open, flexible, secure and limited in number. These standards will enable smart appliances to receive information from electricity providers and communicate within the home.

The panel discussion, "Smart Grid Energy Information Policies and Technologies: Gateways or Gatekeepers?" was held before several public utility commissioners and led by Chairman Jon Wellinghoff of the Federal Energy Regulatory Commission (FERC), Commissioner John Norris of FERC, Commissioner Frederick Butler of the New Jersey Board of Public Utilities, Commissioner Phyllis Reha of the Minnesota Public Utilities Commission, and Vermont Public Service Board Member and NARUC President, David Coen on February 14, 2010.

Others who joined AHAM on the panel included representatives from the Public Utility Commission of Texas, Baltimore Gas & Electric, Consumer Energy, Google, and the D.C. Office of the People's Counsel.

The AHAM Smart Grid white paper titled The Home Appliance Industry's Principles & Requirements for

Achieving a Widely Accepted Smart Grid can be found online at www.aham.org/smartgrid.

The Association of Home Appliance Manufacturers (AHAM) is a not-for-profit trade association representing manufacturers of major and portable home appliances, floor care appliances and suppliers to the industry and is headquartered in Washington, D.C. You can visit the AHAM web site at <http://www.aham.org>.

BAZZEO TO EXPAND BUSINESS NETWORK



GREEN CABINET COMPANY NOW REPRESENTED IN NINE U.S. STATES

Bazzeo, the earth-friendly cabinet line made in the USA, has recently added another marketing partner to their ever growing distribution network. Responsible Luxury in Ojai, CA joined the Bazzeo family in late 2009, with a showroom, showcasing the full Bazzeo line, slated to open in spring 2010.

This is the eleventh marketing partnership for resale Bazzeo has signed in the last 18 months since the company launched in May 2008, their eco-sensitive collection made from post-consumer and renewable materials.

Bazzeo components like doors, drawers and panels are manufactured using a composite material that is made from 100% post-consumer recycled material. The Bazzeo





collections come in a wide variety of colors to suit the individual palate.

Bazzeo cabinets for kitchen, bath and home interiors can now be seen and purchased from coast to coast in the following states: CA, CO, FL, NY, PA, TX and WI. The full list of independent showrooms which carry the Bazzeo lines is available for viewing on Bazzeo's new website: www.bazzeo.com/marketingpartners.

"It is very important for us at Bazzeo to expand our resale network gradually, so that our perspective clients and design industry members have direct access to our lines, and are able to experience the craftsmanship and design intelligence behind each and every Bazzeo line we offer," stated Iko Aviv, founder and head designer of Bazzeo upon signing the latest representation agreement in California. "Bazzeo is always interested in adding new independent showrooms and marketing partners to our distribution and marketing system; we are welcoming anybody interested in environmentally friendly, contemporary cabinet design to contact us and talk about the opportunities Bazzeo has to offer."

Leading the way in sustainable kitchen manufacturing, Bazzeo is a member of the U.S. Green Building Council and has won several awards for their eco-friendly innovative cabinet lines. With less waste during the manufacturing process as well as an extensive selection of eco-sensitive materials to choose from, the Bazzeo kitchen and bath collection is designed for a green environment without compromising on design.

Bazzeo offers eco-friendly products that qualify towards LEED® certification. For information on becoming an independent Bazzeo resale location, please contact info@bazzeo.com or call 212-206 7400.

ECOXERA ANNOUNCED AS SUSTAINABILITY CONSULTANT TO PROFESSIONAL RETAIL STORE MAINTENANCE ASSOCIATION (PRSM)



Ecoxera will assist PRSM in developing member tools, resources, and education on sustainability for

retail store operations and maintenance.

The Professional Retail Store Maintenance Association (PRSM) announced Ecoxera as its sustainability consultant. Together they will develop a robust sustainability program for PRSM members.

There is confusion in the sustainability market place - Ecoxera and PRSM's collaboration will bring clarity and direction for programs and practices that make business sense while helping retailers deliver on environmental commitments. The program will include innovative, revenue-generating tools, education, and resources such as guides, articles, best practice sharing, white papers, and a number of interactive features such as a discussion forum and "Ask the Expert" web feature on sustainability topics.

"We are excited to have Ecoxera on board to help us deliver a more robust program for our members," said Patricia Dameron, PRSM executive director. "Ecoxera's support will be pivotal in meeting our green initiative mission of positioning PRSM as the voice of the retail facility maintenance industry on greening initiatives."

Since the establishment of the green initiative in 2007, PRSM has made great strides in educating members on the benefits of sustainability and greening operations as well as building a foundation for further program development. As part of the initiative, the Green Council was formed to recommend and develop programs in response to member needs.

A survey revealed that members were most interested in topics related to retrofitting stores, energy efficient lighting, waste management & recycling, eco-friendly products and services, and water conservation.

The greening retail landscape continues to be driven by a variety of factors such as code compliance, | *continued on page 20* |

Fulgor Milano—A New Brand with a 60-Year Heritage

The Fulgor Milano line of premium kitchen cooking appliances may be new to the United States and Canada, but the original company dates back more than 60 years, and its parent company, Meneghetti S.p.A., boasts a half-century of staying power. Fulgor Milano brings to America impeccable Italian style and craftsmanship, combined with cutting-edge technology and a commitment to quality that goes back over three generations. Yet despite the impressive numbers behind the company today—with nearly 300 employees, over 260,000 square feet of production space, and distribution in 54 countries worldwide—the beginnings of this global powerhouse can trace their roots to two companies in Italy that traveled convergent paths.

The original Fulgor (the name means “Shine” in Latin) company was founded in 1949 as a maker of coal stoves. By the mid-1950s, Fulgor was producing free-standing gas ranges. In 1960, Meneghetti—at the time, a separate company—was founded, originally as a tool and metal-pressing factory that specialized in appliance components. In the 1970s, Fulgor was producing gas and electric cooktops; Meneghetti offered its own cooktops in the 80s. Fulgor innovations continued quickly throughout the 1990s and beyond with the production of its first glass cooktop, the first production of self-cleaning ovens in Europe, and the invention of the world’s first dual-flame burner. Simultaneously, Meneghetti was also producing ovens, cooktops, and vent hoods, thus earning its status as the go-to Italian manufacturer for many of the world’s premiere OEM brands—a reputation that continues unabated today.

In 2009, Meneghetti S.p.A. acquired Fulgor, and launched the new Fulgor Milano brand in North America. Fulgor Milano combines the design heritage of Fulgor (including its half-dozen ADEX awards for design excellence) with parent company


Meneghetti’s renowned reputation for manufacturing excellence, quality control, and superior service support. Fulgor Milano products are designed and manufactured in Italy (in the renowned Milan region, as the brand name makes clear), with a UL-certification for the U.S. market. With a focus on customer

service and support, the company offers a two-year warranty on its products and also leverages such innovations as LEAN quality control and PDCA production methods, and is ISO 9001:2000 certified.

In the future, Fulgor Milano is planning an ambitious product line, including gas, electric, steam, and microwave ovens; gas, electric, ceramic, and induction cooktops; stylish and powerful vent hoods; and even a genuine Italian espresso machine. With Meneghetti producing more than 1,000 different private-label products for more than 400 brands distributed worldwide, Fulgor Milano is fully equipped to meet this new challenge in North America. The introduction of Fulgor Milano into the U.S. and Canadian markets will begin gradually, starting with the rollout of built-in ovens and cooktops, which will be available in June, 2010.

Fulgor Milano’s commitment to the quality of its products is matched only by its commitment to its distributors. In an age where many manufacturers tend to gravitate directly toward dealers, Fulgor Milano proudly maintains a two-step distribution infrastructure, supporting the distributors who in turn support Fulgor Milano dealers. Parent company Meneghetti has North American offices and a showroom in

the Washington, D.C. area, as well as a warehouse and after-sales service department near Chicago. Meneghetti S.p.A. is headquartered near Venice, Italy; its Fulgor Milano facility is located in Italy’s Lombardia region, in Gallarate.

For more information about Fulgor Milano and its products, call (800) 926-2032, or e-mail info@fulgor-milano.us. 

FULGOR MILANO



CIAO, BELLA.



Hello, Beautiful. Direct from Milan, the design capital of the world, comes Fulgor Milano, a familiar, but new name in luxury kitchen innovation, technology, and quality. Fulgor Milano is backed by Meneghetti S.p.A., a company built on a solid reputation for more than a half century and known for creating private-label masterpieces for the world's premiere kitchen appliance brands. With stunning cooktops and built-in ovens, be sure to introduce yourself to Fulgor Milano. Call today.

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Another milestone in the color green, Liebherr's production sites in Austria and Germany that produce all domestic appliances for North America have been awarded the certificate of compliance with the international environmental management standard ISO 14001. This certification marks another important chapter in Liebherr's long standing and impressive green story, and was achieved by demonstrating a continual process of improvement for meeting environmental targets.

Continuous improvement is of significant importance to North American consumers considering the purchase of Liebherr product. Even though Liebherr has only been selling their refrigeration and wine storage product lines in this market since 2005, the energy consumption of the introductory units have more than halved since then. Extra initiatives also demonstrate commitment, such as standard LED lighting in all of their premium models even though the ultra efficient lighting systems do not factor into the ENERGY STAR® rating system because units are rated with the doors closed.

Liebherr prepared for the extensive ISO 14001 audit beginning in late 2008. The Quality organization praised Liebherr employees throughout the process for their detailed knowledge and practical implementation of environmental protection. Environmental responsibility has become a corporate mantra with ongoing programs such as:

- Worldwide compliance to RoHS standards (Restriction of the use of certain Hazardous Substances in electrical and electronic equipment)
- Established central waste and resource collection stations at their manufacturing facilities
- 100% recyclable packaging on all products
- Water used in the production process is purified and pollution-free
- Energy released during production is recovered and utilized again in heating the manufacturing environments.

Driven by innovation and characterized by sophisticated, fresh design, Germany-based Liebherr Corporation brings the best of Europe to the refrigeration category in North America. As the worldwide leader in environmentally responsible refrigeration, Liebherr provides outstanding built-in, freestanding, and fully integrated refrigeration and wine storage units. For further information, visit www.liebherr-appliances.com.



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energy and water use reduction, waste management, and shifting consumer buying behaviors.

“There are many great opportunity in retail for green initiatives,” Ecoxera President David DeVos said. “We are thrilled to be working at the forefront of the eco era movement with such a progressive association to deliver green programs for their forward-thinking retailer and vendor members.”

ABOUT PRSM ASSOCIATION

The Professional Retail Store Maintenance Association is comprised of North America’s most innovative and reputable retailers and suppliers that need an equally dynamic organization committed to advancing the industry and the careers of those engaged in the retail facilities maintenance profession. PRSM’s commitment to its members is to be the industry leader by providing continuing education and information about current events as well as a thriving market place for the industry’s best products and services.

For more information visit PRSM.com

ABOUT ECOXERA

Ecoxera, based in Austin, Texas, is an innovative team of experienced professionals in the field of sustainability who are driven to help the retail industry implement innovative and sustainable business models. Comprised of LEED® accredited professionals who have developed retail sustainability programs for prominent corporations as well as the United States Green Building Council, Ecoxera has the unique ability to develop effective, integrated green approaches that yield lasting bottom-line results and provide green equity into a retailer’s brand. Ecoxera’s expertise extends across four main sectors: Building Efficiency & Green Operations, Innovative Design & Construction, Sustainable Products & Supply Chains, and Greentelling™.

For more information visit ecoxera.com

EVERGREEN EARTH LAUNCHES CONSUMER WEBSITE FOR GREEN ASSURED COMPANIES



In a world where “green washing” has created an atmosphere of doubt when purchasing earth-friendly products and services, the Evergreen Assured website easily guides consumers to goods and services that are eco-centric and socially responsible. Besides listing companies that have gone through the Evergreen Assured application process, the site features the Core Values of Evergreen Earth as well frequently asked questions.

The Evergreen Assured™ Standard of Commitment recognizes companies and their associated products and services that are dedicated to a more sustainable world. The Standard was developed to provide a guide for consumers who are looking to make eco-centric choices and to support eco-friendly businesses.

The Evergreen Assured Standard was created as a way for consumers to identify at a glance that they are purchasing a product or | *continued on page 24* |

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Environmental Impact Statement



The strength and history of Küppersbusch are built on the foundation of innovation, design, quality, and energy efficiency. Küppersbusch pioneered the use of Convection technology; this innovation applied to Küppersbusch Appliances in 1973 set a new benchmark in cooking technology and has been further applied through the introduction of the Okotherm Ring Catalyzer in 1983. These two technologies combined have been applied to both our 60cm and 90cm oven series resulting in a residential use oven that can operate on an industry low 15 amps. Our Okoemail enamel coating is also offered in our complete line of ovens eliminates the need of the high heat, high energy usage self clean cycle to reduce your ecological footprint.

Our Okospeed cooking feature incorporated into our electric cooktop line allows you to boil 2 liters of water in just over 8 minutes at a 70% degree efficiency rate.

The oko (German equivalent of the prefix eco) line of enhancements were developed specifically to enhance the “green” appeal of our product line. As part of the third largest Appliance Group in Europe, the Teka Group, we realize the effect our products have in impacting our planet and environment. Küppersbusch remains committed to maintaining the

highest level of environmental care and consideration.

MANUFACTURING ENVIRONMENTAL POLICY

At the manufacturing level, Küppersbusch has always strived to control and recycle waste, and use non-toxic and environmentally friendly materials both in production and in packaging. Due to this commitment to quality control and environmental practices and procedures, Küppersbusch has been awarded the highly coveted ISO certification, as well as numerous safety and environmental awards.

Küppersbusch is aware of the fact that we all have an obligation to protect our environment and to secure our natural resources now and for the generations to come

ECOLOGICAL SYSTEMS

Küppersbusch, as well as its primary suppliers, have invested both time and money in research and development in order to manufacture without the use of toxic materials often associated with the production of lacquers, fabrics, plastics, etc. Küppersbusch had no difficulty complying with the standards of safety adopted by the European Community. At Küppersbusch, the final quality of our product, as well as the environmental results of production, are serious matters, in which everybody takes responsibility. 🌱

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service from a socially responsible group. Consumers can trust that a product or service bearing the Evergreen Standard goes beyond “Green” and reflects the company’s commitment to true sustainability and global responsibility.

Founded by Gordon Hattersley III, Evergreen Earth is committed to helping businesses, institutions and individuals meet the challenges of our time by providing innovation, education, development and operational services for all facets of renewable energy integration and sustainable building practices.

For more information regarding Evergreen Earth and the Evergreen Assured Standard, visit www.evergreenassured.com. Send any questions or comments to info@evergreenearth.com.

MONSTER REDEFINES TRADITIONAL POWER SUPPLY TECHNOLOGY WITH THE AWARD-WINNING HTUPS 3700 POWERCENTER

ADVANCED POWER PROTECTION WITH MONSTER COUNTDOWN™ TECHNOLOGY, IP CONTROL, GREEN ENERGY MANAGEMENT AND MORE FOR ULTIMATE HOME THEATER PROTECTION AND CONVENIENCE



MONSTER Monster, the industry leader in power protection and conditioning products, announced the availability of its HTUPS 3700 (SRP: \$1099.95) uninterruptible home theater power supply. The HTUPS 3700, recently honored with a prestigious Innovations 2010 Design and Engineering Award by the Consumer Electronics Association (CEA), features technologies that go far beyond surge protection—offering such advancements as clean power filtering, remote access control and more, significantly adding value to any home entertainment system.

MONSTER COUNTDOWN™ TECHNOLOGY – DISPLAYS BATTERY BACKUP MINUTES LEFT

Monster Countdown Technology is a key innovation in the HTUPS 3700 that features a digital display that shows remaining

battery power time in minutes. Users can instantly see how much time they have left to safely shut down their system in case of power failure, or how much time they can keep systems running. It also allows installers to test a system when it is being installed for how long it will stay running if there is a power failure. The HTUPS 3700 supplies up to 5 hours of backup power with an internal battery.

REMOTE ACCESS IP CONTROL FOR INSTALLATION AND MUCH MORE

The HTUPS 3700 offers complete remote access IP Control—each and every outlet bank can be accessed through the Internet with the addition of an IP module, allowing users to check on their equipment anytime they wish—from virtually anywhere. But this innovative IP control capability goes far beyond remote access of the HTUPS3700. Among the many benefits it offers users is that in the event of the loss of an Internet connection, the HTUPS 3700’s circuits can be set to automatically reset two of the receptacles, such as the DSL Modem and Router and thereby re-establish the Internet connection. Customers also have the benefit of eliminating most of their Internet downtime, while ensuring much more consistent and reliable IP base remote access and control, thanks to the unit’s ability to automatically reset a modem and router without having the installer or user having to troubleshoot.

EFFICIENT ENERGY MANAGEMENT VIA MONSTER’S IP-BASED “ECOSYSTEM OF CONTROL”

Notably, the HTUPS3700 is also the first Monster Power center that will be connected to the Monster Green IP-based Ecosystem of Control. Not only will remote IP access be enabled for the user, the Monster Green Energy Management system can be set to automatically communicate with the HTUPS3700 and schedule automatic shut down and enable times throughout the day to minimize energy/vampire energy drains during non-peak hours, powering up each receptacle when needed. Consumers can now leave their home knowing that their energy usage is at a minimum while they are away from home, and know that it will automatically re-engage each circuit before they return.

AUTOMATIC VOLTAGE REGULATION FOR TOTAL SYSTEM SAFETY

The HTUPS 3700’s Automatic Voltage Regulation (AVR) which prevents the voltage supplied to a | *continued on page 26* |

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Samsung Appliances Now Available to the Independent Dealer Channel.

Breathe new life into your appliance sales with cutting-edge designed appliances from Samsung. From top selling front load washers and dryers that are huge on style and capacity, to sleek kitchen appliances that make cooking a joy and clean-up effortless, it's no wonder Samsung is the elegant appliance customers want most.



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user's home theater system from going outside of safe system operating specifications. The AVR senses voltage sags or swells and automatically engages to stabilize voltage levels to prevent damage and improve system performance during these conditions. For total security, Tri-Mode® disconnect circuitry and microprocessor-controlled T2 actively monitors the line, neutral, and ground power lines for electrical surges, dips, and swells and automatically disconnects the PowerCenter and AV equipment from AC power when conditions exceed a safe level, automatically reconnecting when power conditions have returned to normal.

Noel Lee, The Head Monster, noted: "Today's high-end home entertainment systems rely on constant power to maintain important system functions. Even during brief power outages, your system can suffer damage, ranging from lost memory settings and data to physical component damage caused by incorrect turn-on sequencing that may occur when utility power is restored. The HTUPS 3700's internal backup battery supply maintains voltage to your system during power outages, ensuring that you do not lose settings or memory, while also protecting your equipment from costly damage due to an incorrect turn-on sequence. The Monster HTUPS3700 truly sets a new standard as the most comprehensive power protection and backup power supply unit ever devised. From its advanced performance and protection features to the leading-edge IP control, remote access and energy management capabilities, no other surge protector has been as well conceived as the HTUPS3700."

Explore the world of Monster at www.monstercable.com

ADDITIONAL MONSTEROUS® FEATURES

The HTUPS 3700 features patented Monster HD Clean Power® that filters out electronic noise and interference to maximize performance and reduce wear to delicate digital equipment. For the most advanced power protection, the HTUPS 3700 includes both Monster Tri-Mode® disconnect circuitry and microprocessor-controlled T2™. T2 actively monitors the line, neutral, and ground power lines for electrical surges, dips, and swells and automatically disconnects the PowerCenter and AV equipment from AC power when conditions exceed a safe level. It automatically reconnects when power conditions have returned to normal.

In addition to advanced power protection, Clean Power filtering, AVR, and UPS technology, the HTUPS 3700 also features Monster GreenPower™ energy savings.

Selected outlets can be automatically shut off to reduce stand-by mode energy waste when equipment is not in use.

INCREASE CUSTOMER SATISFACTION AND REDUCE SERVICE CALLS

The HTUPS 3700's combination of advanced power protection, patented Clean Power filtering, and automatic voltage regulation lets the CI professional offer the customer one self-contained unit that does the work of at least three separate components. All these features add up to an easy, neat installation and optimal performance of home theater equipment, as well as the guarantee that even when a power outage occurs, customers will have peace of mind, knowing that their investment is protected.

ABOUT MONSTER

Monster was founded by Head Monster Noel Lee with a commitment to creating products under the Monster Cable® brand to literally "make music sound better." Today, Monster has grown and diversified to become the world's leading manufacturer of connectivity solutions for high-performance audio, video, car audio, computer, console and computer gaming, as well as a leading innovator in the field of iPod® and iPhone™ accessories and professional audio and sound reinforcement. As part of its commitment to improving the music listening experience, Monster worked with Dr. Dre and Interscope Geffen A&M Chairman Jimmy Iovine to create the Beats™ by Dr. Dre™ headphone line, including the new Heartbeats by Lady Gaga headphones. The company is also continuing to innovate with its own line of Monster brand headphones, including "Turbine Pro™ In-Ear Speakers™," the first in-ear headphones geared for use by music professionals and audiophiles. Additionally, under its Monster Power® brand, the company is the leading manufacturer of high-performance AC power line conditioning and protection products for audio/video systems.

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KBIS 2010 Conference Guide

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KBIS 2010 Conference Guide

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Message from the NKBA President

Dear Fellow Professionals,

As the 2010 President of the National Kitchen & Bath Association, I'd like to welcome you to Chicago for the 2010 Kitchen & Bath Industry Show. Join the tens of thousands of kitchen

and bath professionals attending KBIS to make new connections in the industry and discover innovative products and ideas. KBIS provides the inspiration, information, education, and connections necessary for kitchen and bath professionals to succeed in the year ahead.

At KBIS, you'll see the latest in product technology and design from the many industry giants exhibiting at the show, including Blum, Dal-Tile, Grohe, TOTO, Cosentino, ROHL, GE, Jenn-Air, Moen, Kohler, Delta, Masterbrand, and many others. While you're at KBIS, make sure to make the most of the conference, as well as the show floor. Take a look at the four knowledge paths—Business & Leadership, Trends & Insight, Design & Inspiration, and Sales & Marketing—to guide you to the events that will help your business thrive in 2010 and beyond.

Join me in Chicago this spring and benefit from the excitement of the show floor, in addition to the incredible speaker presentations and educational opportunities that are part of the Kitchen & Bath Industry Show each year. I hope you'll see KBIS as I do—a valuable investment in your business and your career. I look forward to seeing you in the Windy City.

Sincerely,

Mark L. Karas, CMKBD – 2010 NKBA President

KBIS 2010 Schedule-at-a-Glance

Wednesday, April 14, 2010

- 8:00 am - 5:00 pm** 8-Hour Professional Development Courses
 - CKD/CBD Skills Workshop
 - Advanced Appliance Workshop
 - Marketing & Sales Strategies
- 8:00 am - 2:30 pm** 6-Hour Professional Development Courses
 - Green Remodeling
 - Building Codes, Standards & Guidelines
- 8:00 am - 12:00 pm** 4-Hour Professional Development Courses
 - Ventilation 101: Clearing the Air
 - Build Your Business with Outdoor Kitchens

Thursday, April 15, 2010

- 8:00 am - 2:30 pm** 6-Hour Professional Development Courses
 - Decorative Plumbing: A Systems Approach
 - Residential Green: for Kitchens and Baths
 - Sell by Design, Not by Chance
- 8:00 am - 12:00 pm** 4-Hour Professional Development Courses
 - European Design Trends
 - Lighting: What's New in Energy Savings
- 8:00 am - 12:30 pm** NKBA Educators' Forum (*invitation-only*)
- 9:00 am - 3:00 pm** CKD/CBD Certification Exam (*Hand draft & CAD*)
- 12:30 pm - 4:30 pm** NKBA Chapter Officers' Forum/Ambassadors' Club Luncheon & Breakout Sessions (*invitation-only*)
- 6:30 pm - 10:30 pm** KBIS Gala & NKBA Celebration (*invitation-only*)

Friday, April 16, 2010

- 10:00 am - 5:00 pm** Show Floor Open
- 8:15 am - 9:30 am** Opening Ceremony
- 9:45 am - 10:00 am** Ribbon Cutting
- 11:30 am - 1:30 pm** NKBA Design Competition Awards (*invitation-only*)
- 11:30 am - 1:45 pm** Distributors Seminar
- 12:00 pm - 1:45 pm** DPH Seminar
- 12:00 pm - 1:45 pm** Dealers Seminar
- 2:45 pm - 3:45 pm** Business & Leadership Session
- 5:00 pm - 6:30 pm** International Reception (*invitation-only*)

Saturday, April 17, 2010

- 10:00 am - 5:00 pm** Show Floor Open
- 8:30 am - 9:30 am** Trends & Insight Session
- 8:30 am - 10:15 am** Shark! Manufacturers & Manufacturers' Reps Breakfast
- 8:30 am - 10:15 am** Builders/Remodelers Seminar
- 10:30 am - 11:30 am** Ask the NKBA: A Town Hall Meeting (*NKBA member-only event*)
- 12:15 pm - 1:45 pm** State of the Industry Address
- 2:45 pm - 3:45 pm** Sales & Marketing Session

Sunday, April 18, 2010

- 10:00 am - 3:00 pm** Show Floor Open
- 8:30 am - 10:00 am** Designers Seminar
- 10:30 am - 11:30 am** Design & Inspiration Session

NKBA Conference Program



The NKBA Conference Program features speakers who have made names for themselves as designers, leaders, experts, and innovators. Make the most of your KBIS experience by attending one of the many engaging and informative NKBA conference sessions.



Opening Ceremony

Friday, April 16 • 8:15 a.m. - 9:30 a.m. • 0.1 CEUs

“Disregard All Previous Instructions” Sergio Zyman, former CMO, Coca-Cola

The first Chief Marketing Officer at any company, Sergio Zyman completely redeveloped Coca-Cola’s marketing strategy in the 1980s and 90s, leading

to the most explosive sales growth in company history. After leaving the company, he’s written a series of books, including best-seller *The End of Marketing As We Know It*, and founded his own marketing consulting firm.

At KBIS, Zyman will discuss how last year’s economic crisis, which affects all markets and marketplaces, requires a completely new set of rules, competitive factors, and unique selling propositions. Previous practices, or instructions, are obsolete in today’s marketplace and economy.



Business & Leadership Session

Friday, April 16 • 2:45 p.m. - 3:45 p.m. • 0.1 CEUs

“Delivering World-Class Customer Service” Dennis Snow, former Manager, Disney Institute

Dennis Snow, a 20-year Disney veteran, launched a division of the Disney Institute responsible for consulting with some of the world’s largest companies, including ExxonMobil, AT&T, General Motors, and Coca Cola. A former instructor with Disney University, he taught corporate philosophy and business practices. Snow illustrates how to apply customer service to ensure repeat business, referrals, and strong sales.



Trends & Insight Session

Saturday, April 17 • 8:30 a.m. - 9:30 a.m. • 0.1 CEUs

Presented by ServiceMagic

“Managing the Emotional Customer” David Lupberger, Remodeling Expert, ServiceMagic

Drawing on more than two decades of residential remodeling experience, David Lupberger uncovers the trends of consumer purchasing behavior. Lupberger will review how to make your current customers a strong source for future referrals by setting clear project expectations, guiding homeowners through the remodeling process, and recognizing and responding to customer warning signals early on.



State of the Industry Address

Saturday, April 17 • 12:15 p.m. - 1:45 p.m. • 0.1 CEUs

“The Road Ahead for the Industry” David Kohler, President & COO, Kohler Co.

NKBA CEO Don Sciolaro will begin this session with a “State of the Association” report, followed by Kohler President and Chief Operating Officer David Kohler, who will discuss where product design and technology are headed, principles of sustainable design in a rapidly changing marketplace, an aging baby boomer population, and communicating with consumers through social platforms such as blogs and online forums.



Sales & Marketing Session

Saturday, April 17 • 2:45 p.m. - 3:45 p.m. • 0.1 CEUs

“Selling Across Generations” Cam Marston, President, Generational Insight

The first rule of selling is to know your customer. With four distinct generations playing active roles in buying decisions, being personable and knowledgeable isn’t enough anymore. Consultant, author, and speaker Cam Marston works with Fortune 500 companies worldwide to improve multigenerational communications, allowing firms to increase sales by recognizing buyers’ generational biases, values, and expectations.



Design & Inspiration Session

Sunday, April 18 • 10:30 a.m. - 11:30 a.m. • 0.1 CEUs

Presented by HGTV

“The Green Competitive Edge” Jack Thomasson, House Planner, HGTV

House planner for HGTV’s Dream Home and Green Home, Jack Thomasson demystifies the green trend and shares tips for eco-friendly home design. Learn how it pays to be green, and what will happen to your business if you’re not. President of The Home Department, Inc., Thomasson is an acclaimed house planner with expertise in real estate, architecture, construction, landscape, and interior design.

NKBA Education

NKBA professional development courses at KBIS offer attendees the opportunity to learn the latest in remodeling, design, products, and marketing strategies from leading experts in the kitchen and bath industry. These courses address a wide range of topics affecting the kitchen and bath industry.

Advanced Appliance Workshop

Wednesday, April 14 • 8:00 a.m. – 5:00 p.m.

Sponsored by *The Retail Observer*, Thermador, Dacor, Miele, Igloo Studios, 20-20 Technologies, Google SketchUp, and Chief Architect

Instructors: Mark Johnson, CKD, FAIA and Josie Jewart, CKD • NKBA Hours: 8 - CEUs: 0.8

Gain a more in-depth understanding of cooking and ventilation principles, and learn to identify refrigeration and cleaning technologies that affect design and consumer satisfaction. Review installation ramifications for cabinetry and design.

 **The Retail Observer**

 **Thermador** *An American Brand*

 **Dacor** *The Life of the Kitchen™*  **Miele**

 **Chief Architect**

 **2020 Technologies**  **Igloo Studios**
 **Google SketchUp** 

Green Remodeling

Wednesday, April 14 • 8:00 a.m. – 2:30 p.m.

Presented by the National Association of the Remodeling Industry
NKBA Hours: 6 - NKBA CEUs: 0.6 • NARI CEUs: 0.6
Can be applied to all NARI certifications.



Green remodeling is one of the hottest—and fastest growing—topics in the industry. This six-hour green remodeling course presented by the National Association of the Remodeling Industry, covers energy efficiency, conservation, indoor air quality, efficient use of resources, recycling, and more.

Build Your Business With Outdoor Kitchens

Wednesday, April 14 • 8:00 a.m. – 12:00 p.m.

Sponsored by Kalamazoo Outdoor Gourmet
Instructors: Mary Jo Peterson, CKD, CBD, CAPS, CAASH and Russ Faulk, VP, Kalamazoo Outdoor Gourmet
NKBA Hours: 4 - CEUs: 0.4



Outdoor kitchens represent a key growth area of consumer capital spending. Learn the basic principles of a sound outdoor living plan, considerations for materials selection, unique requirements for utilities and shelter, and how to avoid the most common outdoor kitchen design mistakes.

CKD/CBD Skills Workshop

Wednesday, April 14 • 8:00 a.m. – 5:00 p.m.

Instructor: David Newton, CMKBD • NKBA Hours: 8 - CEUs: 0.8

This course, led by veteran NKBA instructor and author David Newton, CMKBD, offers a comprehensive review of the NKBA Graphic and Presentation Standards, in addition to hands-on practical application of drawing and design techniques.

Marketing & Sales Strategies

Wednesday, April 14 • 8:00 a.m. – 5:00 p.m.

Instructor: Ken Jones, MBA • NKBA Hours: 8 - CEUs: 0.8

If you had to compete against yourself, would you win? Leverage your business through social media, establish your footprint in today's market, and understand new marketing and sales strategies to keep customer demand constant as we shift from a supply-driven to a demand-driven market.

Ventilation 101: Clearing the Air

Wednesday, April 14 • 8:00 a.m. – 12:00 p.m.

Sponsored by Broan-NuTone
Instructor: Ellen Cheever, CMKBD • NKBA Hours: 4 - CEUs: 0.4



This ventilation awareness program offers kitchen and bath professionals a wealth of information about residential ventilation and explains the importance of home ventilation, proper ventilating techniques, the latest design trends, and effective communication of these issues to clients.

Building Codes, Standards & Guidelines

Wednesday, April 14 • 8:00 a.m. – 2:30 p.m.

Presented by the National Association of Home Builders
NKBA Hours: 6 - CEUs: 0.6 • NAHB CE: 0.6
Designation Credit: CGA, CGB

Navigating through building codes, standards, and guidelines is critical to the success of any builder, remodeler, construction manager, or trade partner. This course is based on the current International Residential Code (IRC) requirements and includes a section regarding standards.

Decorative Plumbing: A Systems Approach

Thursday, April 15 • 8:00 a.m. – 2:30 p.m.

Sponsored by ROHL LLC
Instructor: Paul Greenspan, CAPS • 6 NKBA hours - CEUs: 0.6



Discover the steps to an effective sales approach for choosing the correct products, system, and plumbing fixtures. Learn how to get those elusive add-on sales and understand the terminology and technical aspects of decorative plumbing. Case studies will also be covered.

Residential Green: for Kitchens and Baths

Thursday, April 15 • 8:00 a.m. – 2:30 p.m.

Instructors: Mary Jo Peterson, CKD, CBD, CAPS, CAASH
and Darrill Andries, CKD • **NKBA Hours:** 6 - **CEUs:** 0.6

As consumers demand healthier, highly efficient, and more environmentally responsible living spaces, learn to effectively evaluate products by applying a wide range of criteria that identifies the true measure of a product's impact on the environment and the health of those who live in a home.

Sell by Design, Not by Chance

Thursday, April 15 • 8:00 a.m. – 2:30 p.m.

Presenter: Bryan Flanagan • **NKBA Hours:** 6 - **CEUs:** 0.6

Gain confidence and establish trust with your clients while building more profitable business relationships by learning how to communicate the value of your products or services. Build the skills of a dynamic sales professional and learn how to sell to different types of people.

European Design Trends

Thursday, April 15 • 8:00 a.m. – 12:00 p.m.

Sponsored by The Home Depot

Presenter: Sarah Fishburne, The Home Depot
NKBA Hours: 4 - **CEUs:** 0.4



Travel through Milan, Japan, Paris, and China as Sarah Fishburne, Director of Trends and Designs for The Home Depot, discusses in detail how each culture affects design and future trends in the home, kitchens, bathrooms, and showrooms.

Lighting: What's New in Energy-Saving

Thursday, April 15 • 8:00 a.m. – 12:00 p.m.

Sponsored by Lutron Electronics Co., Inc.



Instructor: Kathie Leslie • **NKBA Hours:** 4 - **CEUs:** 0.4

Design kitchens and baths that are beautiful, functional, and sustainable by learning lighting techniques, sources, fixtures, and control strategies. Discover how to incorporate natural light with skylights and windows, and use shades to prevent sunlight from damaging cabinet finishes.

CKD/CBD Certification Exam: New for 2010 - Hand draft and CAD design exams will be offered at KBIS. Please note that the CAD design exam will be administered offsite using 2020, Autokitchen, and Chief Architect. Register for the exam by February 5, 2010. For more details, visit KBIS.com or NKBA.org.

Digital CEU Forms: The NKBA will scan your KBIS badge to record your attendance at each event. Approximately one week after KBIS, you will receive a link to the online CEU forms for all events. In order to earn CEUs, you must follow the link to each online CEU form and complete the form for every event you attended.

NKBA Industry Segment Events

KBIS offers six events targeted to professionals in specific segments of the kitchen and bath industry: distributors, dealers, decorative plumbing and hardware, builders and remodelers, manufacturers and reps, and designers.



Distributors Seminar

Friday, April 16 • 11:30 a.m. - 1:45 p.m. • 0.1 CEUs

For distributors, the kitchen and bath industry is still a people business that involves service to dealers and going the extra mile. In this seminar, Fisher & Paykel General Manager Mark LaMar will show how dealers and distributors can forge successful business relationships.



Dealers Seminar

Friday, April 16 • 12:00 p.m. - 1:45 p.m. • 0.1 CEUs

Platinum Sponsor: Waypoint™ Living Spaces
Silver Sponsor: Wood-Mode, Inc.

Are you passionate about the kitchen and bath industry? Peggy McGowen, CMKBD, ASID, past national president of the NKBA and past president of the ASID Texas Gulf Coast Chapter, explains how owning or working at a dealership can be both enjoyable and profitable.



Decorative Plumbing & Hardware Seminar

Friday, April 16 • 12:00 p.m. - 1:45 p.m. • 0.1 CEUs

Sponsored by ROHL LLC

Robert Tietze, AKBD of The Portland Group, New England's premiere plumbing wholesaler, brings more than 30 years of experience to provide an exciting look at bathroom product trends, showing how the latest plumbing products make life safer and more comfortable.



Builders/Remodelers Seminar

Saturday, April 17 • 8:30 a.m. - 10:15 a.m. • 0.1 CEUs

Sponsored by Hansgrohe

Winner of the first season of Donald Trump's *The Apprentice* and host of the A&E series *We Mean Business*, Bill Rancic will use his entrepreneurial insight and professional and personal experiences to discuss how builders and remodelers can succeed in business and life.



Shark! Manufacturers & Manufacturers' Reps Breakfast

Saturday, April 17 • 8:30 a.m. - 10:15 a.m. • 0.1 CEUs

The 8th annual Shark! Breakfast brings manufacturers in need of reps together with reps looking for manufacturers. Reps— bring your enthusiasm, a well-crafted resume, and a stack of business cards. Manufacturers— call 1-800-THE-NKBA (843-6522) to purchase a table top.



Designers Seminar

Sunday, April 18 • 8:30 a.m. - 10:00 a.m. • 0.1 CEUs

Sponsored by Waypoint™ Living Spaces

Designer and author Mick DeGiulio, honored by *Kitchen and Bath Business* as one of the 50 most influential people in the kitchen and bath industry, will discuss his guiding principles for kitchen design, which recognize how people now live in their kitchens.

environmental manufacturing certified, their commitment to being green has been long established.

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LEED® GREEN BUILDING AND FABER



LEED® (Leadership in Energy and Environmental Design) is the green building benchmark program worldwide. The U.S. Green Building Council has established a benchmark called LEED to measure how environmentally friendly building projects are. Faber rangehoods have been used in approximately 15 LEED green building projects across the U.S. and Canada with more specified for 2010 and beyond. Further committing to environmentally friendly building, we are members of the U.S. and Canada green building councils and a member of the Go Green Association of Manufacturers.

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- Waste recycling program in all factories
- Plastic recycled and reused in manufacturing of rangehoods
- RoHS (Restriction of hazardous substances) compliance in Faber factories
- 95% of the rangehood parts can be recycled

- 100% of Faber rangehood packaging can be recycled
- Recycled Styrofoam™ is used in packaging

For more information on Faber's green philosophy visit our website www.faberonline.com/gogreen.html




COST-EFFECTIVE GREEN: A TREND TO WATCH

The key to the mainstreaming of green is to make sure that consumers understand the value of green upgrades—and exactly how cost-effective that sustainable construction can be in the long run, according to four green home building professionals who spoke at a press conference at the National Association of Home Builders' International Builders' Show.

Builders, remodelers and product manufacturers are beginning to green their processes and incorporate more energy-, water-, and resource-efficient features. "They are learning how to reduce waste on the job site to save enough money to pay for these upgrades and help ensure that the builder makes a profit," said consultant Steve Bertasso, who helps builders achieve these measures.

"Green building has truly reached the tipping point because it's moving out of the custom home market into the realm of high-production homes," he added. "This year is going to be a big change in the production [building] environment," Bertasso predicted. "Consumers are asking questions they didn't ask two and a half years ago and contractors are making better decisions."

The key to reducing the nation's energy use is to green existing homes, said Philip Beere, who is remodeling distressed properties near Phoenix's new rapid transit line. Adding insulation, improving the ventilation and air conditioning systems and replacing turf grass with landscaping more appropriate to the Southwest's desert climate doesn't cost much more than a traditional remodel, but "retrofitting these homes to be green is a good solution," he said.

Connecticut home builder Jim Pepitone called himself a "late adopter," but one who has finally seen the green light—and believes the rest of the industry can't be far behind. Builders need to educate consumers on air sealing, the importance of right-sized heating systems and good insulation, and the advantages of rooms that can serve more than one purpose so the home can be smaller and less expensive. "We need to make sustainable attainable," he said. For more info visit: www.nahb.org 



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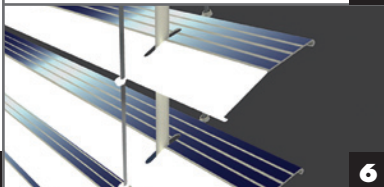
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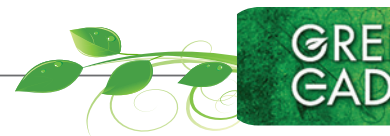
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GREENER 2010 CON

GREEN DESIGNERS,
THE LATEST GREEN

LIVING GOODS PROGRAM TAKES TOP PRIZE

The Greener Gadgets 2010 Conference, produced by the Consumer Electronics Association (CEA)[®], in New York City, highlighted the latest green designs and innovations in consumer technology. Featuring green innovators, thought-leaders and environmental stewards, key themes at the Greener Gadgets Conference included sustainable product design, green technology in the home and environmental issues affecting the industry.

Yves Behar, founder of the integrated design agency fuse project, kicked off Greener Gadgets with a challenge to designers to “put the sexy back into green.” Behar said this is the most exciting challenge that designers have had in the last 20-30 years and will lead to innovative products. Behar demonstrated design possibilities with examples of his own work for clients such as One Laptop Per Child, Jawbone, Mission Motors and Swarovski.

Sarah Rich, formerly of Dwell magazine, moderated the panel, “Green Living Begins at Home,” which focused on the challenges and opportunities for creating a sustainable lifestyle within the home. The panelists all agreed that consumers have to be responsible for their energy consumption and must be equipped with the right information. Architect Ellen Honigstock stated, “You can’t change what you don’t know.” Jay McLellan, president and CEO of Home


1. CEA’s Digital Answer Man Jim Barry shows off CEA member products from his media tour 2 Winner of the Greener Gadgets Design Competition: AUG Bar Code Scanning—Buy Local! AUG is a concept that encourages the localization of Living goods (Produce, Meats, & Dairy) through the use of a bar-coded “Producers” directory 3. Power Hog- The Energy Meter For Kids an adorably pig-shaped power monitor that introduces kids to energy efficiency (and general thriftiness) by piggybacking upon the familiar format of the piggy bank 4. Riti Printer- “You’re Not the Only Thing That’s Coffee Powered” offers an ingenious way to green your morning ritual: by turning your old coffee grounds into a sustainable source of ink for your printer 5. Corky the wireless mouse that

GADGETS CONFERENCE

INNOVATORS AND
TECHNOLOGIES

IN GREENER GADGETS DESIGN COMPETITION

Automation Inc. addressed the benefits of using home automation systems as using “something that knows what you are doing and provides info to help you react to it.” He also addressed the challenges that manufacturers face in making products more energy efficient while balancing the need to create innovative products that people want to purchase and use. Wind power and powerline technologies were discussed as viable options. Sarah Krasley of Autodesk challenged designers to make the business case for sustainability by highlighting the long-term benefits.

The third annual Greener Gadgets Design Competition concluded the day with the audience vote crowning the Living Goods Program, a mobile app created by John Healy that provides consumers with pertinent food information from local growers, as the winning product. Empower from founder Ryan Klinger, a rocking chair for public places that enables people to charge their devices by the motion created, won second prize. Third prize went to the Illumi-Charger by GreenWaves.org. This product is a USB device charger that is powered by interior light. The fourth finalist, as selected by judges Sarah Rich, Julian Lwin and Andrew Wagner, was the Corky by Adele Peters, which is a mouse made from recycled cork that generates its own power due to usage and does not require batteries. 

recharges through motion, is made from 100% recycled components and is based on a piezoelectric system **6.** Blight-Solar Powered Window Blinds absorb UV light during the day and convert to a solar light when the sun goes down **7.** Peter Fannon of presenting sponsor Panasonic fields questions in the gallery **8.** Architects, designers and installers detail the process of greening a home, led by moderator Sarah Rich **9.** Jason Oxman welcomes one and all to a snowy day in New York City **10.** Trickle Star shows off power-saving technologies that provides high quality, advanced surge protection and also reduces the amount of vampire / standby energy consumed by PC and TV accessories



The Retail Observer— The Birth of an Institution

40TH YEAR ANNIVERSARY—1970 - 2010

Originally *The Northern California Retailer*, this 1970 publication lasted for 20 years serving the Northern California region. In 1990, Chuck Edmonds bought the magazine and turned it into *The Retail Observer*. Shortly thereafter, Lee Boucher joined the organization and together they grew the magazine into a national publication.

The magazine was purchased in 2007, and is run by a team that has many years of experience combined. Eliana Barriga has 32 years of construction/remodeling and interior design experience, specializing in kitchen & bath. Moe Lastfogel has 28 years in sales & marketing, as well as publishing, with 16 of those years spent in the kitchen and bath industry (specializing in appliances).

In celebration of this 40th anniversary issue, we'd like to share with you a few thoughts from the two gentlemen who created this publication, carried the torch and kept it strong all these years, through good and bad times. In honor of them, we plan to keep the tradition going for many years to come.

THOUGHTS : CHUCK EDMONDS

I had been calling on customers and potential customers in Dallas, TX, selling advertising for a large publishing company. I walked into the restaurant where I was staying, and sitting at the table next to me were four men discussing trade advertising—specifically, selling advertising to distributors and manufacturers of home appliances in Dallas, Kansas City, Houston and New Orleans. When they discovered I was also a member of this industry, they disclosed the fact they wanted to open a Northern California edition.

Two weeks later, the company I worked for had been sold and moved their operation to Chicago. Ruth and I had no intention of moving to the windy city, so I declined the job transfer, and found myself without a job. I called the gentleman from Dallas, arranged for an interview, accepted the position and was at it again. In no time I had the opportunity to buy the magazine for myself and proceeded for the next 37 years to publish both *The Northern California Retailer* and then *The Retail Observer*. Those

were the happiest years of my life, and I have not regretted selling the magazine, as the new owners have updated, face-lifted and vastly improved my little old magazine.

—Chuck Edmonds—

THOUGHTS: DON MARTIN

It is difficult to do a history on *The Retail Observer* without my own experience included. Starting in the early 1960's I bought half of a magazine called *Quinn's*, named after the publisher, for \$.50—since the printer, who now owned it, sold it back to Bill Quinn for \$1.00. We became partners and I became a “publisher.” The name changed from *Quinn's* to *Television Appliance Dealer* and in 1969, I sold it to a national firm called *Dealerscope* who was filling in their national regional publications with a western edition.

At the same time, a guy was selling a franchise deal to publish TV/appliance newspapers in local markets, with an existing publication in Southern California, which was the key to Chuck's forming *The Northern California Retailer*. Since I was now publishing the *Dealerscope Western Edition*, these were both direct competitors in the same markets. So, in 1978 I resigned from *Dealerscope* and re-started *Television Appliance Dealer* as a western regional newspaper with a special edition for Southern Cal, Northern Cal, the Northwest and a Rocky Mountain/Southwest newspaper. I made a deal with Chuck to purchase his paper and he came to work with us. My wife and I decided to sell our trade papers and move to Palm Desert and publish our new consumer publication, *Kitchens by Professional Designers*. That is when Chuck left and started *The Retail Observer* in April 1990.

Chuck is still one of my closest friends and I wish him well. I wish to send a special thank you to Eliana and Moe for allowing me to share this little bit of history with you and I wish them a long and successful career with *The Retail Observer*. They have a legacy to fulfill for two real old peddlers in an industry we both loved and contributed to for over 50 years.

—Don Martin— 

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Green and Organic Bedding

GRAND OPENING OF “URBAN SLEEP STORE” IN LOS GATOS, CALIFORNIA

Consumer interest is rising in the healthy living product segment, as many consumers are worried that the chemicals used in the manufacturing process are extremely harmful for themselves and loved ones, considering the amount of time spent in bed. The information age has allowed consumers to learn more about the materials that are used to manufacture beds than ever before in an industry that has minimal regulation. They are seeking knowledge and demanding transparency in the materials of the products they are investing in.

GRAND OPENING RIBBON CUTTING EVENT

In Los Gatos, CA, the Urban Sleep Store had its grand opening ribbon cutting ceremony on March 5th, ushering in the first of the new concept specialty sleep shops, focusing on green and organic bedding. OMI's Organicpedic line of premium mattresses were a featured product line, aligned with the needs of organic bedding for the discerning shopper. Urban Sleep Store applies an educational experience of the different types of sleep solutions available under one roof, imparting important knowledge of the innovations in the bedding industry, creating an understanding that helps the consumer in their health oriented decision making process. They plan to expand in the near future in key areas around the SF Bay Area that are in need of these products.

This concept is the brain child of Walt Bader, president of Organic Mattresses, Inc., who has been involved in the home furnishings industry since 1970. He started



his career in floor coverings, and was the founder and first president of the National Association of Floor Covering Distributors [NAFCD]. He is also a recipient of the Distinguished Service Award presented by the Carpet and Rug Institute. He left the flooring industry in 1976, and for the next 13 years he was a professor of marketing at Sierra College in Northern California.

CHEMICAL EXPOSURE AND A CAREER CHANGE

Around 1990, Walt's career however took an interesting turn when he realized that he had to deal with a multitude of health challenges that were ultimately traced back to a variety of chemical exposures. Reducing his daily exposures to chemical substances became his driving desire, and motivated him to find products that were made with more natural ingredients.

It was during this quest to reduce his total chemical exposures that he realized the importance of his bedroom environment—the location where he spent one-third of his life. His research resulted in his book, *Toxic Bedrooms*, and his desire to focus his remaining business career on creating naturally safer products.

Ultimately he decided to manufacture products that offered consumers mattresses and bedding options that focused on purity and comfort. In 2003, he co-founded Organic Mattresses, Inc., [OMI] which has become the largest seller of American made (and sourced) organic mattresses (made 100% from wool, cotton and natural rubber tree sap) in the United States. 🌱

Book Review

Toxic Bedrooms Your Guide to a Safe Night's Sleep

AUTHOR: WALTER BADER

Is your bed preventing you from getting a good night's sleep?

Most of us spend about one-third of our lives in bed – and that's just when we're sleeping. According to the National Sleep Foundation, between 50 and 70 million Americans suffer from sleep disorder, and 40 million of us have chronic sleep problems.

What most people don't realize is that the bed they sleep in can be the actual cause of their problems.

Many popular mattresses are a chemical nightmare, constructed of polyurethane foam, which is made from a petrochemical base combined with a chemical potpourri of stabilizers, catalysts, surfactants, fire retardants, antimicrobial additives and colorants. These chemicals are associated with environmental problems, as well as human health hazards such as chronic bronchitis, impaired lung function, breathlessness, nausea; vomiting and allergic reactions. Some are potential carcinogens and reproductive toxins.

In *Toxic Bedrooms*, you'll learn how beds may be one of the single-most overlooked causes of people's health problems in the world today. Author Walter Bader shows you how to shop for a safe and healthy organic mattress and provides tips for making all parts of your bedroom – from the walls to the floors to the closets – toxin free.

Whether you are interested in a cleaner environment or improved health for your customer or for you and your family, *Toxic Bedrooms* is essential reading for a good night's sleep.

ABOUT THE AUTHOR

Walter completed his undergraduate work at Arizona State University and then his graduate studies at Loyola Law and California State University Sacramento. He now resides in Browns Valley, California where he tries to find enough time to tend to his organic garden and orchard. 🍃



"Toxic Bedrooms"
Your guide to a Safe
Night's Sleep
Author: Walter Bader
Publisher: Freedom Press
Email: smitchell@ilsr.org

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Who's Working for You?

It's probably no surprise that a recent WorkinRetail.com survey conducted by CareerBuilder.com showed that longer hours and strained resources have taken a big toll in retail stores across the country. Nearly a quarter of retail associates queried said that morale at their own companies was low. Forty two percent of retail workers said they had trouble staying motivated at work in the past year and twenty eight percent said they didn't feel loyal to their current employers.

Ouch.

Respondents had a number of reasons for feeling dissatisfied at work. For some, it was the added workload created by working in leaner companies with fewer team members. Stress created by business uncertainty and uneven or lower sales and a lack of work/life balance were cited frequently. At the same time, though, twelve of Fortune magazine's 2010 100 Best Companies to Work For were retailers.

Working for any retailer is a tough go. Long hours, stiff competition and demanding customers will naturally create a certain amount of stress. Associates who are paid on commission face the added challenge of not knowing exactly how much they might make in any given pay period.

And we entrust our biggest asset—our customers—to these under-performing, unengaged associates. The attitude of your team members directly affects their ability to serve their clients. If they're not energized,

enthusiastic and motivated they will have a difficult time exciting their customers.

As a shopper myself, I've seen increasing malaise on the sales floors I've been visiting. We're entering a vicious cycle of self-fulfilling prophesy. We read that unemployment continues to rise and the consumer confidence is at an all-time low. At best, business is uncertain. Armed with that information, associates come to work feeling that they've got some pretty high hurdles to leap, in order to get the customer to buy.

More than ever, your job as manager is to coach and motivate your team members so they can continue to deliver the kind of first rate service your customers know and deserve.

- **Look in the Mirror.** Are your team members reflecting your feelings and your fears? Do they echo what they've heard you saying about your competitors' predatory pricing and customers who care more about price than value? Or, are they armed with the tools they need to meet the market realities head-on?

- **Don't feed Negative Attitudes.** You don't have to paint unrealistic pictures, but don't hesitate to remind your team members that 90% of Americans ARE working. Review the unique benefits you offer to your customers—your white glove delivery, your well-trained associates, your broad product

selection, your membership in your buying group.

- **Coach from the Sidelines.** Get out of your office and on to your floor. Be part of the action. Help associates to close sales and to move to profitable products. When they're busy, offer to do their paperwork for them so they can get on to the next customer.
- **Reward Small Successes.** You may not be breaking sales records each day or every month, but you can find random reason for celebration. Give a Starbucks gift card to the associate who writes the first order of the day or to the one who has the most items on a ticket.

There's a big difference between leadership and management. It's been said that one manages *things* but that you lead *people*. Great retailers like Nordstrom, Starbucks, Wegmans Markets and REI have the most engaged associates who still love the everyday challenge and opportunity provided by their careers in retail. Unlike those who responded to the survey, they have become career professionals who are motivated to engage, entertain and inspire their customers. Who's working on your floor? 🍀

Elly Valas is an author, retail consultant and speaker. She is the co-author of Guerrilla Retailing. She can be contacted at elly@ellyvalas.com or visit her website: www.ellyvalas.com.





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*Sub-Zero built-in 600 Series excluded. **Applicable to all products excluding Sub-Zero built-in 600 Series, Wolf microwave ovens, and all accessories.

No Job is Safe

COMPANIES COMPETE FOR CUSTOMERS, EMPLOYEES COMPETE FOR JOBS

When the economy is bad, competition heats up. Companies do everything they can to keep their customers, and employees do whatever they can to keep their jobs. Downsizing has become a survival tactic for companies, not only throughout the United States, but throughout the world, as well, which means no job is safe from the chopping block.

That doesn't mean however, that your professional destiny is out of your control. Just as companies differentiate themselves from their competitors through customer service, employees can do the same. Employees who go beyond what is expected of them stand out and solidify their places on the company's payroll.

No matter what business you are in, customer service is a critical element of your job. Mastering the skills necessary to provide exceptional service to your customers—both external and internal, will set you apart from your co-workers and make you an invaluable member of your organization's team.

In his book, *I Inherited a Fortune*, the late Paul J. Meyer offered six recommendations for employees who want to get ahead. Those suggestions are timeless and are especially relevant today, as employees wonder from day to day whether or not they will continue to have jobs.

THESE ARE THE SIX STEPS MEYER RECOMMENDED:

1. Do more than you get paid to do.

- 2. Overfill your plate. Management will notice you.
- 3. Learn what the company does. And learn what the competition is doing.
- 4. Ask for more to do. When you expand your involvement in the company, your income will increase.
- 5. Ask for more responsibility. Show that you are capable and willing to contribute more.
- 6. Cross train. Learn other job functions and responsibilities in the company.

HERE ARE SIX MORE OF MY OWN:

- 1. Feel good about yourself. When you feel good about yourself, you will perform better. You will have a confidence that others will notice.
- 2. Invest in yourself. Set a budget of \$40 a month and use it to purchase books and self-improvement programs, and learn everything you can about customer service—particularly service recovery—and the skills you need to provide it. Every company, no matter how good it is, occasionally will make a mistake. How you handle that mistake will determine whether or not that customer will continue to do business with you—and how your superiors will see you.
- 3. Associate with successful people. Stay away from people who pull you down instead of pushing you

up, you know who they are. They hang around the coffee pot, complaining about the salary freeze or their workloads instead of tackling the work that needs to be done.

- 4. Practice habits of courtesy. It takes no more time or effort to be nice to a customer than it does to be dismissive or rude, call customers by name, thank them for their business, and treat them with respect.
- 5. Make empowered decisions. When a customer has a problem with you or your organization, do whatever is necessary to handle the situation and to make that customer happy.
- 6. Master speed. Do everything faster than your boss, your company, or your customers expect—and do it with accuracy.

While many employees are feeling somewhat helpless in the face of the current economic condition, they do have the power to ensure that they retain their jobs. That means taking responsibility and going above and beyond to perform and produce to their highest levels. 🌱

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



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*Bob Griese,
Hall of Fame Quarterback
and Ice Purist*



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Branding is Not Dead—

IT'S ALIVE AND WELL, AND
MORE IMPORTANT THAN EVER

Several marketing pundits have been writing lately about the death of branding. Geoffrey James of the Sales Machine blog at BNet (www.bnet.com) declared branding to be dead and that the only thing that mattered was product quality. I'm here to tell you he's dead wrong.

To be sure, Branding is vastly different than it used to be. We no longer live in the world of *Mad Men*, where a slick ad campaign can sell a mediocre product. Quality and innovation are more important than ever. But branding still plays an important role in the success of a product (or service, etc.).

First, it helps to define branding. Some say it's little more than the logos, jingles and ads. I agree that too much emphasis is often placed on those things, but I think branding is much more than just this.

Your brand is the foundation on which the customer-facing portion of your company is built. It is what people—customers, employees, vendors, and the community—thinks when they hear your name or see your logo. It is what sets you apart from your competitors. How you build and nurture that brand is, of course, most important to the growing strength of your business.

HERE ARE SOME KEY ASPECTS OF
BRANDING THAT YOU SHOULD
THINK ABOUT:

The Customer

In many cases, the customer is the

brand. That is, when you are designing your product, it should be with a specific target customer in mind. What unfulfilled need do they have? What is important to them? Why would they choose your product or service over another?

In a perfect world, these and other questions should be answered before any product development is done. Of course, we don't live in a perfect world, and many of us are dealing with established brands and changing times. But we can still ask these questions to determine how well our brand fits, and if necessary, gradually make adjustments.

The Promise

Once you have established who the customer is and what they want or need, next you need to decide what promise you are making to them. How will you fulfill those unfulfilled needs? More importantly, how will you do it better—or differently—than your competitors?

This is the underlying benefit your product offers. It might be better prices or better service. It might be something that enhances their lifestyles or makes them happier. Whatever it is, it should be something that you can deliver consistently and that your competitors cannot.

The Product

Now you can start designing your

product. And yes, in response to Mr. James, quality is crucial. Your product is the thing that delivers on the promise, and it must do so consistently and reliably. Nothing can damage a brand like broken brand promises. For evidence of this, look no further than Toyota. Quality and reliability is their brand promise, and it was broken. It will take a lot of work to repair the Toyota brand.

The Character

Finally, this is where the designers, copywriters, PR executives and others commonly associated with branding come in. It may seem trivial compared to the elements I've described, and maybe it is, but giving your brand a personality is important. It can give customers a reason to associate with your brand, or it can be what attracts people to your brand in the first place. Regardless, it should be carefully crafted and managed.

So contrary to what many have written, branding is most certainly not dead, but it is alive and well, bigger and stronger than ever. 🍃

BUILD

Christopher Thiede owns
BUILD Communications,
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Read Chris' blog at [www.
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Software, System Solution, ERP? Don't be a Bozo!

Super-size me please... We have dedicated the content of several columns to the topic of business process improvement and why technology and process analysis must be considered together as a singular investment. You cannot effectively implement the right system without undertaking the detailed and often painful process of analyzing every critical function of your business. Similarly, business process analysis without careful consideration of your system's capability would be like ordering the double cheese burger, super-sizing the fries—then ordering a diet coke because you're on a diet...may make you feel better...you get my point.

OK, THE HORSE IS DEAD, YOU CAN STOP BEATING IT!

You have now come to the conclusion (*finally*) that you are going to take the plunge and make a substantial investment in a new ERP. In order to take this step, we must make some assumptions for the purposes of this article... *I know, I know, assumptions are bad—just work with me here...*

- **Assumption #1:** You have engaged in detailed analysis of key business functions: Accounting, Sales, Purchasing, Warehouse, Inventory Management and delivery.
- **Assumption #2:** As a result of this analysis, you have clearly documented SOP's and determined your current system is inadequate. Armed with this clear understanding of your process capability, and documented workflows, you can now engage in the due diligence to identify the *ERP* that

best fits your business need.

WHAT THE HECK IS AN ERP ANYWAY?

Just so we're all clear here, asking this question now is teetering on the tipping point between safely asking someone's name you have met many times - **or coming off like a complete bozo** (*actually we've passed that point, I was just trying to be nice*). I think most people understand that an ERP is business application software; however, confusion still exists in how an ERP differs from basic accounting packages. ERP is actually an acronym for "Enterprise Resource Planning". *I know pretty cryptic description - let's dig a bit deeper.* Unlike simple accounting systems, ERP's are integrated business management software solutions. ERP's integrate all facets of business including planning, manufacturing, financial management, sales and marketing, warehouse management, inventory control (purchasing), and analytics (reporting). In addition, many ERP solutions offer add-on functionality like sophisticated advance forecasting and procurement, web portal integration, document management, and payroll (HR). There a myriad of ERP solutions available and can range in cost from a few thousand dollars for a simple off-the-shelf solution, to *millions* of dollars (or more) for licensing, customization, implementation and training. ERP solutions are comprehensive and complex software that integrate all functions of your business. Now that we have that straight, we can get to the good stuff, like due diligence, implementation and ROI analysis (*I know what you're thinking - you didn't think it was possible*

for our column to get any more boring...surprise!).

I KNOW IT'S HARD, BUT IF IT WERE EASY ANYONE COULD DO IT!

Throughout my career, I have had the opportunity (*some might say misfortune*) to experience ERP and business solution implementations from a variety of perspectives—everything from writing documentation for business applications, leading the design and implementation of complete ERP solutions for appliance retailers and distributors, to actually managing ERP implementations as a partner in a Microsoft Business Solutions Practice as a Value Added Reseller (VAR). Without fail, the process of selecting, designing, and implementing is simplified and ultimately successful when the business' leadership invests in the up-front process analysis, and frames the implementation with a clear business objective. Deploying a new ERP is a difficult road—process analysis (i.e. preparation) is the key to achieving a successful ERP implementation. Over the course of the next series of articles, we will detail our experiences in delivering ERP solutions, and some of the critical steps to insuring a successful install. Now, what does ERP mean again? – *Geez, what a BOZO!* 🍀

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What Do Our Customers Know?

Retailing has changed significantly within the past ten years, and one of the largest changes has to be how very informed and educated our customers have become. What we're looking at is a specific type of education: our customers have grown as consumers. They know how to research brands, find reviews from other people who have purchased the products, track down our performance as retailers and the manufacturer's ability to back up their guarantee—all within moments, all from their cell phones and the internet.

What does this mean for retailers? It places a new emphasis on researching the customer—the second stage in the sales process. After greeting the customer, we need to learn about them. What are their wants and needs? What do they already know? Acquiring this information is essential, as it will help us save time and make more relevant suggestions to the customer.

KNOWLEDGE MEANS POWER

Dr. Joyce Brothers has a quote that I keep over my desk: "In her mind, every woman has a picture of the perfect dress. Everything else is a compromise."

An important aspect of the more educated customer is that now our customers come to us with that mental picture of the ideal—whether it's a dress, a dining set, or a washing machine—their research is more complete than ever before, and this includes price. Over 90 percent of customers research major purchases online long before they set foot in a brick and mortar store, and they know

what they should expect to pay, setting aside the too-good-to-be-true deep discounters.

Customers are also becoming increasingly less willing to compromise, because they know they have a wider range of purchasing options. New phone applications allow users to search for lower prices within a given area by scanning the bar code on merchandise. This alone is proof positive that lower prices alone will never work; you have to give your customers a compelling reason to stay in your store. The store that lives by price will die by price. There will always be someone cheaper, and you discover that no one wins the price war.

GIVE THE CUSTOMER WHAT THEY WANT

The educated customer expects an educated sales staff. Basic product knowledge is no longer enough, because they can get that online. Your team needs to be able to provide more—specifically the type of insight and information that will allow the customer to get greater value from their purchase. Will they be able to buy 'more' with a limited budget if you steer them in the right direction? Will their purchase last longer, offer more versatility, help them appear fashion forward or blessed with exquisite classic taste?

Remember, logic makes us shop, (*witness all this research!*) but emotion makes us buy. An educated sales staff understands more than the features and benefits of the merchandise, they understand what the customer wants to accomplish with the purchase. Meeting

that emotional need—from the triumph of the bargain hunting customer to the thrill of exclusivity that comes from buying the very best—is still the most critical job a retailer needs to do.

CONNECTING EMOTIONALLY ONLINE

Emotion is a subtle thing. Little things matter—the tone of voice, for example. The sales clerk who says "That looks GREAT on you!" can be gushing enthusiastically, propping the customer up, or being snidely sarcastic, discouraging the sale. We can't tell which is which, if all we have are the written words.

The use of video is an especially powerful tool to create emotional connections. Your customers can see you, see your store, and hear your voice. It humanizes the exchange. They're not just buying beads from BestBeadsEver.com—they're buying from Bonnie at BestBeadsEver.com, who updates the site weekly with a video showing the new merchandise she's excited about and how the beads can be used.

Video can be a powerful educational tool, making your store more appealing to the customer's hunger for information. Engagement=entertainment+education, and engaged customers are customers who buy! 🍃

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





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Is it Ever Wrong to Do the Right Thing?

Almost thirty-five years ago I attended my first Earth Day in Los Angeles. I was working at one of the first 24 hour gas stations in California, where gas was 25 cents a gallon. A couple of bucks would fill the tank of my mint condition 1955 VW Bug almost to the brim.

I was invited to attend Day in the Park by a young woman who wrote for an ecological magazine, a “commie rag”, as my father would say. She would come in late at night to get gas and we would talk about movies, politics and the world around us. Her passion and main train of thought was about the environment and her involvement in the upcoming Earth Day festival.

The focus of Earth Day in 1974 was about the quality of our air and water, the use of pesticides in farming, and toxic waste being dumped into the ocean. On that spring Saturday in the park, with the sun shining down from a clear blue sky, global warming and the thought of climate change was far from the minds of this eclectic group of people. As they held hands and sang along with Joni Mitchell’s hit and anthem of the fledgling environmentalist movement, *Big Yellow Taxi*, little did they know to what extent this prophetic song would rise to.

During the day’s event of music and speeches, my friend invited me to the podium to say a few words during an open “mic” period in between sets. I

don’t remember much of what I said that day, other than these few words, “the future is deeply rooted in the actions we take today” and from that moment forward, I became an environmentalist.

Now, forty years after the start of Earth Day, the movement is under attack from all sides: challenging and dismissing years of recorded data, attacking the credibility of thought-leaders, scientists and engineers, but the worst part is that the confidence of the American consumer has been shaken. They have begun to question an idea that had touched their lives; simple things like recycling their trash or driving a fuel efficient car, or purchasing energy star appliances or changing out every light bulb in the house for compact-florescence ones. These ideas began feel silly as if they were the butt of a secret joke. It all became very clear for me one evening as I sat at the kitchen table, helping my 7 year old son with his Earth Science homework, when he asked me, “What if all these things we do around the house don’t change anything?” POW!—right between the eyes by one of my own. It was like being asked if I believed in God. I sat dumbfounded for a minute or two and looking him straight in the eyes I said... “Is it ever wrong to do the right thing?”

I explained to him that we, as individuals, can make a difference by

the choices we make and the actions we take, and we can make a lasting impact on the world around us. So, *yes*...the things we do around the house to lower our carbon-footprint, like taking shorter showers, changing out light bulbs, compositing or bringing our own bags to the market *do* make a difference.

So even if climate change or global warming were not an issue, I ask, is it wrong to reduce our dependence on foreign oil and seek alternative energy resource? Is it wrong to want a more energy efficient automobiles or home appliances? Is it wrong to conserve and protect our limited natural resources? Is it wrong to want to make a difference in the world around us? No, it is not wrong to want and expect these things, but we have to take action. We cannot wait for the government, a group or a committee for the answers. We, as individuals, hold the power to make a difference by the choices we make and the actions we take. Together and individually we can alter the course of life on this planet, now and for generations to come. 🌱

Kevin M. Henry is an international speaker on market trends and sustainable kitchen design in the kitchen industry for over 30 years. For more info, visit: www.bazzeo.com.



IF THE DOLPHINS ARE SO SMART, THEY SHOULD START A SMALL BUSINESS AND SAVE THEMSELVES.

While dolphins are certainly talented, many of Earth's other creatures are not as fortunate. It's expecting a lot out of most living things to rescue themselves from the ever-growing list of problems facing our planet. The power to preserve and restore our planet's resources lies in the hands of those most capable of doing so: us. Unless companies devote financial resources to protect natural resources, business as we know it may cease to exist. The future of global business is being secured by 1% For The Planet, a growing alliance of businesses around

the world pledging one percent of their sales to nonprofit organizations that support the environment.

Becoming a member of 1% For The Planet promises that your company is making a positive impact on the planet where we do business. Supporting members of 1% means that the purchases you make are changing the world we live in. For a complete list of member-companies you can support, or to find out more about how your company can help keep Earth in business, visit onepercentfortheplanet.org.





The Wisdom of Mom & Pop

In the late 18th Century, Samuel Johnson wrote “There is no one who is not in some degree a merchant; who has not something to buy or something to sell,”

All of us are involved in trade, whether we’re selling appliances, electronics, or ideas. And we all have the same goal: Getting the customer to say “Yes.” It’s all so basic and simple, but it’s the getting there that’s the challenging part.

No people on earth understand this concept better than the men and women who run small, independent retail businesses, i.e. Mom & Pop stores. They have much to teach us, and it is from them that I will be drawing the inspiration and the material for this column.

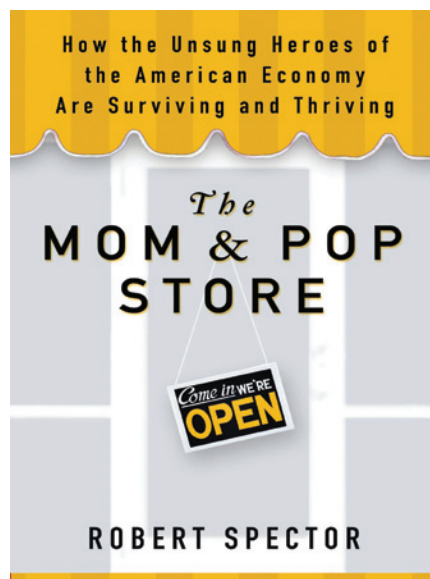
Five years ago, after writing books on Nordstrom, Amazon.com, and big box stores, I turned my attention to independent traders in “*The Mom & Pop Store: How the Unsung Heroes of the American Economy are Surviving and Thriving*”

This project was a labor of love because I am the product of a mom and pop store. My parents had a butcher shop in a farmers’ market in Perth Amboy, New Jersey, where, over four decades, a dozen of my family members worked. Although I didn’t go into the family business, the experience of working in the shop formed the person I became.

I traveled all over the U.S. to interview men and women who own furniture stores, home-decor stores, hardware stores, florists, butcher shops, fruit stands, barber shops, bakeries, coffee shops, restaurants, groceries, delis, pharmacies, lumberyards, jewelry stores, and bookstores. They taught me many things; particularly that despite geographical, regional, racial, ethnic,

political, and sexual differences—we all share a desire for a uniqueness of place that says, “This is where I live, and this is why it’s special.”

Mom & pop stores are important, not only for the appliances, food, drink, clothing, and tools that they sell us, but also for providing us with intellectual stimulation, social interaction, and connection to our communities. We must



have mom & pop stores because we are social animals who are drawn to the market, the agora, the heart of town and we will always need them. Mom & pop stores have endured every new retail concept that’s been thrown at them; department stores, chain stores, discount stores, mail-order catalogs, and the Internet. That’s why, after the apocalypse, the only survivors will be cockroaches and mom & pop stores.

The men and women who run these enterprises are heroes and heroines; they are authentic entrepreneurs who create,

organize, operate, and assume the risk for their business ventures. That’s why in order to run a mom & pop business you have to be a jack-of-all-trades (or a jill)—financier, buyer, merchandiser, bookkeeper, bill collector, adviser, referee, good neighbor, and community pillar.

In future columns, I will be profiling these entrepreneurs and I hope that you will be inspired not only by their stories, but also by their business acumen and creativity, as you look for ways to enhance your operations.

The entrepreneurs in my book share seven qualities:

1. A desire for independence
2. A distinctive entrepreneurial belief that what they are doing is special
3. Passion
4. Persistence
5. A willingness to work hard and to do whatever it takes to get the job done
6. A connection to their community
7. An ability to adapt to change (*probably the most important*)

They prove every day that anything is possible if you work at it, and work at it, and work at it some more. It’s not that they’ve simply figured out a way to make it work, it’s that they continue to figure out how to make it work as conditions change—how to survive and thrive. That’s the wisdom of mom & pop. 🌿

Robert Spector is the author of *The Nordstrom Way to Customer Service Excellence* and *The Mom & Pop Store*. Robert can be contacted at robert@robertspector.com.





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How Valuable are Your Available Labor Hours?

Never before has the independent service provider been in the competitive climate that they find themselves in today. As independent service providers, your expertise and available labor hours are being sought after by practically every major U.S. manufacturer, big box store, off shore manufacturer, TPA (third party administrator), large retail chain and home warranty company through out the United States. An independent service network is the key to any manufacturer's success in gaining market share.

Today's manufacturers are competing in a complex environment, shaped by the unpredictable forces of globalization, advancing technology, consumer demands and a lack of skilled service technicians. Manufacturers are showing greater concern over profitability, competitive pressures, and their ability to respond to change and their customer loyalty and retention. These concerns increase the pressure on reducing their budgets and increase the demands for a higher return on investment. This competitive climate represents a real opportunity for quality service providers who wish to develop strategic partnerships with manufacturers and other labor seekers.

Partnerships today must be what I call "value partnerships." Value partners do more than simply provide basic product support or services.

They deliver tangible worth to the business relationship and the bottom line. They help companies address critical logistical, operational, marketing, financial and technical issues. They build sophisticated collaborative relationships with their partners. They offer unique knowledge and information otherwise unavailable to their partners.


Manufacturers expect much more from their business partners today. They expect high quality, hyper quick service to their customers—six days a week. They expect that a service provider keep the cost of service down by maintaining high productivity. They expect first time completes by having the correct replacement parts inventory available on the service vehicle. If your goal is to partner with manufacturers and offer them your available labor hours, then you should evaluate which manufacturer will be a value partner to you and your company, and be willing to offer the quality of service the manufacturer expects.

Understand the most fundamental concept of economics: supply and demand - the backbone of our market economy. Demand refers to quantity of a product or service desired by buyers. Supply refers to how much the market can offer. The relationship between demand and supply trigger the forces behind the allocation of resources. Simply stated, as the supply

of the product is decreased and the demand rises, the price of the product increases. So how can we apply these basic laws of economics to our present business climate?

PSA has determined that there is an immediate need for over 14,000 service technicians in the United States. That indicates a massive shortage of national available labor hours. (*supply*) On the other hand, the national demand for service (*quantity*) has increased and now exceeds the national available labor hours. The equation looks something like this:

AVAILABLE LABOR HOURS / DEMAND FOR SERVICE HOURS = CHOICE OF WITH WHOM YOU PARTNER.

If you are interested in finding a value partner, then don't settle for just any manufacturer or TPA. Choose the one who will truly be a value partner to you; one that will deliver tangible value to your relationship and your bottom line, pay your claims on time and help reduce your administration cost and give you a margin on parts. Choose the one that is right for your business. 

Ralph E. Wolff
CSM, MCAP
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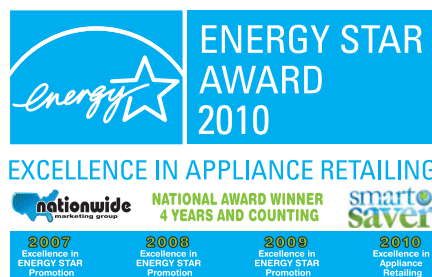
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EPA Recognizes Nationwide Marketing Group

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2010 EXCELLENCE IN APPLIANCE RETAILING AWARD

Nationwide recently earned award for The U.S. Environmental Protection Agency (EPA) has recognized Nationwide Marketing Group (NMG) with a 2010 Excellence in Appliance Retailing Award for its outstanding contributions to reducing greenhouse gas emissions by marketing and promoting energy efficient products. NMG is the nation's largest buying group for appliance, electronics and furniture independent dealers. The organization was recognized for their accomplishments at an awards ceremony in Washington, D.C. on March 18, 2010.

NMG, an ENERGY STAR® partner since the program's inception, is being honored for successfully increasing sales and messaging of ENERGY STAR qualified products, engaging in ENERGY STAR promotional opportunities, educating customers about the benefits of energy efficiency and participating in various ENERGY STAR campaigns.


Nationwide Marketing Group's contributions to energy efficiency have had national impact. Last year alone, Americans with the help of ENERGY STAR and its partners, saved nearly \$17 billion on their energy bills and reduced greenhouse gas emissions equivalent to those of more than 30 million vehicles.

"Nationwide Marketing Group and ENERGY STAR have a mission critical partnership," said Richard Weinberg, vice president of Appliance Merchandising "More and more of

our customers are looking for innovative ENERGY STAR qualified products that save money and protect the environment. By offering products that have earned the ENERGY STAR we are working to fulfill our customers' needs while helping address climate change."

The 2010 Excellence in Appliance Retailing Award is given to one organization for their efforts to improve energy efficiency and reduce greenhouse gas emissions, resulting in significant cost savings. All award winners were selected from over 17,000 organizations that participate in the ENERGY STAR program.

"The EPA recognized Nationwide Marketing Group for its commitment to addressing climate change through greater energy efficiency," said Gina McCarthy, EPA Assistant Administrator for Air and Radiation. "Through the sales and marketing of quality products Nationwide Marketing Group is helping customers increase their energy efficiency while reducing our nation's emissions of greenhouse gases."

According to Weinberg, selling ENERGY STAR qualified products not only increases sales by giving an outstanding value to consumers, but most importantly, positively impacts our communities and the environment we live in. In 2010, NMG will continue to search for new ways to support ENERGY STAR and increase awareness of the program. 



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③



④



⑤



⑥

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1. Randy Jones, Warren Chaiken and Ed Gibbons of ALMO going over the Frigidaire lineup of new products.
2. Travis Podrug of Danby showing Terry Knaff and Sandee Lundy of Path in Sidney, Montana the 2010 Lineup with the help of Brian Kelley, also from Danby.
3. Charlie Jearolman, of Beach Camera in Edison NJ, taking time to discuss Electronics with Mike Decker and Doug Schatz who head up that division of Nationwide.
4. Steve Clark and Kevin Webb from the Raintree Group of Lexington, Kentucky with James MacAlpine of Rent Direct Nationwide, along with Calvin Gouge, also of Raintree.
5. Kels Purcell of Purcell Murray, Eric Moir of Western Appliance of San Jose and Jared Siden of Purcell Murray reviewing the new Bosch Visions Laundry colors.
6. Bud Bishar, Sam Akers, and Ramsey Bishar of Home Appliance and Mart of Ann Arbor, Michigan with Rick Weinberg, vice president of appliances at Nationwide.



Retailers and Consumers Benefit from State Appliance Rebate Program

Has the roar of eager consumers made its way to your store yet? The federal government has partnered with state energy offices to help consumers replace old, inefficient appliances with new, ENERGY STAR® qualified models.

Using program guidelines offered by the U.S. Department of Energy (DOE), all 56 states and territories have developed programs to give consumers rebates for purchasing specific types of appliances and HVAC equipment. Federal stimulus dollars fund the program, which aims to spur economic growth, create jobs, save energy, and reduce greenhouse gas emissions.

Some state programs are up and running—and are already boosting retailers' sales. The rest of the states' programs are preparing to roll out by the summer. Each state established its own eligibility criteria and effective dates. Check DOE's Web site, www.energysavers.gov/rebates, to learn about each state's program. Many states are fine-tuning their programs, and retailers can use the site to keep abreast of their state's information.

Note that the DOE Web site is the only official Appliance Rebate Web site and it is updated frequently. Be cautious of other Web sites or media stories, which sometimes contain inaccurate information.

ANSWERING CUSTOMER INQUIRIES

Retailers play a key role in this program, and should be ready to answer customer queries, provide haul-away services, or supply the documentation that consumers may need to apply for rebates. The DOE Web site contains state-specific fact sheets outlining eligible appliance efficiency criteria and whether rebates are used at point-of-sale or mailed later. Retailers can keep these fact sheets on hand for quick reference.

A common customer question is why ENERGY STAR qualified appliances? Your answer: More than 70% of the energy used in U.S. homes goes toward operating appliances, space heating and cooling, and water heating. Replacing old appliances and equipment with ENERGY STAR labeled models can help protect the environment and help American families save on their utility bills.

Another common question is whether prior sales are eligible for rebates. Only sales made during the state's program effective dates are eligible—no retroactive rebates can be issued.

How long will rebates last? The rebate program will continue as long as the states and territories have money to support it. While states have until February 2012 to spend the money, it is likely that it will go quickly. In fact, some states' programs were "sold out" within a day or two of the start date.

For the most up-to-date information, retailers are encouraged to keep in contact with their state energy office. Some retailers have joined with state offices in hosting Webinars, partnering with approved appliance recyclers, or helping customers apply for or research rebates online.


UNIQUE PROGRAMS WITH DIFFERENT ELIGIBLE PRODUCTS

Each state has selected its own set of ENERGY STAR qualified products to rebate based on DOE's list:

- Boilers
- Central air conditioners
- Clothes washers
- Dishwashers
- Freezers
- Furnaces (oil and gas)
- Heat pumps
- (air-source and geothermal)
- Refrigerators
- Room air conditioners
- Water heaters

States developed their programs to support their state's energy needs. For example, warm-weather states may offer rebates for energy-efficient air conditioners, while cold-weather states might rebate efficient furnaces.

Each state chose rebate amounts for the products selected. Most rebates range from \$50 to \$500, depending on the product being purchased, the purchase price, and other market factors. Some states give additional rebates for recycling.

Energy savings will depend on the specific appliance and model being replaced, but new ENERGY STAR qualified appliances use significantly less energy than older units. For example, replacing a clothes washer made before 2000 with a new ENERGY STAR model can save up to \$130 per year. Replacing a refrigerator made before 1993 with a new ENERGY STAR model can save up to \$65 per year. Learn more about ENERGY STAR appliances at www.energystar.gov/products. 



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CEBauer1@aol.com
NJ, PA, DE, MD, VA





single-store retail operations in the country. Abt has earned accolades from the Consumer Electronics Association, Biz Rate, Inc. Magazine, The Better Business Bureau, Dealerscope, and more.

In 1998, Abt.com was launched and became one of the first authorized on-line retailers of brands like Sony, Panasonic, Toshiba, Bose and Onkyo, which is now becoming the fastest growing aspect of the business. In 2008, Abt launched Amazon and Ebay storefronts on-line. An article from the Chicago Tribune stated, "Abt's keys to success are the family's almost fanatical devotion to quality service and competitive pricing, its development of a higher-end niche, its in-the-trenches mode of management and its down-to-earth, low-key approach to selling and showroom décor."

“ We bring in energy efficient appliances and electronics and recycle everything that we have removed from the home. ”

Customers know they can count on Abt to be here for pre and post-sales support. The store provides both a customer service and internet customer service team, for assistance over the phone, on-line via web-based live chat, and in the store. In addition to customer service, Abt provides appliance and electronic service to all their Chicagoland customers. For customers who chose to do repairs themselves, the store provides service technicians to lend a hand with any questions over the phone.

Abt Electronics withstands intense competition from large chain stores and has survived the test of time by building and maintaining personal relationships, providing award winning customer service, competitive pricing, and meeting customer's changing needs. Proudly, Abt hasn't stopped growing since its opening, thanks to its repeat and referred clientele. The company motto is posted throughout the store, "The answer is always 'yes' to any reasonable request." Abt has consistently met and exceeded the needs of their customers for more than 74 years and will continue to do so for many years to come. 🍃



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Go Green, Gain a Co

A MARKET-FRIENDLY AND COST-EF

FROM THE NKBA'S



By Christine Corelli

GO GREEN
●
THINK GREEN
●
ACT GREEN

For every ton of paper that is recycled, the following is saved: 7,000 gallons of water; 380 gallons of oil; and enough electricity to power an average house for six months.

●
You can run a TV for six hours on the amount of electricity that is saved by recycling one aluminum can.

●
By recycling just one glass bottle, you save enough electricity to power a 100-watt bulb for four hours.

Until now, businesses that took an active interest in environmental issues were few and far between. Many companies have considered adopting green practices, such as offering green products, working with green suppliers, retrofitting their office, building to become more eco-friendly, and offering green solutions. However, they worried about increased costs, additional risks, and lost revenue from time taken away from business development to learn and implement the necessary changes. For many, the solution was simply to place a few recycling bins in the office, and that was the end of it.

Today, businesses in all industries realize that protecting the environment is a very real concern, and going green is often viewed as not only the right thing to do, but as the smart thing to do. If a business wants to attract the increasingly large environmentally-conscious market and gain a competitive edge, it must become known as an eco-friendly organization.

This holds especially true for companies in the kitchen/bath and related industries. Frankly, I can't imagine any company in this industry not offering sustainable products and solutions. Most have already made a commitment to the environment and are boldly marketing and advertising it to the marketplace. You may not be the first to demonstrate environmental responsibility, but you'd be wise to avoid being the last.

SUSTAINABLE AWARENESS IS ON THE RISE

There are a number of facts proving that sustainable awareness is on the rise. For example, individuals, organizations, and countries are becoming increasingly environmentally-aware and doing their part to help preserve the earth's resources and make a positive impact on the environment.

A global study of 11,000 consumers in the U.S., U.K., France, China, India, Brazil, Germany, Spain, and Mexico on their attitudes toward green products showed that 80 percent of the world's consumers said they were attentive to, or absorbed by, sustainability issues. An estimated one billion people in over 180 countries participated in Earth Day 2009.

In addition, media attention given to environmental awareness is rapidly increasing. Mainstream business publications such as Fortune, BusinessWeek, and the Wall Street Journal have dramatically increased their coverage of the topic. There has been an abundance of high-profile stories and special features on green products and businesses.

MAJOR ADVANTAGES OF ADOPTING GREEN PRACTICES

Regardless of whether you're a manufacturer, fabricator, designer, or other service

Competitive Advantage

EFFECTIVE LOOK AT GOING GREEN

PROFILES MAGAZINE

provider, taking a green approach has many advantages because making a positive impact on the environment yields increased sales, profits, and positive PR as the recession resides. A green approach incorporates and enhances all of the elements critical to building a sustainable company: a strong competitive stance, lower operating expenses, powerful marketing, solid public relations, good brand awareness, a solid reputation, and a well-run company.

Good corporate citizenship gives a company a strong, positive reputation. Adopting green practices and green design solutions demonstrates that an organization has the good of the public at heart. As the essence of good corporate citizenship, this promotes goodwill and helps the company develop a great reputation by demonstrating environmental consciousness. More and more people are screening companies for environmental management practices before investing. Their rationale is that this is an indicator of smart business management.

Going green provides good companies a variety of ways to promote their good works. It helps generate a positive business image with environmentally conscious customers, employees, and the marketplace.

Sustainability is now a core component of corporate brands. Offering green products and design solutions, if effectively marketed and advertised, can significantly promote your brand and make your business stand out in customers' minds. If you redesign a product so it doesn't have toxic substances, you'll cut regulatory burdens and avoid a potential incident down the road.


Embracing environmental responsibility ensures a reduction in costs for businesses of all sizes. Recycling, using energy-efficient office equipment, and implementing water-saving devices all save money by cutting costs. This holds true for small businesses as well as large ones. According to the Center for Small Business and the Environment, small businesses have reported savings of 20 to 30 percent by making energy-saving moves and creating sustainable buildings. Others have reported saving as much as 50 percent on utility costs.

If your commitment to the environment is creatively marketed and advertised, it will set you apart from your competition. Indeed, making a commitment to the environment can be the 'tie-breaker' when prospective customers are comparing your company and its products or services with lesser-enlightened competitors.

Before you begin any marketing plan, though, beware of 'greenwashing'— making your product or company sound more environmentally-friendly than it is. Although there are no universal standards for being able to state that you're 'green,' never intentionally exaggerate or mislead customers about your environmental practices. If you do, it'll hurt you more than help you when the truth comes out—and it always does.

THE GREEN BOTTOM LINE

These are challenging, but extraordinary times. Without a doubt, going green is one of the most compelling economic, cultural, and political shifts occurring today. It impacts businesses, governments, and people, as well as the Earth and its forests, plants, soil, air, water, and wildlife. Radical transformation is occurring throughout the world in public, professional, and private sectors. Where we live, what we drive, how we work, and who we elect to represent us are all affected by environmental issues. The green wave is not about to subside.

Becoming environmentally responsible by adopting green practices, offering green products and solutions, and demonstrating a commitment toward environmental responsibility is not only a key to obtaining a competitive advantage in today's challenging marketplace, it's simply the right thing to do. 

Christine Corelli is a past KBIS speaker and author of four books, including Wake Up and Smell the Competition and The ART of Influencing Customers to BUY from YOU.

To subscribe to "Corelli's Clips" or learn more about her books, speaking services, or courses, visit www.christinespeaks.com.

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Whirlpool Receives Highest Honor

EARNs 22ND ENERGY STAR® SUSTAINED EXCELLENCE AWARD FROM THE EPA

Whirlpool Corporation, the world's leading home appliance manufacturer, has been recognized with the 2010 ENERGY STAR® Sustained Excellence award by the U.S. Environmental Protection Agency (EPA). The award recognizes the company's continued leadership in offering consumers energy and water efficiency through its leading home appliance brands. This is the company's eleventh top ENERGY STAR award and fifth consecutive Sustained Excellence win. Whirlpool has been honored with 22 ENERGY STAR awards overall, more than any other appliance manufacturer.

According to a 2009 Whirlpool Corporation survey conducted in conjunction with Harris Interactive, energy efficiency is more important than ever in the purchase decision of consumers shopping for major appliances. The majority of U.S. consumers (59 percent) said they would rather spend more money now to save energy (and money) later when it came to home appliances.

The company praised the federal government's recent enforcement actions that help ensure consumers' confidence as they purchase ENERGY STAR qualified major appliances. These actions will help ensure manufacturers of appliances are held accountable to deliver the energy savings they promise. In turn, consumers will be able to confidently use the Energy Guide label to make energy performance comparisons among brands while shopping, and to attain, in real world use, the energy efficiency promised when they purchased the appliance. Whirlpool has been involved in helping to set and define federal energy standards since their inception in the 1970s.


"EPA is recognizing Whirlpool Corporation with our highest ENERGY STAR award—the 2010 Sustained Excellence Award," said Gina McCarthy, EPA assistant administrator for Air and Radiation. "Whirlpool Corporation's continued leadership and commitment to energy efficiency is a testament to what we can accomplish to reduce greenhouse gas emissions and protect our global environment."

Whirlpool Corporation offers some of the most water and energy efficient products on the market, in the kitchen and the laundry room and across all price points.

- Replacing a washer made before 2000 with a new ENERGY STAR model can save up to \$135 annually according to the U.S. Department of Energy

(DOE). Whirlpool Corporation offers both front- and top-load high-efficiency washers. For example, the Whirlpool Duet® front-load washer uses 74 percent less water and 80 percent less energy, the Maytag Performance Series front-load washer uses 70 percent less water and 70 percent less energy and the new Amana Tandem® front-load washer uses 73 percent less water and 71 percent less energy, all compared to pre-2004 conventional top-load washers. The Maytag Bravos® top-load laundry pair uses 70 percent less water and 67 percent less energy and the Whirlpool Cabrio® top-load laundry pair uses 71 percent less water and 69 percent less energy, compared to pre-2004 conventional top-load washers.

- Replacing a refrigerator made before 2000 with a new ENERGY STAR model can save approximately \$40 annually according to the DOE. The Whirlpool brand offers the industry's most energy efficient side-by-side refrigerator. By exceeding efficiency standards by 30 percent, the Whirlpool brand Resource Saver™ refrigerator exceeds the EPA's ENERGY STAR guidelines, helping consumers reduce their family's carbon footprint. This model uses less energy than a 60-watt light bulb and is the most energy efficient side-by-side refrigerator ever.
- Replacing a dishwasher made before 2000 with a new ENERGY STAR model can save approximately \$50 annually according to the DOE. The new Superba EQ models from KitchenAid are the best dishwashers ever from the brand that pioneered home dishwashers 60 years ago. Tests show they perform better and dry better than competitive models and are the quietest dishwashers in the industry. At 56 percent greater efficiency than the minimum federal energy standards, they are even eligible for an energy rebate in some states.

"We look forward to continuing our alignment with both the EPA and DOE to help to build on the integrity of the ENERGY STAR label," said Tom Catania, vice president, Government Relations, Whirlpool Corporation. "We also are helping to identify ways to provide new ways to conserve our natural resources and reduce greenhouse gas emissions, including helping to create unifying standards for the smart electricity grid." 

Never before has a kitchen appliance demanded so much attention, and actually deserved it.



Introducing the new Jenn-Air® 30" Double Wall Oven, the industry's best performing wall oven. Boasting a 7" full-color touch anywhere LCD with innovative Culinary Center and a V2™ vertical dual-fan convection system, its performance speaks for itself. To enhance your every culinary endeavor with precision-crafted, next generation Jenn-Air® appliances, visit jennair.com.

 **JENN-AIR®**

It took us very little energy to win this award.

Bosch is proud to be named the
2010 ENERGY STAR® Partner of the Year.



A passion for efficiency rewarded. Again. Since winning the 2009 ENERGY STAR® Partner of the Year, we wondered what we could do for an encore. We decided on a radical approach – more of the same. So we continued to exceed federal energy standards by up to 147% on some appliances. We continued to insist that Bosch be the only U.S. manufacturer to have the ENERGY STAR® qualification on all its dishwashers, refrigerators, and washers. Bosch appliances showcase our commitment to sustainable manufacturing and efficient products. Bosch was named the 2010 ENERGY STAR® Partner of the Year because we believe using less can give you so much more. www.bosch-home.com/us

