

The Retail Observer

June, 2010

YOUR RESOURCE GUIDE TO THE INDUSTRY

Vol. 21, Issue 6

ART OF THE INDUSTRY

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Models Shown: Refrigerator G5S1WAXY Dishwasher G2366X1VY Range G7E471LS MIC G412000S

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Expanded Thinking

UNDERSTANDING THE CUSTOMERS' WANTS & NEEDS

Wrapping up a busy travel season and reflecting on the many conversations with retailers while on the road, diversification of product mix continues to be a charged subject for many—making a big difference in traffic to your store and website as well as your profit margins.

This month, Elly Valas touches on getting the customer in the door with “want-based” sales, driving traffic through your store with new gadgets they just “gotta have.” It not only gets the customer in the door, but in front of the new front loading washer and dryer sets that are high-tech, fast and energy efficient, creating the “want” and justifying the “need,” (going green and saving money), even if their old set is not ready for the graveyard. A sale is generated before the lifespan of the product is up. Hanging onto old school “need-based” vs. “want-based” sales will limit your traffic and allow your competitors to steal your customers, due to a more enticing and expanded “one-stop shopping” model. Today, people’s busy lifestyles demand their need to simplify their lives, and influence their choice of how and where they shop, allowing them more quality time with those they love and care for.

In his column, Rick Segel talks about the importance of appealing to the emotional needs of the customer—because “logic makes us shop, and emotion is what makes us buy”. His distinction to understanding the customer’s motivations and emotional needs is crucial to the ability to get them interested in your company. His promotion example of using “The Seven Reasons to Buy Your Next Living Room Set from Jones Furniture,” compared to: “Room Design Brings Families Closer; A Special Report,” will get the attention of many more shoppers and is something worth pondering.

The ultimate end result in all retail sales is to meet the customers’ needs, create a loyal client base and grow that base through referrals. This summer we will be highlighting showrooms that are telling us just how they are doing this in their businesses—how they have become an integral part of their communities and the positive impact their participation has had, not only in the town in which they live, but on their profit margin as well. Everyone loves a win-win situation, and if you would like to share yours with our readers, drop me a line and let’s talk. You could very well be one of our upcoming featured Retailers.



Expand Your Thinking!

Eliana Barriga

letters@retailobserver.com

The
RetailObserver

JUNE 2010

VOLUME 21, NUMBER 6

CELEBRATING OUR 21ST YEAR

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Deadline for AUGUST 2010 issue:

JULY 1, 2010

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ON THE COVER:

NKBA 2010 Best Kitchen

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Toronto, ON

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Erica Westeroth, CKD, NCIDQ

Photo:

Donna Griffin Photography



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This Sub-Zero, Inc. and Wolf Appliance, Inc. Instant Savings offer is valid beginning March 1, 2010, and expires after September 30, 2010, at participating Sub-Zero and Wolf dealers in the United States and Canada. This Instant Savings will be applied at point of sale only for qualifying purchases. All appliances must be purchased and invoiced at the same time, appear on the same invoice, and be delivered by December 31, 2010. Products must be delivered and installed in the country of purchase. The Instant Savings offer cannot be combined with any other offers. Check with your local dealer for details or visit subzerosavings.com

K/BIS — What Did You Miss?

"Year after year K/BIS continues to showcase more products than ever, bringing you star-studded celebrity guests, providing the most informative educational sessions and delivering the best networking opportunities in the Industry. Don't miss it!" – K/BIS Website

Did you miss it? The NKBA's 47th annual K/BIS drew more than 37,000 attendees, 500 press, and nearly 700 exhibitors showcasing their most innovative and latest products in more than 300,000 s.f. of expo space. We saw vast improvement from Atlanta's turn out, and an upbeat and excited industry. So if you didn't go, here is what you missed:

- **Six Conference Sessions**—Sergio Zyman's Opening Keynote, followed by the Business & Leadership Session - Delivering World-Class Customer Service; Trends & Insight Session - Managing the Emotional Customer; State of the Industry Address - The Road Ahead for the Industry; Sales & Marketing Session: Selling Across Generations, and Design & Inspiration Session - The Green Competitive Edge - all delivered to sellout crowds.
- **Eight Center Stage Presentations**—These one-hour complimentary presentations covered a variety of important and interesting topics from a diverse range of industry insiders, including Right-Sizing Clients' Homes & Your Business; The Connected Kitchen; What Drives Building Innovation?; Appliances in Unexpected Places; Shades of Green; and Designing Kitchens for Gourmet Chefs, with standing room only.
- **Twelve NKBA Professional Development Courses**—Attendees learned the latest in remodeling, design, product, and management strategies from the leading experts in the kitchen and bath industry, including European Design Trends; Sell by Design-Not by Chance; Residential Green: For Kitchens and Baths; Decorative Plumbing: A Systems Approach; Build Your Business With Outdoor Kitchens; Building Codes, Standards & Guidelines (NAHB); Green Remodeling (NARI); Marketing and Sales Strategies; CKD/CBD Skills Workshop; Lighting: What's New in Energy Savings, and the Advanced Appliance Workshop.
- **KIBIS Offered Six Industry Segment Seminars**—Targeted to professionals in specific segments of the industry: distributors, dealers, decorative plumbing and hardware, builders and remodelers, manufacturers and reps, and designers.

So next year in Las Vegas, April 25-29 - don't just go for the exhibits, gifts and after hours parties—go for the educational, networking and mind-opening opportunities that are offered... then go to the parties.



See you there!

Moe Lastfogel

moe@retailobserver.com

The RetailObserver

JUNE 2010

VOLUME 21, NUMBER 6

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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Art of the Industry

2010 NKBA Design Competition

"BEST OF" AWARD WINNERS

A designer's tasks, beginning with a client, are delicate and complex in the intricacies of the accommodations made to a space through the application of creative and technical thinking. A designer takes the process from rough concept to beautiful completion. With the hand

of an artist and the mind of a craftsman, skilled designers balance form with function. Creation and creator are celebrated and honored for their outstanding work in the 2010 "Best Of" Design Competition Awards.

| *continued on page 10* |

PINNACLE OF DESIGN \$25,000

Sponsored by Sub-Zero® | Wolf®
Honoring the year's top design,
representing the peak of
form and function

James Howard, CKD, CBD
Glen Alspaugh Company
St. Louis, MO

Co-Designers:
Steve Levin & Sonja Willman

Photo:
Alise O'Brien Photography



**BEST
KITCHEN
\$15,000**

Sponsored by Miele™
Recognizing the best kitchen
design of the year

Tim Scott
XTC Design Incorporated
Toronto, ON

Co-Designer:
Erica Westeroth,
CKD, NCIDQ

Photo:
Donna Griffith Photography



**BEST
BATHROOM
\$15,000**

Sponsored by Dal-Tile®
Recognizing the best
bathroom or powder
room design of
the year

Ada Pagano
A. Pagano Design, Inc.
St. Petersburg, FL

Photo:
© Everett & Soulé



**BEST
BEFORE & AFTER
\$5,000**

Sponsored by This Old House®
Showcasing the year's most
dramatic transformation
of a kitchen or bath

Ines Hanl
The Sky is the Limit
Victoria, BC

Co-Designer:
Kimberly Lewis Mannig

Photo:
Jo-Ann Richards,
Works Photography



2010 NKBA Design Competition

"BEST OF " AWARD WINNERS

| continued from page 8 |

"The NKBA Design Competition serves not only as an event to further the professional pursuits of those designers who enter and win, but also as an industry gauge. The entries and winning results act as a regional and national barometer of current design trends, consumer tastes, and an overall pervasive attitude toward priorities and lifestyle," said Annette Gray, editor of *NKBA Magazine*. "The 2010 NKBA Design Competition showed a strong sense of identity in the home and intent focus on the indoor environment and quality of living," she said.

"The National Kitchen & Bath Association is pleased to showcase the best kitchens and bathrooms created by NKBA designers over the past year," said Mark Karas, 2010 president of the NKBA. "These spaces are the epitome of expert form and function."

Award winners were selected for their functionality, quality, flexibility, aesthetics, style and innovation. For the 2010 competition, over 550 NKBA member entries were received for their project designs from all of the NKBA's eight geographic regions of the United States and Canada, awarding more than \$100,000 in cash prizes to the winning entrants.

The 2010 panel of 12 NKBA-certified industry expert judges included:

- Blue Arnold, CKD, CBD
- Mary Jo Camp, CKD, CBD
- Lora T. Donoghue, CKD, CBD
- Cheri Dubay, CMKBD
- Rebecca Flynn, CKD, CBD
- Alan Hilsabeck, CMKBD
- Richard Landon, CMKBD
- David Newton, CMKBD
- Mary Jo Peterson, CKD, CBD, CAPS, CAASH
- John Petrie, CMKBD
- Jan Rutgers, CMKBD

BEST SUSTAINABLE KITCHEN \$5,000

Sponsored by GE Monogram®
Acknowledging the year's best
use of 'green' practices in a
kitchen design

Brian M. Johnson, NCARB
Collaborative Design Architects
Billings, MT

Photo:
Phil Bell Photography



BEST SUSTAINABLE BATHROOM

\$5,000

Acknowledging the year's best use of 'green' practices in a bathroom design

Entries were also judged on the following criteria: Health & Wellness and Conservation of Water, Energy, Materials

Michael Bright
Bright Wood Works, Inc.
St. Petersburg, FL

Co-Designers:
Sonya Faulhaber &
John Sarkesian

Photo: © baptiephoto.com



CONSUMERS' CHOICE AWARD: KITCHEN

\$2,500

Sponsored by HGTVPro.com®
Highlighting the favorite kitchen design as voted by consumers on HGTVPro.com

James Howard, CKD, CBD
Glen Alspaugh Company
St. Louis, MO

Co-Designers:
Steve Levin &
Sonja Willman

Photo:
Alise O'Brien
Photography



CONSUMERS' CHOICE AWARD: BATHROOM

\$2,500

Sponsored by HGTVPro.com®
Highlighting the favorite bathroom or powder room design as voted by consumers on HGTVPro.com

John Sylvestre, CKD
Sylvestre Construction, Inc.
Minneapolis, MN

Photo:
© Karen Melvin
Photography



Liebherr Adds Biofresh Technology to 36" Models

LARGE CAPACITY BIOFRESH REFRIGERATORS CHANGE SHOPPING HABITS

As Liebherr's 36" product line gains market share in North America, the German manufacturer has added its innovative BioFresh technology to give consumers the freshest, most ideal food storage conditions in large capacity models. Food that lasts up to three times longer, less waste and fewer trips to the market means that this refrigerator can actually change the way you shop. BioFresh is now available in the all 36" Liebherr models, and these new freestanding, stainless integrated and fully integrated models launched last month at the Kitchen & Bath Industry Show (K/BIS) in Chicago.

With BioFresh, the technology allows the drawers to self adjust, adapt to any fluctuation and ensure that the temperature is perfect for the contents of the drawer. "These are not just crisper drawers," says Thorsten Platt, vice president of Liebherr North America. "There's a huge difference in the level of technology. You can independently adjust each drawer - one as a HydroSafe, the other as a DrySafe depending on what you're storing. It's the precise control system that is way beyond the capabilities of any crisper drawer."

To put this technology into perspective, picking up fresh produce daily and only consuming what you need for that day is very efficient — if you live in a small European village where you walk to the market on the way home from work. The reality in North America is that large percentages of the population drive to supermarkets, often several miles from their home or office, or rely on packaged, processed and frozen food when the market trip is not possible. With BioFresh, carrots last 30 days longer, grapes 17 days longer, yogurt 16 days longer and your beef filet 5 days longer. Make a fresh salad with lettuce you bought 8 days prior. BioFresh enables consumers to shop every other week for fresh produce, thereby reducing carbon footprints.

In addition to BioFresh, the new CBS 2062 (freestanding), HCBS 2062 (stainless integrated) and HCB 2062 (fully integrated) incorporate Liebherr's trademark sleek European design and streamlined storage options. Other key performance features of the line include:

- **Stylish French doors** allowing for better clearance than side-swing doors (stainless integrated and fully integrated models also have Liebherr's SoftSystem gentle close technology).
- **DuoCooling system**, with separate super efficient variable speed compressors for the refrigerator and the freezer.
- **Large storage capacity:** 10.4 cu.ft. refrigerator capacity, 2.4 cu.ft BioFresh capacity and 6.0 cu.ft freezer capacity.
- **Double freezer drawers** on telescopic rails with self-closing drawer mechanisms.
- Unique LED light columns in the main compartment, LED light spots in both BioFresh drawers and freezer drawer.
- **Water filter** for the IceMaker is the most technically advanced available for household appliances.
- **Enhanced Power Cooling system** improves chilling performance.
- **ENERGY STAR® rated** (100% of Liebherr's refrigeration product line is ENERGY STAR® rated). **RO**

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CALL TO ACTION



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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:
2010 KITCHEN & BATH
INDUSTRY SHOW**



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Mailbag

After reading the May issue "Book Review" page—Terry Barbers, *The Inspiration Factor: How you can Revitalize your Company Culture in 12 Weeks*—I ordered it online and found it to be a good read for lifting spirits on the job, as well as on the home front. I have some other titles I have found useful and wondered if you'd like some suggestions to review?



Susan Clark
Atlanta, GA

Editor's Note:

I would love any suggestions for good books to review, especially if our readers have found them informative or inspiring in the running of their business. Send them on in!

I just wanted to say "Thank You" for all that you have done to continue to make *The Retail Observer* an interesting and informative magazine. As an owner of a repair service company, it is great to see "Service News" as a regular feature. Keep up the great work for 2010 and into the future!

David Schick,
De Anza Appliance
Cupertino, CA

On the look & feel of the magazine—I was reading the cover story on the Fulgor Milano Factory Tour (interesting historical timeline), when I finally realized why the issue looked so great—every picture shined with color and popped with detail, even the cover felt great in my hands. You've really taken *The Observer* to the next level. I love it!

Ruth Nelson
San Antonio, TX

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

HOW TO REACH US

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Book Review

The Handbook of Financing Growth - 2nd Edition

STRATEGIES, CAPITAL STRUCTURE,
AND M&A TRANSACTIONS

LEAD AUTHOR: KENNETH H. MARKS

The *Second Edition of The Handbook of Financing Growth* has been designed to help leaders and advisors gain a solid understanding of the financing strategies, sources, and transactions that will allow them to excel in such an unpredictable environment.

Written by an experienced group of practitioners who operate within this dynamic market – fully updated to reflect new market realities – this resource outlines the full spectrum of funding alternatives currently available to emerging growth and middle market companies and presents the practical strategies and techniques you need to be aware of when considering the capitalization, growth, or sale of your, or your client's company.

Detailed discussions of positioning a business for value creation before the transaction and how your financing strategy fits into the overall plan for growing and raising capital as well as creating an exit. Among various techniques, the authors address buyouts and recapitalization as two alternatives to create shareholder liquidity and potentially finance future growth. A chapter on M&A addresses the acquisition process and how to fund acquisitions and external growth initiatives, while additional case studies highlight bank financing alternatives and growth equity.

In recent years, the capital markets for emerging growth and middle-market companies have quickly evolved. This practical guide will help you adapt to the changes and put you in a better position to succeed in building your business and creating value. **RO**



Marks is a strategic consultant to emerging growth and middle-market companies. Co-authors: Larry E. Robbins, Gonzalo Fernandez, John P. Funkhouser, and D.L. Williams. Publisher: John Wiley & Sons
www.HandbookofFinancingGrowth.com.



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DANVER STAINLESS STEEL OUTDOOR KITCHENS ANNOUNCES A NEW LINE OF STAINLESS STEEL BBQ HOODS



DANVER Danver's Industry First generously proportioned 32" depth, provides an exceptional capture area for BBQ grilling. Available Sizes: 36"W, 48"W and 60"W.

"More and more cities and towns are adopting building codes that require ventilation when any part of a grilling area is covered. Most hood manufacturers have just started selling their indoor hoods for outdoor use. A premium grill is typically installed further from the wall than an indoor range and generates more smoke," stated Mitchell Slater, president of Danver. "The extra depth of our hoods will capture more smoke than comparable width hoods from the other manufacturers."

Danver's hoods will come with an internal 1360CFM blower. An optional in-line blower will provide 1266CFM and be very quiet with the optional Duct Silencer. Also

available will be a selection of sizes of Duct Covers.

Danver is a custom stainless steel fabricator that manufactures its own brand of outdoor stainless cabinets for higher-end homes and commercial applications. The cabinets are designed with premium features and storage capability to match all premium grill manufacturers' grills. This allows dealers to sell a lifetime warranted outdoor kitchen to consumers providing the features of indoor kitchens outdoors.

Danver is also a stainless OEM supplier to many appliance manufacturers and wood cabinet manufacturers who offer stainless steel doors in their line. For product information visit www.danver.com.

PUTTING THE 'ECO' IN ECO-EXHAUST SERIES BY AIR KING

WHOLE HOUSE VENTILATION SOLUTIONS



The ECO-Exhaust Series by Air King provides the lowest Home Ventilation Institute (HVI) sound rating possible with a certified sound level less than 0.3 Sones which is over 70% quieter than a quiet running refrigerator. With this barely audible sound, the ECO-Exhaust Series is able to run continuously without disrupting the living environment and provides a perfect solution for increased Indoor Air Quality (IAQ).

PUTTING THE ECO IN ECO-EXHAUST

The ECO-Exhaust Series is a combination of attributes that all work together to produce an environmentally sound product. These attributes include:

- **Energy Efficiency** - ENERGY STAR® Qualified, using less energy to operate when compared to traditional models saving both resources used in creation of energy and money to the end user.
- **Longer Life** - Designed and tested for years and years of trouble free operation, meaning less replacement, less waste, less impact on the environment.
- **Lowest HVI Rated Sound Possible** - Sound pollution is pollution and can cause negative environmental

impacts along with an unpleasant living environment. With barely audible operation, the ECO-Exhaust Series has almost zero sound impact on the home.

- **Recycled Plastics** - Air King utilizes state of the art recycling equipment to reclaim plastics that otherwise would be heading for landfills.
- **Recyclable Packaging** - Packaged in all recyclable cardboard cartons with cardboard inserts that protect the unit during shipping as opposed to environmentally harsh Styrofoam.

ASHRAE 62.2 is a minimum national standard that provides methods for achieving acceptable indoor air quality in typical residences. Air King offers both single speed and dual speed solutions:

- **Single Speed Solutions**—
Models ES80S and ES130S

For most common ASHRAE 62.2 central ventilation applications Air King recommends the installation of an ENERGY STAR® Qualified ECO-Exhaust fan in a central area of the home such as an upstairs hallway. This fan provides practically silent (less than 0.3 sones) continuous whole house ventilation. For local exhaust in the bathroom install ENERGY STAR® Qualified BFQ50 or BFQ75 models with an AKEDT1 control to automatically turn off the fan after the selected time period (20, 40 or 60 minutes).

- **Dual Speed Solutions**—
Models ES80D and ES130D

For traditional bathroom ventilation applications Air King recommends the installation of an ENERGY STAR® Qualified Dual Speed ECO-Exhaust fan to achieve the ASHRAE 62.2 standard. In this situation locate the fan in the bathroom to provide barely audible continuous Whole House Ventilation while operating at low speed. When occupied switch the fan to high to provide local exhaust. Even at high speed the fan is practically silent (less than 0.3 sones). Use a model AKEDT1 control to automatically turn the fan back to low speed after selected time period (20, 40 or 60 minutes).

For more information please visit www.airkinglimited.com.

INTRODUCING THE BREEZEDRY SYSTEM

THE NATURAL, GENTLE WAY TO DRY CLOTHES



You can't make an espresso or latte in an ordinary coffee maker. And you also can't dry many of today's fine clothing, lingerie and "no tumble" items in a standard dryer.

ORDINARY METHODS OF DRYING CLOTHES HAVE LONG LEFT MUCH TO BE DESIRED:

- The harsh heat and rough tumbling action of gas or electric dryers damages clothes, especially popular fashions such as beaded and sequined items, fine delicates and lingerie. Dryer lint is the life going out of your wardrobe.
- Drip-drying your valuable delicates is a hassle, creating clutter around the shower and bath, and takes forever to dry.

| *continued on page 18* |



- Drying outdoors is impossible much of the year, inconvenient to busy modern lifestyles and can cause fading.

BreezeDry, the world's most gentle eco-friendly drying appliance is a breakthrough, the missing accessory needed to create the ultimate home laundry room. Simply hang your clothes inside or lay them on racks in the cabinet. An easy to use touch screen lets you choose natural, eco-friendly outdoor air, and either ambient or gently warmed indoor air to perfectly dry your clothes.

At the push of a button sophisticated precision sensors control low-power fans and monitor moisture directly from the clothes to ensure efficient, perfect drying. Clothes come out line-dried fresh every time. The innovative new system is not a replacement for your regular dryer, but instead offers a quick, gentle and natural way to dry clothes, ideal for special-care items. The built-in modular design can easily be incorporated into new construction or remodeling projects.

THIS ECO-FRIENDLY, SMART APPLIANCE:

- Saves as much as 90 percent of the energy consumed by traditional electric or gas dryers.
- Allows natural drying in any season or weather, rain or shine.
- Is made of more than 30% recycled materials.
- Is sophisticated yet simple, with one touch, easy to use operation.
- Automatically remembers your favorite settings

Simple and natural is better. Mother Nature would approve. While a laundry breakthrough, BreezeDry is not a new concept. Small clothes-drying cabinets have been popular in Europe for decades. But with much larger capacity, and smart but simple technology, BreezeDry is the perfect addition to the laundry room for those who want gentle, line-dried freshness with one-touch convenience. BreezeDry is also the answer for all your specialty drying needs, from dance, band or other costumes to decorative uniforms. Adjustable shelving accommodates items of all sizes, including wet shoes or sweaters. The BreezeDry system is made of the highest quality, recyclable materials, with styling that compliments any home's interior design. The durable acrylic surface wipes clean with a cloth and household cleaner. For more information visit www.breezedry.com.

EVERPURE WATER FILTRATION MAKES FOR A HEALTHY HOME

EDUCATING 2010 KITCHEN & BATH INDUSTRY SHOW ATTENDEES ON FILTRATION'S HEALTH BENEFITS



Everpure, as part of Pentair Residential Filtration LLC, educated attendees on the many health benefits water filtration has to offer at this year's Kitchen & Bath Industry Show (KBIS). The commercial grade water filtration leader also discussed the opportunities available to remodelers, designers and plumbers to meet consumer demand for healthy options when specifying an Everpure system.

"Consumer preferences have evolved over the past decade from a desire for smart, energy-efficient products to green options and now to an emphasis on solutions that are beneficial to their family's overall health," said Joseph Hutko, marketing manager for Everpure Residential. "Everpure systems offer homeowners the same peace-of-mind found when purchasing | *continued on page 20* |



So Quiet... You Won't Believe It's On!

NEW CH-122 SQB SERIES MULTI-STYLE HOOD

Understated style with fluid curves, this sleek 6" height seamless hood is designed to gracefully blend into any kitchen. Multi-exhaust top or rear venting allows for Under Cabinet or Wall Mount installation. It is equipped with 4-speed electronic buttons, our exclusive QuietMode™ technology and dishwasher safe baffle filters.



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organic and health-conscious options. Each of our products offers crystal-clear drinking water free from toxins and contaminants, unlike many bottled water products and unfiltered tap water.”

Visitors to the Everpure booth at KBIS also learned about the company’s full-line of water filtration products such as the PBS-400 Prep Sink and Wet Bar Water Filtration System which allows at-home chefs and bartenders to serve faster-flowing, fresher-tasting water through the use of a convenient pot filler, kitchen prep sink or at the wet bar. The company also showcased products like the SPA-400 Drinking Water Filtration System that provides an uncompromisingly pure sip of water accessible at the bathroom tap.

Attendees to the show didn’t leave without experiencing the Exubera™ Sparkling & Chilled Water Dispenser by Everpure firsthand. “We gave booth visitors a chance to taste the Everpure difference with our sparkling water product and they even had the option to add a splash of refreshing flavor for an Italian soda,” said Hutko. For more information, contact Everpure at (800) 323-7873 or visit www.everpure.com.

KALAMAZOO OUTDOOR GOURMET™ INTRODUCES ARTISAN FIRE PIZZA OVEN

FIRST COUNTERTOP OUTDOOR OVEN WITH TOTAL CONTROL DUAL BURNER DESIGN DELIVERS A BETTER PIZZA MAKING EXPERIENCE



Kalamazoo Outdoor Gourmet™, a leading manufacturer of high-end outdoor kitchen equipment, introduces its Artisan Fire Pizza Oven, the first

countertop outdoor pizza oven with two independently-controlled burners, offering unparalleled cooking power and control.

“Innovation is one of the hallmarks of Kalamazoo Outdoor Gourmet,” said Pantelis A. “Pete” Georgiadis, president of Kalamazoo Outdoor Gourmet. “We built the Artisan Fire Pizza Oven to deliver a better, more unique cooking and entertaining experience. There is a certain romance built into this oven. Your family and friends will enjoy watching the flames dance and the cheese bubble, as you are baking your pizza.”

Kalamazoo has taken all of the best features and cooking characteristics found in traditional large brick-lined wood-fired pizza ovens and wrapped them in an elegant gas-fired stainless steel package. With a top temperature in excess of 800 degrees, its two custom-made, independently-controlled burners give outdoor cooks the ability to customize the oven’s heat and bake any style of pizza, calzones and artisanal breads. One burner has 7,500 BTUs of cooking power, warming the bottom baking stone and cooking the crust; while the second back burner offers approximately 19,000 BTUs heating the oven’s interior and browning pizza toppings. Baking stone is 18-inches X 24-inches. An olive branch design adorns the sides of the Artisan Fire Pizza Oven, serving as functional ventilation. Fabricated by hand from heavy-gauge stainless steel and built to endure the harshest weather conditions. The oven comes up to baking temperature in as little as 20 minutes, making pizza night a more spontaneous occasion with Neapolitan style pizzas cooking in as little as two minutes.

The Artisan Fire Pizza Oven’s compact size leaves a small footprint on a countertop, (30-inches wide, 30-inches deep, 19¾-inches tall), making it an ideal addition for a new outdoor kitchen, as it easily connects to standard 20-pound LP gas bottles or a natural gas line makes it easy to add to pre-existing outdoor kitchens, patios or balconies. “Homemade pizza is the strongest trend we have seen in quite awhile and pizza ovens are part of it. Designers are including pizza ovens as a must-have item for outdoor kitchens and patios,” said Georgiadis. “It is great for time spent cooking with the family without heating up the kitchen. It also can be the focal point of outdoor pizza parties.” To learn more about the outdoor pizza oven trend visit www.kalamazoogourmet.com. *[continued on page 22]*



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Danby's premium line of Silhouette built-in appliances were designed as much for our retail partners as they were for today's fashion savvy yet value driven consumers.

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Designed to fit your lifestyle

DCS BY FISHER & PAYKEL'S INDOOR KITCHEN LINE EXPANDS WITH A SMART NEW 36-INCH SIDE-BY-SIDE ENERGY STAR® REFRIGERATOR



State of the art technology and professional design collide with the 36" DCS side-by-side refrigerator, delivering innovative art, cooling and ergonomic storage features

DCS by Fisher & Paykel has added cool innovation to its indoor kitchen line with the launch of its 36-inch side-by-side built-in refrigerator. Combining advanced technology and stylish design, the 36" DCS by Fisher & Paykel refrigerator joins the company's indoor professionally styled kitchen line up with state-of-the-art features, unparalleled food care, convenient beverage chiller, and tri sensor control system that maintain the professional style consistently known with the DCS family of products.

"We are pleased to introduce the 36" side-by-side," says Gina Lathrum, product manager for DCS by Fisher & Paykel. "Our refrigerator brings consumers advanced cooling technology and ample flexibility for their refrigeration needs in a professionally styled DCS package", she adds.

FOCUS ON PRESERVATION AND FRESHNESS



This innovative focus on food preservation results in unparalleled food care. The humidity drawer ensures the perfect environment for fruit and vegetables while the temperature drawer offers different settings for a range of items like meat and cheeses. The convenient beverage chiller boasts an adjustable environment to keep beverages cooler than the rest of the refrigerator.

Our tri-sensor control system supports a three thermostat system to ensure more accurate regulation of temperatures for the freezer and fresh food compartments.

EXCEEDS ENERGY STAR® STANDARDS

The new DCS by Fisher & Paykel refrigerator is also energy efficient and ENERGY STAR approved by using its precise temperature controlled and defrost mechanisms, high-efficiency compressor and improved insulation. To be exact, the side by side refrigerator uses 40% less energy than the conventional models sold in 2001 and uses 20% less energy than required by current federal standards.

ERGONOMIC DESIGN

DCS by Fisher & Paykel has delivered an ergonomic design with hidden hinges adding a clean aesthetic that designers love. With counter depth design, this DCS installs flush with cabinetry. The 36-inch wide, 70-inch tall configuration provides convenient access to 13.5 cubic feet of refrigerator space and 8 cubic feet of freezer space. Multiple drawers and shelves allow for maximum storage of large plates and for easy loading and unloading of everything from fruits and vegetables to raw meat and dairy.

"In addition to the technology and sensors to consistently chill the contents quickly and effectively to lock in freshness, the refrigerator's ergonomic design provides more storage space without sacrificing the stylish appearance," Lathrum adds.

To find out more about DCS by Fisher & Paykel brands, please contact your local Fisher & Paykel dealer. You can also get more information at www.dcsappliances.com.

BRILLIANCE™ BY SCOTSMAN RESIDENTIAL ICE MACHINES DELIVER THE PERFECT HOME BEVERAGE EXPERIENCE



Scotsman Ice Systems, brings the perfect ice experience home with the Brilliance™ Residential Ice Machine. Ice purists everywhere can enjoy exceptional iced drinks made with Scotsman's gourmet ice, the crystal-clear cubes that have enhanced the beverage experience for forty years. Brilliance features a sleek, durable design that coordinates well with other appliances and when installed with a custom wood front that matches the surrounding cabinetry it virtually disappears. It's ideal for updating existing kitchens, bars and home entertainment areas, as well as for new construction. Easy to clean and reliable, Brilliance will delight homeowners who value the perfect beverage experience—all from Scotsman, a world | *continued on page 24* |

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leader in consumer-preferred ice.

Brilliance by Scotsman is one of the most energy-efficient machines on the market. Not only does Brilliance produce approximately 50 pounds of ice per day, innovative technology enables the cuber to use less than half the energy and one-third the water of Scotsman's previous residential ice machine. This is particularly relevant given today's heightened concerns for energy conservation

and environmental responsibility.

The new Brilliance is one of the smartest, most convenient ice machines available for the home. An electronic control panel clearly communicates the machine's ice production status and maintenance needs. LED indicators let the user know the machine is on and can alert the user to a no-water condition, and when it is time to clean.

In addition to its self-monitoring and energy-efficient qualities, Brilliance also features a water-quality sensor. This feature automatically adapts to varying water conditions by constantly measuring the water quality and automatically adjusts the purge water amount to minimize scale buildup in every type of water. The result is a longer time between cleanings.

Brilliance ice machines produce crystal-clear, taste-free and odorless cubes to enhance the beverage experience. The Scotsman ice cubes will not change the flavor of the drinks, whereas ice from a refrigerator can, due to minerals in the water and absorbed odors. Scotsman is quite simply the best ice—and the line's companion undercounter refrigerator and wine chiller extend the homeowner's beverage possibilities.

The new Brilliance residential ice machine is the latest

example of Scotsman's ongoing commitment to manufacturing excellence. As one of the world's largest manufacturer of commercial ice systems, with more than 300 models of ice machines, storage bins and ice and water dispensers, Scotsman is dedicated to developing today's most promising smart technologies. In past years, the company has been recognized by a variety of third parties for excellence in achieving these goals. Twice in the last six years, Scotsman has been recognized as one of the Top 25 Best Plants in the U.S. by IndustryWeek magazine.

To enjoy the perfect beverage experience created with the perfect ice, log onto www.scotsman-ice.com.

KENYON SILKEN™ ADDS CHANGEABLE COLOR STYLING TO INDUCTION COOK TOPS

CUSTOM COLOR SILICON PAD EASY TO CLEAN



KENYON
Custom

Keeping a pot of Brunswick Stew from sliding off a cook top at home should be a fait accompli! Now try it with a toddler in the house or in the cockpit galley of a boat that is pitching 30 degrees in less than ideal sailing conditions. Necessity, being the mother of all inventions, led the design team at Kenyon Custom to develop a silicon pad for their new two burner induction cook

tops that grips the pans firmly, without impeding the cooking process. Now what if you could offer the silicon pad in a variety of designer colors that could be quickly changed out to give a home kitchen a mini makeover, to complement holiday themes or when friends come by for game day?

Kenyon Silken offers designers another tool to accent any number of markets for Kenyon's new two burner cooktop; home, marine, RV and hospitality. In addition to safety, Silken is a breeze to clean up from splatters and boil over's. It easily lifts up and goes in the sink for fast cleaning.

"Induction technology is where the | *continued on page 26* |

I wouldn't trust my drink to any other ice.

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



Even the most demanding consumer is easily satisfied with a Brilliance™ Ice machine by Scotsman® Bob Griese is a perfect example. He's been a loyal Scotsman user for over 25 years for this simple reason. It's all about the ice, and he demands the best. Crystal-clear. Taste-free. Odorless. Ice that protects the integrity of the drink you put it in. That's how Scotsman ice elevates the experience. It's so good—it sells itself.

Scotsman®
Ice for the purist®

industry is moving,” notes Phil Williams, Kenyon Custom president. “Silken is an exceptional addition for both styling and safety in the home and senior housing facilities as well as marine and RV markets. It is also ideal for the hospitality market where cleanup time for housekeeping can be saved.”

Kenyon Custom induction cooktops feature a slightly recessed lip in contrast to the even surface on other Kenyon ceramic cook tops. The high gloss Silken pad, constructed of cooking grade silicon, will be offered in a number of designer colors.

“Whether you are matching a holiday theme or other appliances in the kitchen, we see a great deal of versatility with the Silken, without the cost of a complete kitchen makeover,” adds Williams.

As part of the U.L. product validation testing, Kenyon has built in additional safety elements that include an automatic shut down if a pan comes off the burner, or if an unattended pot boils over, a high temperature sensor will shut the unit off.

Kenyon Custom is headquartered in Clinton, Connecticut. Products are made in the U.S. and backed by a three year parts and labor warranty. Established in 1931, Kenyon serves the home, marine, recreational vehicle, hospitality, military, institutional and academic housing markets. For more information visit www.KenyonAppliances.com or call 860-664-4906.

AQUATIC INTRODUCES TUB THAT SETS NEW BATHWARE INDUSTRY STANDARD FOR ACCESSIBLE BATHING



Aquatic introduced the Ava Bath, its latest tub for a broader range of people—including but not limited to those with mobility issues—who can easily experience the benefits of bathing hydrotherapy in a truly beautiful, accessible tub with breakthrough features.

“Our latest tub exemplifies what Aquatic stands for—an unwavering commitment to developing products that enhances and even transforms our customers’ lives,” said Gary Anderson, president of Aquatic. The Ava Bath has unique features which include:

- **Unprecedented Ease of Access** - The tub’s easy-transfer, automated door lowers to open and rises to close, making entry and exit equally as simple for people who walk up or are in wheelchairs. In contrast, accessible tub doors typically swing in and out, requiring a higher level of mobility for maneuvering around both the door and tub threshold—an often difficult and frustrating experience.
- **A Roomy, Benchless, Bathing Well Design** - This enables a wider range of bathers, to get into the optimal reclining position for their individual needs so they can enjoy a deeper, more immersive and soothing, soaking experience than possible with a molded seat.
- **A patent-pending, Quick-Drain Feature** - that empties the 70-gallon tub in an astonishing 30 seconds or less. That means virtually no delay and getting cold for the bather who can exit in seconds versus minutes, retaining the full benefit of the bath.

All four Ava Bath models come in a standard 60” width, making it a perfect choice for commercial and residential installation for both new construction and remodeling projects. For more information, visit www.aquaticbath.com. **RO**





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Daewoo Electronics Launches Smart Detergent/Steam Washers and Dryers

SAVINGS TO CONSUMERS IN ENERGY, WATER, DETERGENT, TIME AND MONEY

Daewoo Electronics America Inc. now offers exclusively Smart Detergent technology that guarantees efficient performance in every aspect of laundry operations without sacrificing any cleaning results.

“Here at Daewoo Electronics America Inc., we are proud to inform the dealers about the benefits of using the Smart Detergent Laundry System and other consumer friendly features offered by our laundry machines. Consumers will experience efficiency and ease when they realize that the laundry machines can be activated by only the push of a button causing less work for the user and more time for other activities,” said John Kim, senior appliance manager at Daewoo Electronics America Inc.

The Smart Detergent System is the world’s first integrated detergent dispensing system where consumers can conserve the amount of detergent, softener, and bleach being used on every wash cycle. The washing machine can store 70 ounces of detergent, 70 ounces of softener, and 42 ounces of bleach in the Smart Detergent compartment located at the top of the unit. Consumers will have the ability to load with enough products to last for up to 45 separate wash cycles.

The operational requirements for the washing machine and dryer can be broken down into 3 easy steps:

1. Load the wash load into the Daewoo laundry machine.
2. Turn the laundry machine on and the Smart System will advise of the best washing or drying preference to use for that specific load.
3. Press “Start” with the recommended cycle or choose from one of the 10 preset cycles. Remember no need to add detergent as the machine has reserve for up to 45 wash cycles and will update when more is needed.

CLEANING AND PERFORMANCE

- **Steam Cycles:** Daewoo laundry also features steam washing and steam drying technology that increases the cleanliness of the clothes and assist in the removal of the toughest stains and odors as well as preventing most creases or wrinkles in the dryer’s load. Steam washing and drying will deliver that laundry mat

quality, saving countless trips to the cleaners.

- **10 Preset Cycles and Custom Cycle:** The washing machine has 10 preset cycles ranging from Speed Wash to Delicate and also offers a Custom Cycle where frequently used washing preference can be programmed into the machine. The dryer also has 10 preset cycles ranging from Iron dry to Gym Shoes and a Custom Cycle as well.

EFFICIENT FEATURES

- **Smart Detergent System** – Detergent, Softener and Bleach stored in the washing machine for up to 45 cycles.
- **Smart Washing and Smart Drying** – Intelligent sensors determine the amount of time needed to wash or dry any load, conserving time and energy.
- **Vertical Heating System** – A Vertical Heating System is located along the back side of the dryer in contrast to traditional heaters located under the drum. This conserves energy by reducing the energy heat flow and preventing the loss of energy.

FEATURES WITH THE CONSUMER IN MIND

- **Spacious Capacity:** It has 4.5 cu.ft. in the washing machine and 7.3 cu.ft. capacity in the dryer can fulfill the needs of any large family.
- **1,300 rpm Spin Speeds:** The washer can spin loads with up to 1,300 rpms reducing the amount of time needed to dry.
- **Quiet Operations:** The machines deliver nothing but quiet operations with the assistance of the Hydraulic Four-Point drum supporting system, a rigid Uni-Frame cabinet and for an even more quiet operation, Night Time Cycle.

Daewoo Laundry pairs are now offered in three attractive colors: white, red, and silver, and more than 10 different pairs that can offer any feature and/or benefit per request. Daewoo Laundry pairs have an MSRP that can range from \$1199.98 to \$1799.98. The dryers are also available in gas and the units can easily stack on top of each other with the Stacking Kit. For more information, please visit Daewoo Electronics America Inc.’s new and improved website at www.e-daewoo.com. **RO**

DAEWOO ELECTRONICS
OUTSTANDING PREMIUM HOME APPLIANCES



GET TO KNOW
DAEWOO'S LARGE
CAPACITY WASHER/
DRYER PAIR WITH
SMART WASHING &
DRYING SYSTEMS AT
WWW.E-DAEWOO.COM

BEAUTIFUL AND SMART

This Smart System washer and dryer pair brings convenience to families with large laundry needs, with spacious drum capacities and steam features for both appliances.

WASHER (model # DWD-WD1353RC)

A first in the appliance industry, this washer features an *integrated* Smart Detergent system, storing up to 45 loads of detergent, softener and bleach. The Smart Detergent system is not a separate item, and thereby conserves materials and money. Drum capacity: 4.5 cu.ft.

DRYER (model # DWR-WE5413RC)

Our dryer has a large capacity of 7.3 cu.ft. and offers a steam drying feature that increases effectiveness. The vertical heating system conserves energy by preventing the loss of heat and reducing the flow of heat, increasing the internal temperature more quickly, saving drying time.



NEW—
World's First
Integrated
Smart
Detergent
System:
Saves Time,
Energy and
Money!

For specific details on this laundry pair and more, visit our new and improved website

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Designing Excellence

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POWDER ROOM

First Place: Elina Katsioulas-Beall, CKD
DeWitt Designer Kitchens—Studio City, CA
Photo: Suki Medencevic



SMALL KITCHEN

First Place: Thomas David Trzcinski, CMKBD
Kitchen & Bath Concepts of Pittsburgh, LLC
Pittsburgh, PA
Photo: Craig Thompson Photography



MEDIUM KITCHEN

First Place: James Howard, CKD, CBD
Glen Alspaugh Company—St. Louis, MO
Co-Designers: Steve Levin & Sonja Willman
Photo: Alise O'Brien Photography



SMALL BATHROOM

First Place: Tess Giuliani, CKD
Tess Giuliani Designs, Inc.—Ridgewood, NJ
Photo: Peter Rymwid Architectural Photography



LARGE BATHROOM

First Place: Sandra L. Steiner-Houck, CKD
Steiner & Houck, Inc.—Columbia, PA
Photo: ©2009 Peter Leach Photographer

NKBA 2010 DESIGN

The NKBA Design Competition is open to NKBA members only. The NKBA Design Competition recognizes the talent of kitchen and bath designers to plan safe, functional, and beautiful spaces. A panel of NKBA-certified designers from all of the NKBA's eight

CATEGORY 1 - SMALL KITCHEN

First Place:

(Pictured)

Second Place:

Jessica Williamson, AKBD
Kitchen Views Custom—Newton, MA

Third Place:

Gerard Ciccarello, CMKBD
Covenant Kitchens & Baths, Inc.—Westbrook, CT
Co-Designers: Kira Van Deusen & Eric R. Koch, CKD

Honorable Mention:

Robin Fisher, CMKBD, CAPS
Neil Kelly Design, Build & Remodeling—
Lake Oswego, OR
Co-Designer: Jamie Rupprecht, AKBD

CATEGORY 2 - MEDIUM KITCHEN

First Place:

(Pictured)

Second Place:

Tricia Bayer
Belle Kitchen, LLC—Minneapolis, MN
Co-Designer: Jean-Claude Desjardins

Third Place:

Gerard Ciccarello, CMKBD
Covenant Kitchens & Baths, Inc.—Westbrook, CT
Co-Designer: Eric R. Koch, CKD

Honorable Mention:

Jennifer L. Gilmer, CKD
Chevy Chase, MD
Co-Designer: Amy Gardner, LEED

CATEGORY 3 - LARGE KITCHEN

First Place:

(Pictured)

Second Place:

Elina Katsioulas-Beall, CKD
DeWitt Designer Kitchens—Studio City, CA

Third Place:

Tina Lynne Muller
Drury Design Kitchen & Bath Studio—Glen Ellyn, IL

Honorable Mention:

Thomas David Trzcinski, CMKBD
Kitchen & Bath Concepts of Pittsburgh, LLC—
Pittsburgh, PA
Co-Designer: Emily Scott Fike

CATEGORY 4 - OPEN PLAN KITCHEN

First Place:

(Pictured)

Second Place:

Wendy F. Johnson, CKD, CBD
Designs for Living, Inc.—Manchester Village, VT
Co-Designer: Alex Esposito

Third Place:

Sandra L. Steiner-Houck, CKD
Steiner & Houck, Inc.—Columbia, PA

Honorable Mention:

Ada Pagano
A. Pagano Design, Inc.—St. Petersburg, FL

CATEGORY 5 - POWDER ROOM

First Place:

(Pictured)

Second Place:

Erica Westeroth, CKD, NCIDQ
XTC Design Incorporated—Toronto, ON
Co-Designer: Tim Scott

Third Place:

Adel Visser, CKD, CBD, CID
All About Kitchens and More!—
Sacramento, CA

Honorable Mention:

Cheryl Kees Clendenon
In Detail Kitchen & Bath—Pensacola, FL
Co-Designer: Stacy Snowden



LARGE KITCHEN

First Place: Peter Ross Salerno, CMKBD
Peter Salerno, Inc.-Wyckoff, NJ
Co-Designer: Diane Durocher
Photo: Peter Rymwid Architectural Photography



OPEN PLAN KITCHEN

First Place: Tim Scott
XTC Design Incorporated-Toronto, ON
Co-Designer: Erica Westeroth, CKD, NCIDQ
Photo: Donna Griffith Photography



MASTER BATHROOM

First Place: Ada Pagano
A. Pagano Design, Inc.-St. Petersburg, FL
Photo: © Everett & Soulé

N COMPETITION

geographic regions of the United States and Canada judged the projects based on visual appeal and creativity, as well as principles of design, presentation, and safety and ergonomics, using the NKBA Kitchen and Bath Planning Guidelines.

CATEGORY 6 - SMALL BATHROOM

First Place:
(Pictured)
Second Place:
John Sylvestre, CKD
Sylvestre Construction, Inc.-Minneapolis, MN
Third Place:
Leslie Lamarre, CKD
TRG Architects-Burlingame, CA
Co-Designer: Erika Shjeflo
Honorable Mention:
Richard J. Farrell
Binns Kitchen + Bath Design-Pickering, ON

Third Place:
Adrienne Dorig, CKD
Dorig Designs-C Claremont, CA
Honorable Mention:
Lynn David Monson, CKD, CBD
Monson Interior Design, Inc.-Minneapolis, MN
Co-Designer: Sandy J. Monson

CATEGORY 9 - SHOWROOM

First Place:
(Pictured)
Second Place:
Rosemary Merrill, AKBD
Casa Verde Design-Minneapolis, MN
Third Place:
Rosemary Merrill, AKBD
Casa Verde Design-Minneapolis, MN
Honorable Mention:
Tia Moras, CMKBD
Lonetree Enterprises, Ltd.-Vancouver, BC
Co-Designer: Irena Merki

CATEGORY 7 - LARGE BATHROOM

First Place:
(Pictured)
Second Place:
Elizabeth A. Rosensteel
Elizabeth A. Rosensteel Design/Studio-Phoenix, AZ
Third Place:
Barbara E. Murphy, CKD, CBD
Neil Kelly Design, Build & Remodeling-Lake Oswego, OR
Honorable Mention:
Michael Bright
Bright Wood Works, Inc.-St. Petersburg, FL
Co-Designers: Sonya Faulhaber & John Sarkesian

CATEGORY 10 - SPECIALTY ROOM

First Place:
(Pictured)
Second Place:
Peter Ross Salerno, CMKBD
Peter Salerno, Inc.-Wyckoff, NJ
Co-Designer: Jennifer Forese
Third Place:
Peter Harms
North Star Kitchens, LLC-Minneapolis, MN
Honorable Mention:
Barbara Ince
Susan Fredman Design Group-Chicago, IL

CATEGORY 8 - MASTER BATHROOM

First Place:
(Pictured)
Second Place:
Kenneth Kelly, CKD, CBD, CR
Kitchen Designs by Ken Kelly, Inc.-Williston Park, NY



SHOWROOM

First Place: Karen Black, CKD
A Karen Black Company-Oklahoma City, OK
Photo: Photoart Studios



SPECIALTY ROOM

First Place: Holly Rickert
Ulrich, Inc.-Ridgewood, NJ
Co-Designer: Julia Kleyman
Photo: Peter Rymwid Architectural Photography

New Connected Home Appliances TechZone

AHAM AND CES JOIN FORCES TO SHOWCASE SMART APPLIANCES



The Consumer Electronics Association (CEA)[®] announced the launch of the Connected Home Appliances TechZone at the 2011 International CES[®], the world's largest consumer technology tradeshow. The Connected Home Appliances TechZone, co-sponsored by CEA, the Association of Home Appliance Manufacturers (AHAM) and *The Retail Observer* magazine, will feature 10,000 square feet of exhibit space in the South Hall of the Las Vegas Convention Center for manufacturers of next-generation appliances. The 2011 International CES will be held January 6-9, 2011 in Las Vegas, Nevada.

"The Connected Home Appliances TechZone is a natural extension of the CES show floor, with products designed to network and connect, improving the lives of consumers throughout the home," said Gary Shapiro, president and CEO, CEA. "We are creating this new area in response to strong demand from current and future CES exhibitors. Consumers want the ability to connect all aspects of their home, and with this desire comes the opportunity for CES exhibitors to showcase connected home appliances that will make consumers' lives easier and more energy efficient."

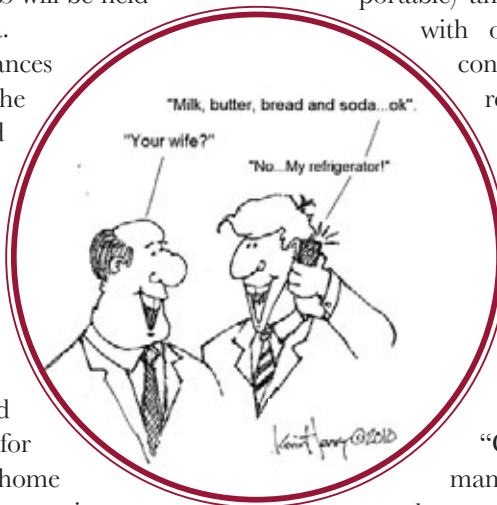
AHAM President Joseph McGuire agreed, stating: "The home is an essential component to an effective smart grid. Smart appliances and consumer electronics will allow consumers to save money on their electric bill and use energy in a more environmentally friendly manner. Already a leader in energy efficiency and the smart grid, the appliance industry is paving the way with smart technologies for demand-response capable appliances. In addition to smart grid enabled appliances, the pavilion will showcase other products and

technologies that will appeal to savvy consumers. The world's leading technology trade show is the ideal venue for AHAM members and other appliance manufacturers to showcase these technologies and the connected home concept."

The Connected Home Appliances TechZone is designed to benefit manufacturers, retailers, wholesalers, home builders, integrators, suppliers, utilities and all others in the connected appliances arena. The Connected Home Appliances TechZone will feature household appliances (both major and portable) and innovative technologies that integrate with other electronics products to improve consumers' health and productivity while reducing their environmental impact.

"The new Connected Home Appliance TechZone at CES is going to be an exhilarating addition for those in the appliance industry. Combining home integration with new innovations in appliance technology in a consumer electronics environment will set a new trend here in the U.S.," said Eliana Barriga, publisher, *The Retail Observer*. "CES is an exciting venue for appliance manufacturers to form new relationships with the consumer electronics world and gain exposure to the market's leading players within the industry. It will be a great show to bring both worlds together."

The 2010 CES featured 2,500 technology exhibitors, including a record 330 first time exhibitors. Space for the new Connected Home Appliances TechZone for the 2011 International CES has been officially floored and the wait/priority list is now open. Companies interested in exhibiting at the 2011 Connected Home Appliances TechZone at CES should contact Ryan Strowger, Director of Business Development for CES, at rstrowger@CE.org. **RO**



AHAM Honors Appliance Industry Leaders & Elects New Volunteer Leaders

INDUSTRY LEADER AWARDS:

The industry's top honor, the *Home Appliance Industry Leadership (HAIL) Award* was presented to Charles R. Smith, technology R&D director - government policy & regulatory at GE Appliances & Lighting. Mr. Smith received the award for his work as the chair of AHAM's Smart Grid Task Force and the accomplishments of the Task Force in 2009.

The *Distinguished Service Award* recognizes significant contributions by virtue of longevity and quality of service to AHAM and the home appliance industry. This year the award was presented to Sylvan Amos, engineering manager, GPO technology at Whirlpool Corporation; Daniel Miller, senior engineer - lab manager at TTI Floor Care; and the members of AHAM's Smart Grid Task Force.

AHAM also introduced its *Emerging Leader Award*, to recognize and encourage service and volunteer leadership among members of AHAM. Members recognized were Larry Bell, manager of product safety for BSH Home Appliances Corporation; Tom Thompson, vice president of technology for Electrolux Home Products; and Cheri Wright, director of marketing for Kaz, Inc. AHAM congratulates all award recipients.

NEWLY ELECTED OFFICERS:

AHAM's newly elected Officers serving two year terms expiring in 2012 are Board Chair Mark J. Bissell, chairman & CEO, BISSELL Inc.; First Vice Chair Robert P. Scaglione, senior vice president of marketing, Sharp Electronics Corporation; Second Vice Chair Thomas F. Catania, vice president of government relations, Whirlpool Corporation; and Treasurer Paul V. Sikir, vice president of design engineering, Sub-Zero, Inc. Lisa R. Carstarphen, vice president, general counsel and corporate secretary, Russell Hobbs, Inc. applica Consumer Products has been elected to

the Board of Directors with a term expiring in 2011.

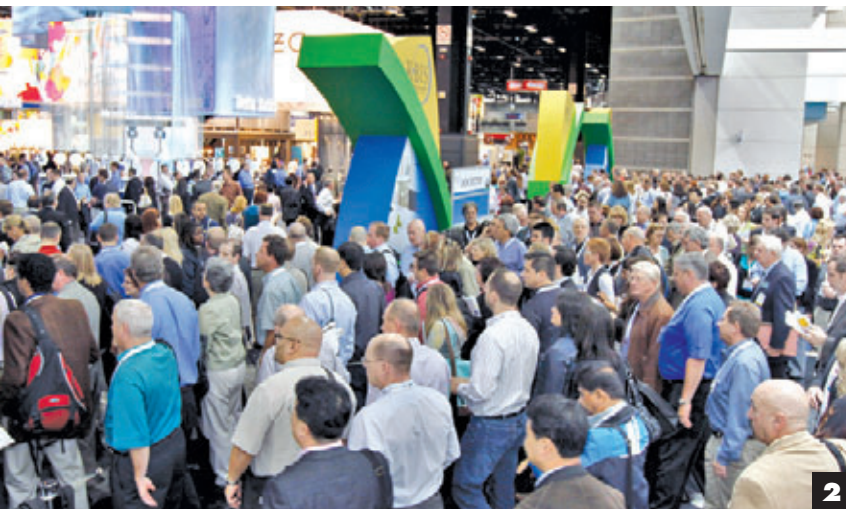
Re-elected members of the Board of Directors with terms expiring in 2013 are Paul V. Sikir, vice president of design engineering, Sub-Zero, Inc.; Donald E. Hoeschen, vice president of sales, National Presto Industries, Inc.; John I. Taylor, vice president of government relations, LG Electronics USA; Thomas F. Catania, vice president of government relations, Whirlpool Corporation; and Alvis Ricoveri, managing director, DeLonghi America, Inc.

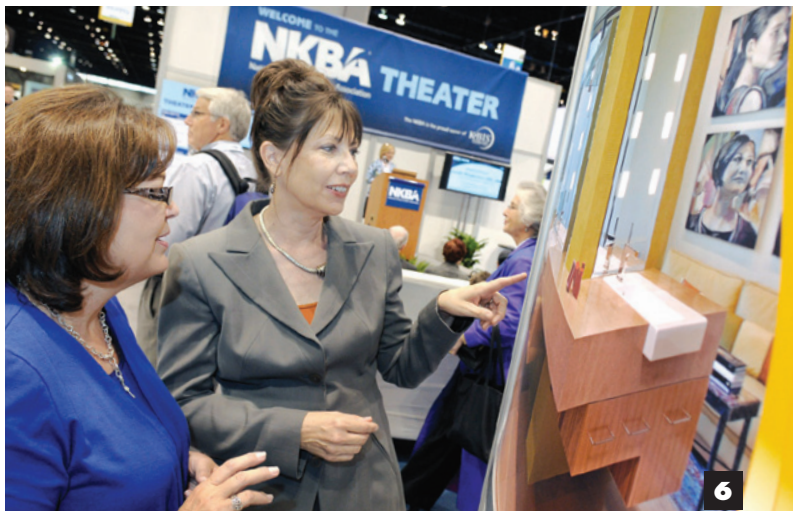
Members of the AHAM Board of Directors continuing to serve include John R. Arganbright, vice president of sales and marketing, Panasonic Home Appliances Company; Mark J. Bissell, chairman & CEO, BISSELL Inc.; Franz J. Bosshard, CEO Emeritus, BSH Home Appliances Corporation; Earl F. Jones, senior counsel-regulatory compliance, GE Appliances and Lighting; Edward V. McAssey, III, COO, Lasko Products, Inc.; Jerry G. Ryder, president, InSinkErator Division, Emerson Appliance Solutions; Robert P. Scaglione, senior vice president of marketing, Sharp Electronics Corporation; Gordon L. Stauffer, senior vice president, O.E.M. Sales, AGA Marvel, Tom Vining, vice president, Engineering, Electrolux Home Products NA and Joseph M. McGuire, president of AHAM.

The AHAM Board approved Division leaders for two year terms ending in 2012. In the *Major Appliance Division*, Jennifer Mintman, GM-consumer home services, GE Appliances and Lighting will serve as Board Chair and Dr. Dochul Choi, senior vice president, R&D, Samsung Electronics America, Inc. will serve as Vice Chair. In the *Portable Appliance Division*, Manuel Cortez, SVP, operations & IT, Groupe SEB USA will serve as Board Chair and Chan Tinkle, executive vice president, Blueair Inc. will serve as Vice Chair. Division chairs also serve as ex officio members of AHAM's Board of Directors. Visit: www.aham.org **RO**

2010 NKBA Kitchen & Bath Show

TOP MANUFACTURERS, INDUSTRY HEAVYWEIGHTS
AND NATIONAL MEDIA DREW NEARLY 30 PERCENT
INCREASE IN ATTENDEES COMPARED TO LAST YEAR





PHOTOS BY OSCAR EINZIG PHOTOGRAPHY

The National Kitchen and Bath Association’s (NKBA) 47th annual Kitchen & Bath Industry Show (KBIS) drew more than 37,000 attendees including some of the most recognized brands in the kitchen and bath industry at Chicago’s McCormick Place in April. Nearly 700 exhibitors showcased their most innovative and latest products in more than 300,000 square feet of expo space.

The three-day event brought together the industry’s top dealers, designers, builders, remodelers, retailers, and other professionals directly involved in the design and remodel of residential kitchens and bathrooms. In addition to the flurry of activity on the tradeshow floor, which was the common experience observed by most exhibitors this year, KBIS was also complemented by a full conference program led by top

industry leaders including Sergio Zyman, former chief marketing officer of Coca-Cola who led the Opening Ceremony, and David Kohler, president & COO of Kohler Co. who provided the State of the Industry Address.

“It was an excellent show and you could really sense the extraordinary energy at KBIS this year,” said Nicolas Grohe, director of marketing and product development for Hansgrohe. “Perhaps it’s a sign that the economy is picking up, which is good news for all kitchen and bath manufacturers.”

“KBIS is utilized as the world stage to launch our latest and most innovative appliances, and 2010 was no exception. The reception we received at our booth this year was filled with enthusiasm and excitement,” said Laurence Mawhinney, president of Fisher & Paykel Appliances North America. *| continued on page 36 |*

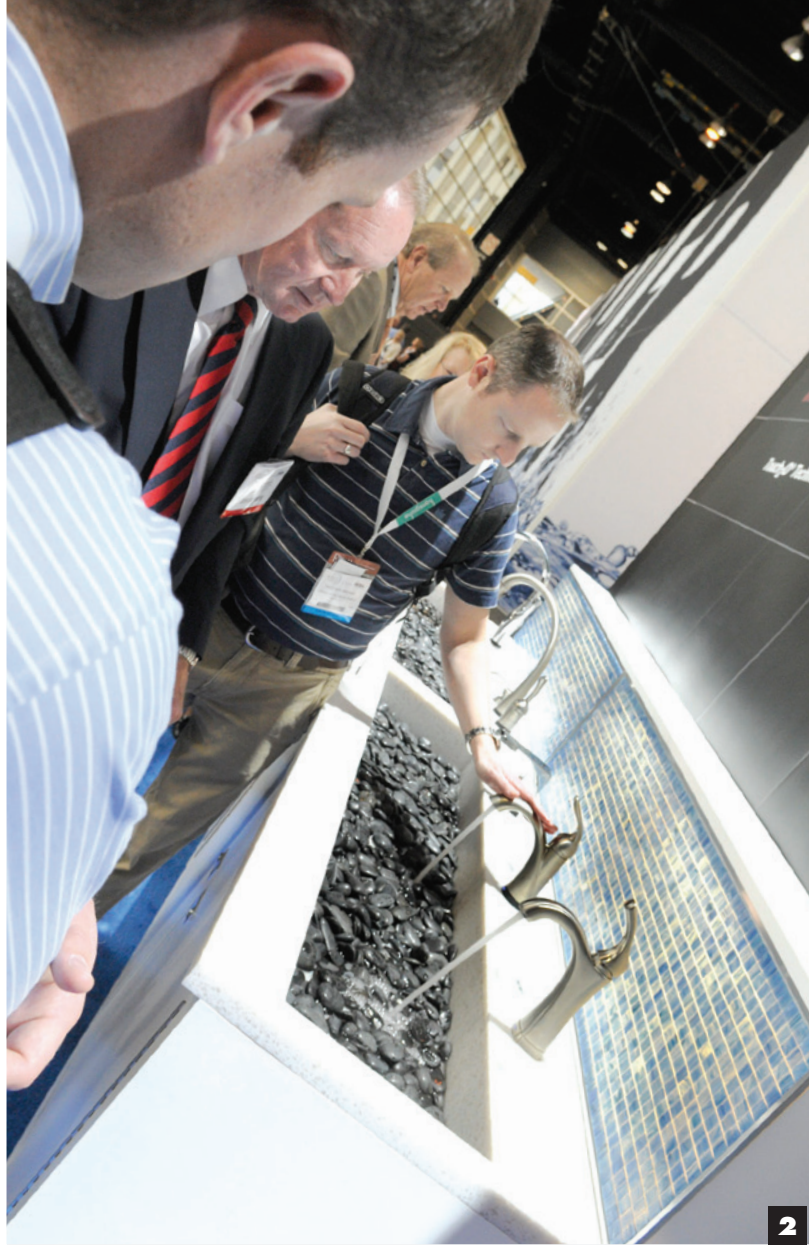
1. KBA Executive Committee (from left to right) Secretary, John Morgan; Treasurer, Michael Alba; Immediate Past President, Suzie Williford; President, Mark L. Karas, CMKBD; President-elect, David Alderman, CMKBD; Vice President, Alan Zielinski, CKD, and CEO, Don Sciolaro; at the KBIS 2010 Ribbon Cutting. **2.** Attendees crowd the entrance to the show floor. **3.** David Kohler, President and COO of Kohler Co., presents The Road Ahead for the Industry. **4.** Attendees prepare to be inspired as they enter the exhibit halls. **5.** NKBA President, Mark L. Karas, CMKBD addresses Opening Ceremony attendees. **6.** Professionals view award-winning projects in the NKBA’s Design Idea Center.

More than 500 journalists registered to cover the show this year, including national design television shows from the DIY Network and HGTV, along with a number of print and online journalists representing major industry trade publications, daily newspapers, national consumer magazines, news wire services and industry blogs. A 30-minute KBIS special aired on the DIY Network as well.

Television personalities and celebrity chefs mingled with guests and added an extra dynamic to this year's show, including Ed Sanders of ABC's "Extreme Makeover: Home Edition," Anne Burrell of Food Network's "Secrets of a Restaurant Chef," Curtis Stone of TLC's "Take Home Chef," Monica Pedersen of HGTV's "Designed to Sell," and Bill Rancic from A&E's "We Mean Business."

"KBIS is always a wonderful opportunity for industry participants to showcase the latest product innovations to distributors and design professionals, and this year's show was no exception. In fact, we were | continued on page 38 |

1. 2010 NKBA Executive Committee Members at the NKBA World's Fair Gala and NKBA Celebration (from left to right) Secretary, John Morgan; President-Elect, David Alderman, CMKBD; Immediate Past President, Suzie Williford; President, Mark L. Karas, CMKBD; Vice-President, Alan Zielinski, CKD; Treasurer, Michael Alba 2. Countless faucet options allow designers complete creative freedom. 3. 2010 NKBA President, Mark L. Karas, CMKBD gives a festive welcome to attendees at the NKBA World's Fair Gala and NKBA Celebration 4. Chicago's Mc Cormick Place is host to the 2010 KBIS. 5. KBIS attendees are provided with options to match every design challenge and unlimited creative solutions. 6. Honoring the NKBA Ambassadors' Club members at the NKBA Chapter Officers' Forum. 7. NKBA Senior Staff and Executive Committee members answer questions at Ask the NKBA: A Town Hall Meeting. 8. Course attendees enhance their careers through professional development at KBIS. 9. New products being introduced, networking between professionals, and business leads solidified—all on the show floor of KBIS.



2



1



3



busier than ever at the booth—nothing replaces the chance to interact face-to-face with customers and key media and to give them a personalized tour of highlights from our collection,” said Gary Anderson, president of Aquatic.

KBIS will return next year to the Las Vegas Convention Center in Las Vegas, Nevada on April 26-28, 2011. For all updates leading up to the show, visit www.kbis.com. To learn more visit www.nkba.org or call 1-800-THE-NKBA (843-6522). **RO**

1. Exhibitor booth featuring the latest in sinks and faucets. 2. St. Louis-based designer, James Howard, CKD, CBD receives a check for \$25,000 as winner of the Pinnacle of Design Award. 3. Anne Burrell, host of Food Network's *Secrets of a Restaurant Chef*, provided an NKBA Center Stage presentation offering tips on designing a kitchen for a gourmet chef or the accomplished family cook. 4. Appliance innovation highlighted at KBIS.





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TRADE SHOWS, SHOWROOM OPENINGS AND SPECIAL EVENTS



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2010 KITCHEN & BATH INDUSTRY SHOW

Hits the windy city of Chicago

1. Opening Ceremony Keynote Speaker is Sergio Zyman, former CMO, Coca-Cola - credited with leading the redevelopment of the company's marketing strategy in the 1980's and 90's.
2. 2010 NKBA Treasurer, Michael Alba in the NKBA Booth and Design Idea Center.
3. 20-year Disney veteran, Dennis Snow gives an inspiring message on how to deliver world-class customer service.
4. Bill Rancic, from the first season of *The Apprentice* and host of A&E series, *We Mean Business*, offers an informative message based on his entrepreneurial experience.
5. Jenn-Air sponsors, Appliances in Unexpected Places, given by top designer Stephen Fuller.
6. Opening Day, the NKBA welcomes attendees from around the world at the International Reception.
7. Jack Thomasson, House Planner for HGTV's *Dream Home* and *Green Home*, offers attendees tips on designing an eco-friendly home and how to maintain a competitive edge.

K·BIS
KITCHEN & BATH
INDUSTRY SHOW
beinspired

We Can Sell Anything

I recently had the opportunity to meet with a group of appliance parts distributors. During that meeting, one of the more progressive distributors said, “we can distribute anything.” In explaining the comment, he said he was looking at ways to leverage all the assets of his business—including staff, distribution centers, locations, technology, and customer experience—to grow his business. He has the tools in place that enable him to look past what he currently sells. He could add HVAC parts, marine parts, plumbing supplies and lighting supplies as well as a host of others.

If you are a successful home appliance and consumer electronics retailer, can’t you adopt a “we can sell anything” mantra?

One issue that’s been troubling me for some time is the long purchase cycle in our industries. If you sell just appliances, it could be ten to fifteen years before a customer again needs what you sell. In that time, a slew of competitors may have opened up. Some of those new stores may be closer to your once loyal buyers.

If you sell consumer electronics—where technology at least drives some customers from only making “needs-based” buys to “want-based” purchases—your customers may come into your store a bit more frequently.

If you sell both appliances and electronics, you have a better chance of getting customers to your store more often. Add furniture to the mix and you’ve given them another reason to stop by. Mattresses may

give them yet another.

“But I’m a product specialist!” you say. I’m guessing your customers don’t shop your store because you only sell appliances, but because you have a depth of product knowledge, a broad selection, great customer service, delivery and haul-away services and convenient finance programs. You’ll have to develop that same rich set of skills with any new products you choose to bring in.

Bringing in new product categories gives you the opportunity to get a bigger share of each prospect’s wallet. If they’re going to buy bedding somewhere, why wouldn’t you want their business? Why not offer new cookware to customers buying an induction range from you?

If you already sell electronics, why not assort more audio and mounts and develop a custom installation service to help customers hide wires and connect their Blu-Ray players to the Internet?

Broaden your thinking. What products do your customers buy for their homes? Which ones would dovetail into your business strategy? How can you make your customers’ shopping experiences better, easier, faster, more convenient? Can you help a frenzied soccer mom reduce the number of stops she has to make to get her home in order?

But don’t just jump at the opportunity to bring in new products—develop a business plan. Research the industry thoroughly. Shop those who will be your new competitors. Search

Yelp to see what customers in your market think about those retailers in your market already selling those products. Talk to every supplier you can. Ask your buying group staff and members about the merchandise. Find out about purchase terms, return policies, service issues, delivery expectations, margins and markdowns, successful advertising and promotional media and the demographic of the customer most likely to buy the goods.

Sure, department stores that once were the only place to buy everything from appliances to pajamas, toys cosmetics and furniture have significantly reduced the categories they sell. Although they are not what they once were, we still shop at them for the convenience of buying in one store a pair of socks, a new coffee pot, a dress for the party on Saturday night and a new tie for hubby for Father’s Day. If they’d only managed to offer the service they once did, department stores might be faring much better simply because of expediency.

It costs a lot to bring in a new customer. You can’t afford to have them buy just one time. Get them in more frequently and get a bigger share of their wallet and your business will grow. **RO**

*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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Rebecca Flynn, CKD, CBD, CID

Borrelli Design + Cabinetry, San Diego, CA

The NKBA is the industry’s premier provider of kitchen and bath education courses that offer the tools necessary to succeed in today’s demanding industry.

June 2010

6/10/2010	Advanced Appliance Workshop •	In-Person Course	Denver, CO
6/12/2010	Social Media Saturday: Social Media Strategy 101, Part 1 •	Convenience Learning	Webinar Series
6/15/2010	20-20 Design Review •	Convenience Learning	Webinar Series
6/19/2010	Social Media Saturday: Social Media Strategy 101, Part 2 •	Convenience Learning	Webinar Series
6/24/2010	Profiting by Design in the New Economy •	In-Person Course	Newton, MA

July 2010

7/10/2010	Social Media Saturday: LinkedIn Communications, Part 1 •	Convenience Learning	Webinar Series
7/13/2010	What Shade of Green is That? •	Convenience Learning	Webinar Series
7/17/2010	Social Media Saturday: LinkedIn Communications, Part 2 •	Convenience Learning	Webinar Series
7/19/2010	Complete 5-day Certification Prep Course •	In-Person Course	Portland, ME
7/19/2010	AKBD 3-day Certification Prep Course •	In-Person Course	Portland, ME
7/21/2010	Advanced Appliance Workshop •	In-Person Course	New York City, NY
7/21/2010	CKD/CBD 3-day Certification Prep Course •	In-Person Course	Portland, ME
7/26/2010	AKBD 3-day Certification Prep Course •	In-Person Course	Sacramento, CA
7/26/2010	AKBD 3-day Certification Prep Course •	In-Person Course	Baltimore, MD
7/26/2010	Complete 5-day Certification Prep Course •	In-Person Course	Sacramento, CA
7/26/2010	Complete 5-day Certification Prep Course •	In-Person Course	Baltimore, MD
7/27/2010	AKBD 3-day Certification Prep Course •	In-Person Course	Omaha, NE
7/28/2010	CKD/CBD 3-day Certification Prep Course •	In-Person Course	Sacramento, CA
7/28/2010	CKD/CBD 3-day Certification Prep Course •	In-Person Course	Baltimore, MD

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A Lesson in How “Not” to Win Customers

Sarah Kohl-Leaf was looking forward to an evening out with her husband and another couple, but got anything but enjoyable - in fact, it became such a disaster that her experience hit the Internet, TV, radio stations, and newspapers throughout the country the very next day!

Two couples went to the St. Croix Falls Cinema 8 to see “Shutter Island.” Kohl-Leaf and her husband had brought with them enough cash to purchase snacks and beverages, planning to pay for the movie tickets with a debit card. They discovered the theater did not accept the card—and the ATM in the lobby was out of cash, so their friends had to buy them their tickets. Minutes into the movie, staff members announced that there were eight people in the theater who were not supposed to be there and began flashing lights and checking ticket stubs, a process that lasted about 20 minutes and created a distraction for other movie goers.

Once home, Kohl-Leaf sent a complaint by e-mail to the theater’s owners, saying she “would rather drive to White Bear Lake, where they obviously know how to run a theater than have this experience again.” The response she received the next morning from Steve Payne, vice president of Evergreen Entertainment LLC, which owns the theater in St. Croix Falls, as well as five others in Minnesota, shocked her.

It read in part: “Drive to White Bear Lake and also go [expletive] yourself. If you don’t have money for entertainment,

get a better job and don’t pay for everything on your credit or check card. You can also shove your time and gas up your [expletive] ass. Also, find better things to do with your time. This email is an absolute joke. We don’t care to have you as a customer. Let me know if you need directions to White Bear Lake.”

Payne later apologized for the e-mail, but it was too late—much too late. Kohl-Leaf had posted the e-mails on her Facebook page and it quickly took off from there. A friend then created Boycott St. Croix Falls Cinema 8, a Facebook page that within four days had drawn some 3,300 fans and, within a week, more than 5,100 fans.

Payne later apologized, but the damage was done. Payne drove away Kohl-Leaf and countless other customers who heard and read about how he treated her, doing serious damage to the company’s reputation with the negative publicity. He didn’t realize that he’s in the customer service—not the cinema—business. Mr. Payne, like so many other executives, did not understand the importance of customer retention by doing whatever it takes to retain a customer vs. the power of negative publicity.

USE THESE 3 STEPS TO RESTORE CUSTOMER LOYALTY:

1. Act Quickly. Whenever a customer contacts you, respond as quickly as possible when a customer has a complaint. Acknowledge the complaint and then do whatever is

necessary to rectify the situation.

2. Take Responsibility. Admit and accept responsibility for the problem. Payne should have apologized and admitted that the theater and its employees screwed up. Instead, he insulted Kohl-Leaf, used vulgar language, and said he did not want her as a customer. Who in today’s economy wants to insult customers and drive them away?

3. Compensate the Customer. Payne could have retained Kohl-Leaf as a customer by apologizing and offering her something for her inconvenience, such as eight complimentary tickets for future movies. The cost would have been virtually nothing, and she would have purchased snacks and beverages when she returned to the theater. She also would have told her family, friends, and coworkers about the wonderful experience she had with the theater’s management.

What will you do to empower your team to handle an unhappy customer before the customer handles your business?

RO

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





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Three Rules of Social Media Marketing

Like any good marketer, I participate in a few groups on the social networking site, LinkedIn. The site is home to many discussion groups, focusing on topics for professionals to get together and share ideas, news and trends. One of the groups I participate in had an issue come up regarding members using the group as a means to advertise their wares. People were growing tired of self-described social media “experts” posting articles that were little more than thinly veiled advertisements for their services, or manufacturers using the group to promote their products.

In the social media world, the audience is in complete control as they decide what constitutes good quality informative content and what is marketing hackery. Marketers are at their mercy and have a unique challenge in this social media realm. So how do the “good guys” avoid being lumped in with the “bad guys?” The trick is to gain the audience’s trust, to become one of them, so that when you do try to market yourself, they will at least listen. This is a concept addressed in great detail by Chris Brogan in his book, *Trust Agents*. Here are three rules of social media marketing that can keep you out of trouble:

RULE #1: BE PRESENT

The best way to win the trust of a group is to be a member in good standing. It seems simple, but this is

actually the hardest rule because it involves a significant time commitment. Whether it’s a blog community, a LinkedIn group or Twitter, you can’t simply swoop in and expect people to start listening to you right away.

You need to establish credibility, and you do that by becoming an active member of the group. Participate in discussions about various subjects, even if they’re not related to what you are selling. Help people with advice or ideas whenever you can. This alone will generate traffic to your Web site or blog and you might not ever have to promote yourself in the group – others will do it for you. But when you do promote yourself, people will listen.

RULE #2: BE REAL

The Internet has empowered people to be able to sniff out the difference between the “real deal” and the “charlatan.” Authenticity is maybe the most prized traits a company or person can have online. So it is crucial that in your social media endeavors, you never try to portray yourself as something you are not. You might get away with it for a little while, but you will be exposed eventually, and at the expense of your credibility.

Don’t try to insert yourself into the latest fad. Don’t try to be an expert on what you think is important to everyone. Just be yourself. You bring a unique and interesting perspective to

the world. Let it show, and people will appreciate your candor.

RULE #3: BE TRANSPARENT

In the online world, having ulterior motives can be the kiss of death. If people feel they’re being marketed to under false pretenses, they will likely develop a negative perception of the company in question. If you are introducing a new product and are looking for feedback, just say so. By letting people know up front, you give people permission to tune out before they invest time in reading your messages, which is better than tricking them into listening to you for a while.

The Internet and Social Media are inherently different from traditional advertising media whereas using practices from the old media and applying them to the new media do not work. Play by the new social media rules if you want to be heard, by offering genuine knowledge and expertise that people can use - at the same time promote your products and/or services in a more social media friendly way to get the results you are looking for. **RO**

BUILD

Christopher Thiede owns BUILD Communications, a branding and PR firm. Read Chris’ blog at www.buildcommunications.com.



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MADE IN ITALY

Time to Raise the VAR

WATCH THAT FIRST STEP, IT'S A DOOZY!

Congratulations, you've taken the first and hardest step on the ERP journey—you made a decision (I know, a little melodramatic.) The decision to implement a new ERP for your business takes vision and courage. I have had several people approach me since I began writing this column and ask, "Why is this so hard, it's just software?"—They're so cute at that trusting and naïve stage. The reality is that it's hard because there is no one right answer... no template, no book that provides the proverbial ah-ha moment. The landscape is confusing, and everyone you talk to has the best solution for your business. You're a business owner, with business owner things to do, and those things don't usually involve ERP decisions. So, how do you go about selecting the right solution for your business?

ARE YOU EXPERIENCED?

I thought a lot about the best way to answer the "how-to" question and write a compelling piece for this column, even though I know what some of you are thinking—Stop it! I kept coming back to the word 'experience.' As quoted by Oscar Wilde, "Experience is the name everyone gives to their mistakes." We all learn from doing. We make a decision, move forward and make some mistakes along the way. So the next series of columns will highlight some of the things I have learned through my own mistakes—I mean

'experience'—in implementing ERP solutions for businesses.

BEWARE OF THE FINE PRINT!

I'm not a lawyer, but I do have a disclaimer. This is not intended as an all-inclusive list of issues you may encounter in an ERP implementation, far from it. There are so many factors to consider before you even start the process of identifying potential software solutions such as: What server platform are you considering—iSeries or Microsoft SQL? Is a hosted solution an option? Do you require local resources for implementation? How important is scalability? Can I customize it? And so the list goes on... Don't try to make these decisions after you start identifying and reviewing ERP packages. This creates confusion, and forces you to rely more on the sales pitch, and less on how the ERP will meet the needs of your business.

WHAT THE HECK IS A VAR?

That would be Value Added Reseller (VAR). If you want to make a huge mistake, underestimate the importance of the VAR in the success of your ERP implementation. All of your efforts from business process improvement and SOP development, to ROI analysis, and deployment planning will be completely derailed if you have the wrong VAR driving the implementation. I have seen many implementations implode

simply because the VAR did not have qualified resources available that were capable of managing the project. The same goes for developing a checklist of key criteria for ERP solutions—you should develop criteria for selecting a VAR partner. Some examples of criteria I have used include: Total available resources for implementation, experience of development and implementation resources working on your project, references from successful ERP implementations of similar scope and industry relevance, and available post go-live support resources. Finally, what's their business philosophy, and are they certified?

PARTING IS SUCH SWEET SORROW... AND REALLY EXPENSIVE!

Changing the VAR during or even after the implementation can be devastating. I have seen the side where the pieces were left to be picked-up, and it can be a very costly mistake. In many instances, customizations had to be scrapped and redeveloped from scratch. If you are trying to raise the bar on your ERP, don't forget to raise the bar on your VAR! **RO**

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Kelly M. Rigdon with R2: Rigdon Resources, developing business processes to grow the bottom line. www.r2-online.com





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Create Connections with Calls to Action

For many retailers, the conversation about marketing online, centers around one specific question: How do I get traffic to my website? It's a good question, and one we can't afford to ignore. However, there's another question that we're failing to ask, and that's what do we do with the traffic we generate once it arrives? How do we transform website visitors into loyal customers?

Getting people to visit our websites is not the end of the online marketing process. It's a benchmark step, something we **MUST** achieve, but it is not the whole picture. What we should be aiming for here is a relationship building model. Customers want to feel connected to the organizations they do business with. The more appealing you make the prospect of forming a relationship with you, the more motivated your customers will be to connect.

The seed is planted when your customer visits your website. The potential is there; a relationship can happen, if conditions are favorable and care is taken. It is up to you to capitalize upon that potential. You have the customer at your website, what are you going to do to keep them coming back, to pique their curiosity and encourage them to look more closely at your business, and perhaps most importantly, to persuade them to buy from you?

This is where we need to use calls to action. Calls to action are critical relationship building tools. They are a way for you and the customer to acknowledge

each other's presence and to have an interaction. You're not only opening the door to the relationship, you're laying out the red carpet and saying, "Come on in!"

WHAT IS A CALL TO ACTION?

A call to action is something I call "An Ethical Bribe". Unlike the less reputable types of bribe, in this scenario you are providing your website visitor with something of high value in exchange for something you value—their contact information, signing up for your newsletter, or becoming a Facebook Fan or Twitter Follower. It is an equal exchange, where both parties benefit.

These items of value often take the form of downloadable informational products. Using downloadable special reports, tip sheets, and e-books can appeal to customers on a number of levels. The expert customer can find the data they consider so critical to decision making, while customer develops trust and finds security in knowing they're dealing with a company that really knows their stuff. Make sure your offerings appeal to the emotional needs of your customer base too; while logic makes us shop, emotion is what makes us buy.

We're not talking about sales promotions here. No one is going to be motivated to download "The Seven Reasons to Buy Your Next Living Room Set from Jones Furniture." But offer your customers "Room Design Brings Families Closer: A Special Report", and

you'll see far more interest. This is all about understanding your customer's motivations and emotional needs. This is the ultimate in customer service, meeting those customer needs that drive their purchases, without any sales pressure. You're building the relationship through doing good.

Price incentives also work well as a call to action: Act now to save \$xx.xx off of your next purchase, is a tried and true winner. This is effective because customers see a higher monetary value in total money saved versus 10% off a bedroom set, for example—the percentage they consider generally as a lower value. What this will do is motivate people to opt into a relationship with you, eliminating sales resistance to some degree.

WHAT YOU MUST DO

Integrating calls to action into your website is essential. Be strategic. Identify those points where your customer has significant emotional needs, and position yourself as the business that can help them meet those needs. That's the critical first step in developing effective retail relationships! **RO**

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





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For the Love of Cooking



I love to cook, but mostly I enjoy the process of cooking and preparation of the meal—my menu, rummaging through recipes, selecting ingredients, laying out my tools and utensils, cooking, tasting, seasoning and tasting again, creating the presentation and then finally serving it to my guests, be it family or friends. As with most chefs, professional or amateur, I nibble my way throughout the undertaking and have little room to actually sit and eat with my guests, but to sit and talk, to eat and drink and just commune with one another is its own reward.

I am glad to say that there has been a “renaissance” in kitchen design over the last few years with a focus on cooking. Maybe it’s because of the current economic times we live in and people are staying home more and eating more meals around the family table. What has changed, or maybe a better word would be “evolved”, has been the democratization of the family kitchen. This once private domain of the feminine world has now given way to a new social order that reflects the world that we live in, a place where everyone is welcomed, if not expected to participate

in the ritual of food preparation.

With this increased activity and additional bodies in a high-traffic ballet of fire, boiling water and sharp pointy instruments, we find that the assembly-line kitchen of the past, with its uniform horizon of sink, dishwasher, cook-top, oven and refrigerator forever locked in its limited one-person “work-triangle”, must now give way to a new way of thinking. With a variety of people and activities in this enclosed environment, we must create a fluid, interactive, multifunctional arena, where tools and materials are close at hand and within a given task boundary.

With cooking returning as the primary function, the kitchen must be efficient to be productive, an environment that is conducive to the task at hand, an arena that clearly defines the boundaries of form and function and where the “poetry of chaos” is the rule of order. Today’s kitchen must be created around a menagerie of players, each with a task or goal to fulfill, all working independently, all working to the same conclusion and all working in perfect harmony.

Over the past several years, the

collective thought of modern kitchen design was to create the “illusion of order” by hiding the true function of the kitchen. By hiding the food, the waste and the appliances, we created the illusion of productivity and efficiency by hiding the process. Now with the return to cooking, we want to experience the hands on joy of cooking. We want to chop and dice, we want to sprinkle salt and spice; we want to drown our senses in the sounds and smells of a fresh made meal.

With this new genesis, the kitchen will once again become an essential element of our daily life that touches and affects us, both physically as well as emotionally, a place where we seek communion with others, rejuvenation of the spirit and a sanctuary that will provide us with a unique outlet for creation and self-expression. **RO**

Kevin M. Henry is an international speaker on market trends and sustainable kitchen design in the kitchen industry for more than 30 years. Contact: Kmhenny@group42.net



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The Wisdom of Mom & Pop: Entrepreneurial Vision

“An entrepreneur tends to bite off a little more than he can chew, hoping he’ll quickly learn how to chew it,” said Roy Ash, co-founder of Litton Industries. You entrepreneurs know exactly what Ash is talking about. Ignore the naysayers, forge ahead, and then you figure out what to do when you get there. If that doesn’t work, you try something else.

When we hear or read of an “entrepreneur,” it’s invariably in a story about some young hot-shot who has created a cool new technology or the latest online social network. The media thinks that kind of person (usually under age 30) is an entrepreneur. In reality, the true entrepreneur is any man or woman (of any age) with “skin in the game,” like the people who run our neighborhood mom & pop businesses. They are authentic entrepreneurs because they create, organize, operate, and assume the risk for their business ventures. It’s their neck, as well as other body parts that are on the line.

The owner of a successful mom & pop store has to have more talents than the CEO of a Fortune 500 company—plus more integrity. You have to be a Jack (or a Jill)-of-all-trades: financier, buyer, merchandiser, bookkeeper, bill collector, adviser, referee, good parent, good neighbor, and community pillar, and of course, you must have an entrepreneurial vision. You don’t have to re-invent

the wheel. You don’t have to do something that no one else on the planet has ever done before. You just have to bring your individual twist to it.

Lora Lewis owns Hotwire Online Coffeehouse in my West Seattle neighborhood. Hotwire, a 350-square space near our main post office, is a bevy of activity every morning, drawing a vast cross-section of people, including me. I start my mornings at Hotwire. When I interviewed Lora for my book, “The Mom & Pop Store,” I mentioned that opening a coffee shop in Seattle, the home of Starbucks, as well as countless smaller chains and other independents (including several in our neighborhood) was not the most revolutionary idea that I had ever heard.

“Like a lot of entrepreneurs, I did my due diligence,” Lora told me, “I looked at the economic core here in West Seattle. I felt that this community could support another coffee shop. If you have the entrepreneurial spirit, you believe that no matter what’s out there, your business is going to be better than everyone else. That flame of desire is one of the things that drives an entrepreneur” she said.

Lora, a forty-something mother of two grown children, once was an executive with a large U.S. insurance company. “By the year 2000, I discovered the strong entrepreneurial

spirit that was always a part of me. I wanted to try a small business. It took me a couple of years to figure out who I was as an entrepreneur, and to build a business plan,” said Lora, who sports a big smile, curly blonde ringlets, a pierced nose ring, and a constellation of stars tattooed on her left forearm. “I sold my house and all my stocks. To get my espresso machine out of hock, I had to sell my BMW. Now that was a commitment!” she said with conviction!

Lora told me that all her new hires are given a sheet of paper that lists pertinent contact information about the business. Under “human resources” is Lora’s name and cell phone number. Under “payroll” is her name and cell phone number. The same thing goes for “schedule changes” and every other relevant topic. “They all laugh, thank goodness,” she says, but the point is still made, and after all is said and done, it’s all still her responsibility.

I’d love to hear from all you entrepreneurs out there. What else can you add to the list of jobs required of people who run their own independent business? **RO**

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





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F. Elaine Cheney 1954-2010



F. Elaine Chaney lost her courageous nine-year battle with metastatic breast cancer on March 31, 2010, at the age of 56. She passed away peacefully at her home in Yorba Linda with her family at her side. Elaine was a loving mother, wife, daughter, sister, niece, cousin and aunt. She was the middle child born to Henry and Florida Carey of Vacherie, Louisiana.

Elaine graduated from Southern University in 1974 with a B.S. in Food Science, going on to complete her Master's Degree in Food Technology from Louisiana Tech University in 1975. Following graduate school, she embarked on a thirty five year career in food science and business management. During her successful career she later attended the University of Chicago - Executive Master Program in Business Administration, completing the program in 1989. Elaine served as Senior Vice President of Sales & Marketing for DACOR, a family-owned business for five years.

Elaine was married to Jerome Chaney for 33 years. She enjoyed traveling, cooking, tennis and the arts. A great outing for Elaine and Jerome was going to the theater and out to dinner with close friends. Elaine was a seasoned chef, and gracefully entertained her husband's business associates as well as their own friends in their home.

Elaine spent some of the best times in her life with their son, Jourdan—a football and basketball sport junkie—just hanging out with him as her best buddy, or feasting together on one of her specially prepared meals for him. Elaine was very involved in every aspect of her son's life while developing a professional career.

In addition to her husband Jerome and son Jourdan, Elaine is survived by her mother, Florida Carey; her brothers, Larry (Linda) Carey, Andy (Judy) Carey, Henry Carey; her sisters, Linda Carey and Yvonne (Stephen) Steib; 6 nieces; 5 nephews, aunts, uncles, her many cousins, a host of in-laws and friends who considered her an integral part of their family.

Elaine was an incredible and beautiful wife and mother who knew the importance of family. She nurtured many friends and relished her position as the go to person of her family. Elaine was a joy to all who knew her and was quick to see the good in others, she always saw the glass as half-full. Elaine was genuinely loved by many and will be greatly missed by her family and numerous friends. We all are better people for having had Elaine in our lives.

Angela Cheng 1970-2010



KOBE Range Hoods and the kitchen appliance industry lost a dear friend with the sudden passing of Angela Cheng, who handled the company's marketing and promotions. Though she was only with us a short while, she was loved by everyone who knew her. She always had a smile and a kind word, and was always willing to help others. She was a gentle, sweet person, and she will be missed.

Angela is survived by her husband, stepson and young son. Our thoughts and prayers are with them. **RO**

2010 •

UPCOMING EVENTS

• 2011

JUNE

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Moscone Center
SAN FRANCISCO, CA
www.pcbc.com

15-17**E3 EXPO 2010**

Los Angeles Convention Center
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www.e3expo.com

22-23**CE MIDYEAR CONFERENCE AND TECH SHOWCASE**

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www.cealineshows.com

JULY

22-24**SEBC GREEN BUILDING SHOW**

Orange County Convention Center
ORLANDO, FL
www.sebcshow.com

AUGUST

2-6**SUMMER 2010 LAS VEGAS WORLD MARKET /GIFT+HOME / VEGAS KIDS**

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www.megagroupusa.com/show

29-SEPT 2**BRANDSOURCE CONVENTION**

Paris Hotel
LAS VEGAS, NV
www.brandsourceconvention.com

SEPTEMBER

3-8**IFA 2010 CONSUMER ELECTRONICS UNLIMITED**

Messe Berlin
BERLIN, GERMANY
www.ifa-berlin.com

13-14**HIGH POINT FALL FURNITURE MARKET**

High Point Furniture Market
HIGH POINT, NC
www.highpointmarket.org

14-17**REMODELING SHOW 2010**

Baltimore Convention Center
BALTIMORE, MD
www.theremodelingshow.com

22-26**CEDIA EXPO 2010**

Georgia World Congress Center
ATLANTA, GA
www.cedia.net/expo/index2010.php

OCTOBER

ENERGY AWARENESS MONTH
NATIONAL KITCHEN & BATH MONTH

2-5**APDA'S FALL 2010 MEETING**

The Four Seasons Resort & Club Las Colinas
DALLAS, TX
www.APDA.com

15-17**NINTH ANNUAL DPHA CONFERENCE**

The Westin Diplomat Resort & Spa
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www.dpha.net

2011: JANUARY

6-9**INTERNATIONAL CES**

LAS VEGAS NV
www.cesweb.org

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The Advent and Importance of Cycle Time

The title of the article in the December edition of Brand Source Service News was “The More Things Change, the More They Stay the Same”. The gist of the article was that the appliance service industry is changing very quickly, and the independent service companies who are in the best position to thrive will be those that adjust to the changes well. If independents as an industry don’t adapt, then it is very likely that national retail and service organizations will continue to exploit the weaknesses of independents, and possibly make them a thing of the past.

While it’s true that the only thing we can be sure will never change is change itself, there are almost always ‘common denominators’ among the changes. One of the denominators over the past few years has been the attention paid to cycle time by manufacturers and others. Cycle time, one of the industry’s most commonly used bench marks for determining a service company’s abilities, is the date the service call was completed minus the date the service call was received. For example, if the call was received on the first of the month and completed on the 10th of the month, the cycle time for that call would be 9 days (10 minus 1). Below are four examples of how cycle time has become the preeminent measuring stick in our industry over the last few years.

Example 1: Electrolux announced the launch of the Platinum Star service program in 2008. The program was

designed to create an incentive for service companies to reduce cycle time on Electrolux brand warranty repairs to less than seven days. Companies that could accomplish this would be rewarded with labor rates that were at least 15% above the rate for base brands. As of January of this year, Electrolux saw no discernible improvement in cycle time for this category and subsequently adjusted the program to a 12 day cycle time requirement.

Example 2: Also in 2008, Whirlpool Corporation announced the creation of the Pay for Performance program. This program, like Electrolux’s Platinum Star program, was designed to create incentives for service companies to perform at a higher level by offering an additional \$5.00 per call if certain metrics could be hit. The four key metrics were:

- 1) average cycle time of repairs with parts
- 2) average cycle time of repairs without parts
- 3) average number of parts used per repair
- 4) average number of repeat repairs

Whirlpool states that a significant percentage of providers are earning the incentive although it appears that many servicing dealers are not.

Example 3: Lowe’s ongoing search for candidates for the Lowe’s Service Advantage network began by asking manufacturers for recommendations on the best companies across the country, and cycle time was one of the primary ways that the manufacturers made this determination. Companies that made the

cut got the opportunity for additional work that most reports say pays well.

Example 4: Seeing the industry trend coming, Marcone Supply created a free-to-the-industry online portal to help service companies track their cycle time. www.mycycletime.com allows users to quickly and easily track cycle time on all repairs regardless of brand or warranty status. A plethora of reports are available in a variety of formats that will break down a company’s performance by technician, product category, part location (in-store, on-truck, etc.), part type (functional, non-functional) and more. Users report that the time required to key in data is minimal and the information the reports generate is invaluable.

The takeaway from all this is the following: cycle time is and will continue to be one of, if not, the primary way that the performance of your company is judged by entities that have a direct impact on your business. Tracking it closely and working to reduce it is to your great benefit. Most service companies will argue that they are the best in town, but victory will go to the company that can prove it with data. **RO**

J.R. Zirkelbach, Director of BrandSource Service.
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It's All About the Brand

The idea of appliance and consumer electronics dealers banding together to collectively negotiate what they cannot individually is not new. “Buying groups” have been around for decades, including Brand Source, which is celebrating 40 years this year. While leveraging purchasing power to get the best pricing from manufacturers certainly hasn’t gone out of style, low cost of acquisition isn’t enough to keep a dealer in business in today’s economic environment.

In 2000, Associated Volume Buyers, Inc., parent company of Brand Source, began in earnest to build a brand recognizable on a national scale that would enable members to compete against national chains at the local level. The premise was this: it doesn’t matter at what price a dealer acquires a product if they don’t have a customer to sell it to.

Ten years later, Brand Source has grown into the fourth most consumer recognized place to purchase appliances and the fifth most recognized place to purchase consumer electronics. This success is the result of a co-branded marketing campaign that allows members to maximize the local brand awareness that they have built, often over generations, while also taking advantage of the strength of the brand created nationally.

The co-branding concept is simple: Locally, Brand Source members brand their ads, vehicles, building and personnel with the Brand Source logo and nationally, Brand Source executes a marketing campaign on national television networks like HGTV, 1 billion advertising circulars distributed in newspapers throughout the country and e-commerce at www.brandsource.com, and much more.

Funding for the brand building initiative is also a cooperative effort. Brand Source members contribute a small amount on select products they purchase from participating manufacturers, half of which can be claimed back for qualifying local advertising, and manufacturers also contribute.

Are you not sure you’ve been exposed to the Brand

Source brand? Perhaps you’ve heard of one or two of the following:

- **Green Home 2010 on HGTV:** Brand Source and Serta have worked together to develop the HGTV/ Green Home Mattress Collection, featured on the hit TV show and available exclusively at Brand Source stores.
- **John Force Racing:** John Force is the winningest funny car racer in NHRA history. Brand Source is a corporate sponsor of the force racing team which was featured in A&E’s Driving Force reality series. John’s daughter Ashley-Force Hood was the voted AOL’s Hottest Athlete in 2007, beating out New England Patriots quarterback Tom Brady and IndyCar driver Danica Patrick.
- **Ronald McDonald House Charities:** Brand Source is proud to be the provider of appliances and consumer electronics to Ronald McDonald Houses across the country. Ronald McDonald House Charity was named one of “America’s 100 Best Charities” by Worth magazine in 2001 and 2002.
- **Better Homes and Gardens Magazine:** This publication, sold in over 350,000 supermarkets, home centers, mass merchants, drug stores and book stores across the nation, has provided Brand Source with enormous national exposure to in-market consumers.

For Brand Source, it’s all about one thing - footprints in the store. Brand Source knows that combining the strengths of members locally, with a marketing campaign targeted nationally, Brand Source members will thrive even in the tough economic times of today.

ABOUT BRAND SOURCE

Brand Source has over 3,000 locally owned appliance, electronics, bedding, home furnishings and floor covering stores all across the country, combining for \$14 billion in buying power. For more information about Brand Source, please visit www.brandsource.com or email information@brandsource.com. **RO**



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This holiday season consider giving the gift of RMHC. **Go to rmhc.org to donate.**

National Buying Group Has Long Tradition in Energy Conservation



In August, a record number of independent retailers visited the ENERGY STAR booth at PrimeTime! in Las Vegas to learn more about ways they can help protect the environment. (left) Bill Clarkson of Hudson's Appliance Center, Shana Cockerham of D&R International and Lani MacRae of The Department of Energy.

As a four-year ENERGY STAR™ award winner, Nationwide Marketing Group is no stranger to the importance of energy conservation in the retailing industry. For many years the buying group has been pushing an environmental message to their independent retailers, customers and the communities they serve.

“We can confidently say that our independent retailers are promoting and selling more ENERGY STAR qualified appliances and consumer electronics than ever before,” said Doug Schatz, vice president of Electronics Merchandising. “Nationwide is committed to furthering green initiatives and other sustainability programs.”

According to Schatz, Nationwide has taken a proactive marketing stance by ensuring that the extensive marketing tools and materials provided to their retailers include a strong sustainability and environmentally conscious message. In addition, the buying group has also been an active voice in the current recycling discussion.

“As new technology rapidly changes, old technology will

need to be recycled. Now more than ever we need to provide ways for our member retailers to recycle old products in an environmentally compliant fashion,” said Schatz.

Nationwide also ensures that their member retailers are educated in new product efficiencies and the latest energy programs. At their last PrimeTime! buying show and conference in Las Vegas, a record number of retailers visited the ENERGY STAR booth.

“We are seeing more and more of our members taking advantage of the tools and resources available to them through ENERGY STAR,” said Schatz. “This shows us that our independent retailers are committed to sustainability initiatives and protecting the environment. We are committed to helping them promote, educate and drive the benefits of energy efficiency to their customers.”

To find out more about the benefits of joining Nationwide Marketing Group including an invitation to PrimeTime! by Nationwide, the buying show and conference for independent retailers visit: www.nationwidemarketinggroup.org. **RO**

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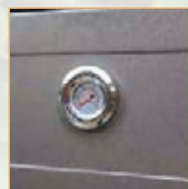


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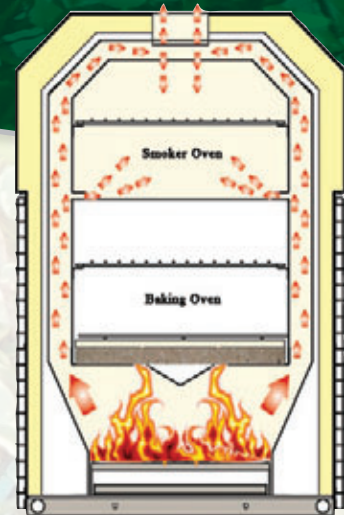


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RIBUTORS



5 MINUTE FAST ASSEMBLY

RICK WIGEN JOINS ALMO AS VP OF PRODUCT MANAGEMENT



Rick Wigen

Almo Corporation, a leading U.S. distributor of consumer electronics and appliances announced that Rick Wigen will join the company as vice president of Product Management responsible for consumer electronics and major appliances. Located at the Philadelphia headquarters, Rick will manage the product purchasing group.

“At Almo, due to our diversity and exceptional team members, we’ve been fortunate enough to prosper as a corporation during the economic downturn,” stated Warren Chaiken, Almo president and COO. “As we continue to execute our strategic

plan, Rick’s experience and contacts will be vital as we broaden our business.” A 30-year industry veteran in the retail electronics channel, Rick is charged with managing existing manufacturer relationships as well as identifying and developing new growth opportunities for the company. Wigen has also worked for AVAD, Best Buy/Magnolia and Tweeter. “Being in the industry for over 30 years, I’ve witnessed Almo’s continued growth and am impressed with their exceptionally high level of integrity and customer support. I look forward to joining and contributing to a team that complements my passion for the industry,” Wigen said. Rick and his wife Valorie, will be relocating to the Philadelphia area to join the Almo team.

LEE HELDT TO HEAD ALL ELECTROLUX NORTH AMERICA APPLIANCE SALES RICK HILL ASSUMES RESPONSIBILITY FOR SALES TO DEALERS



Lee Heldt

Lee Heldt has been promoted to Executive VP of Sales for Electrolux Major Appliances North America. Previously responsible for sales to national accounts, Heldt’s scope is expanded to include sales to dealers, distributors and regional accounts.

Rick Hill has also been promoted to VP Sales – Dealers with responsibility for dealer, distributor and regional account sales, reporting to Heldt. Hill replaces Jay Penney who has chosen to remain in Augusta, when the headquarters operation relocates to Charlotte, NC this summer.

Heldt is a veteran of more than 30 years in the appliance industry. He originally joined the Electrolux Canada organization and has held many key executive sales management roles across North America, most recently, leading the National Accounts sales team as Executive VP Sales – National Accounts.

Hill has a broad background related to major appliance retailing including more than 20 years with Electrolux where he served in a dealer sales management positions. Prior to joining Electrolux, he held responsible appliance retailer and distributor sales and management positions.

Jay Penney will work closely to assure a successful transition for the dealer customers this summer.

STEVE INGHAM JOINS VIKING RANGE CORPORATION AS EXECUTIVE VICE PRESIDENT-OPERATIONS



Steve Ingham

Steve Ingham has joined the executive management team of Viking Range Corporation as Executive Vice President-Operations. In this role, Ingham will be responsible for the operations side of the company and will report directly to Viking President and CEO, Fred Carl, Jr.

A native of Iowa, Mr. Ingham graduated from the University of Memphis with a Bachelor of Science degree in Civil Engineering. He has also completed the Accelerated Sales Performance Executive Program at the Kellogg Business School at Northwestern University. After graduation, he joined Proctor & Gamble where he held various operations positions in the

company’s food products division. Ingham later joined Pepsico where he held General Manager, Group Manager and Division Manager executive level positions.

In 1999, Ingham was recruited by Maytag to become Vice President and General Manager of the refrigeration division which eventually lead to him becoming Senior Vice President and a member of the Maytag executive leadership team. In 2006, Ingham left Maytag to accept a leadership position with CML Holdings International, a commercial, industrial and automotive lighting manufacturer with plants in North America and several foreign countries.

Mr. Ingham and his wife, Susan, are in the process of relocating to Greenwood, Mississippi, where Viking is headquartered. **RO**

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Jenn-Air Brand Introduces Industry's First Free-Standing Range Collection with Advanced Touchpad Technology

Jenn-Air brand is once again raising standards in the premium appliance market with the introduction of the industry's first gas and electric free-standing ranges equipped with a 7-inch full-color LCD display.

The full-color, touch-anywhere LCD display featured on each of the new Jenn-Air® ProStyle® Stainless free-standing ranges makes it easy for cooks of all ages to get the most out of the range's offerings. The advanced technology allows the user to touch anywhere on the display to find information relative to the dish being prepared. The intelligent display presents only information relative to previous choices and allows the user to move effortlessly between screens.

OTHER ADVANCED FEATURES ON SELECT FREE-STANDING RANGES INCLUDE:

- **Dual-Fan MultiMode® True Convection** – Features an oval heating element and two round fans that generate an even airflow throughout the oven cavity. In addition, it provides users with six convection modes, including bake, roast, broil, pastry, frozen pizza and slow roast.
- **20,000 BTU Stacked PowerBurner** – Provides the power needed for high-temperature recipes and cooking techniques, such as wok cooking and flash frying.

- **Electric Griddle** – Features a high-performance 1,320-watt element that provides even heat distribution for precise results. Made from premium materials, the griddle has a chrome finish similar to those used in the restaurant industry.
- **Flame-Sensing™ Re-ignition** – Provides automatic re-ignition of burners if they are blown out by a sudden draft.



“Homeowners who have already experienced the super-premium quality of the Jenn-Air® line will notice the new ranges have the same high standards, sleek design and innovative technology the brand is known for,” said Tracy Frye, senior contract marketing manager at Whirlpool Corporation. “New features, such as the full-color LCD display, will pique the interest of those unfamiliar

with all Jenn-Air® products have to offer.”

Whirlpool Corporation markets Whirlpool, Maytag, KitchenAid, Jenn-Air, Amana, Brastemp, Consul, Bauknecht and other major brand names to consumers in nearly every country around the world. For more information on Whirlpool Corporation and its offerings please visit www.insideadvantage.com or call 1-800-952-2537. **RO**



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*Based on fresh food volume in French door refrigerators.



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