

# The RetailObserver

August, 2008

The Monthly News Magazine with Personality

Vol.19, Issue 8

## PCBC IN REVIEW

### EDUCATION: KEY TO ITS SUCCESS

SEE INSIDE—PAGE 4



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Publisher's Statement  
Celebrating Our 19th Year!

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DEADLINE FOR  
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IS AUGUST 10, 2008



## MEAT AND POTATOES AGAIN?

Is this how you run your business? How many companies take this approach to business? The days of meat and potatoes seems to be coming to an end. Your customers are no longer looking for just a basic meal. They want salad and a signature drink with their steak and potatoes. What do you have to offer your clients that the box down the street doesn't already offer? What service do you give that differentiates you from the rest of the pack? As Eliana and I go to trade shows and events we hear the same thing; did you here about ABC Appliance in Somewhere USA that went out of business? Blame it on the bad economy; blame it on the housing slump and the lack of new starts. We see this happen every economic cycle we go through. So let's look at some other factors as well, such as ABC Appliance just possibly wasn't ready and strapped in for the corkscrew on the roller coaster of business that ended their career. They lived on what worked well for them last year or for many years in the past, and they failed to change their strategy in an ever changing economic environment. In fact, the key to success is the ability to anticipate a trend. Yep folks, that means no more driving looking in the rear view mirror... Let's face it, just because you've been around for 10, 20 or even 100 years doesn't mean you will be here tomorrow. Sure the economy today isn't helping, but what have you done to plan for your tomorrow?

My business teacher in college gave us two questions to ponder:

1. *What is the least diversification it will take to achieve acceptable growth and profitability?*
2. *What is the most diversification that can be managed, given its added complexity?*

These questions are hard to answer, and if I did have the answer, I know I wouldn't be the one sitting in a hotel room in Orlando, Florida looking out the window at Epcot Center and writing this article. Over the upcoming months, we will be diversifying the Retail Observer with new categories to help you see other options in business. We have already added a few new writers to the mix and have put together new partnerships with associations and buying groups to bring you more diversified information. We are talking to furniture, lighting, plumbing, showroom accessories, and consumer electronics companies, to broaden your scope of vision. We are continuing our efforts to bring you more content to the online version as well, such as embedded video features from events and actual keynote speeches, as well as webinars and video seminars that we will be rolling out shortly. With such a diverse group of retailers in our readership, we want to bring as much information as we can, providing educational content that is pertinent to you and the growth of your company. This magazine is foremost dedicated to the Appliance retailer, as that is its roots, but we know that many of you sell more than just laundry and dishwashers. We have spoken to a large number of you and know that you sell TV's and home theater products, plumbing, lighting, hardware and more. Some even sell tires!

So, in order to help you grow your business and prepare for the future, we need and welcome your feedback. Please e-mail us at [info@retailobserver.com](mailto:info@retailobserver.com) and let us know what kind of information you need and would like to see in the magazine. We look forward to hearing from you soon. Happy retailing.

*Moe Lastfogel*



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# PCBC IN

NEARLY 20,000 HOMEBUILDING  
SHOW STAFF ALREADY PREPARING



SACRAMENTO, Calif., August 4, 2008—The nearly 20,000 homebuilding industry professionals who recently gathered at PCBC® 2008 learned about industry trends, heard from stimulating speakers and viewed a wide range of products to help build or market new homes.

The total verified attendance this year was 19,925, making this year's Show the fourth-most attended PCBC in history despite the worst homebuilding market in the West since World War II. Linda Baysari, PCBC's senior vice president, said the strong attendance was due to PCBC's longstanding reputation for educational excellence, outstanding product displays, and unparalleled networking opportunities.

"PCBC has always worked hard to provide a wide range of educational opportunities, both in our conferences and on our show floor, and we were delighted by the enthusiasm of both our attendees and our exhibitors," Baysari said. "Next year, PCBC will celebrate our 50th anniversary and we're already planning a show that celebrates our past and, more importantly, our industry's future."

Keynote speakers at this year's PCBC, held June 24–27 at San Francisco's Moscone Center, focused on the remarkable challenges—and opportunities—homebuilders are now facing. Former Hewlett-Packard Chief Executive Officer Carly Fiorina made leadership through tough times her central message. Management expert Gary Hamel, former White House economist Todd Buchholz and Yankolovich Partners' J. Walker Smith all brought consumer and economic trends to the forefront in their remarks to attendees.

And exhibiting companies said while the number of attendees was smaller than three or four years ago during the industry's great run-up, the quality was outstanding.

"PCBC presents a very high-quality show with a spotlight on innovative new products and a strong lineup of educational speakers," noted Randall Fong, west area manager for GE Consumer & Industrial Appliances. "Despite a challenging year for homebuilding, GE gives this year's show high marks for quality traffic, a high level of engagement and the opportunity to spend time in front of our new product introductions."

And it wasn't just the larger, well-known exhibitors who were pleased.

"We had an awesome show," said Lawrence G. Boyts, vice president of sales and marketing for Digger Specialties, the Indiana-based fence fabricator making its first appearance on the PCBC Show floor.

"Our show was very successful. We had 400-plus people stop and talk

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1. Kevin Murray tells it in black and white 2. Bosch laundry 3. Tracy Frye and Butch Gaudette of Whirlpool discuss the products in their sustainable kitchen display 4. Northern California's Airport Appliance staff getting a product update 5. Purcell Murray booth showing multiple product displays 6. GE's Martin Yan can cook, just ask Dacor's

# REVIEW

## PROFESSIONALS ATTEND PCBC® 2008

FOR 50TH ANNIVERSARY IN 2009

with us and take literature and information and over 150 of them asked for more information and pricing. Fifty of those leads wanted a quotation and a distributor to contact them. We will definitely be exhibiting at PCBC in 2009.”

Those comments were echoed by Mike Powell, general manager of Miles Industries, a Canadian manufacturer and distributor of high-end fireplaces.

“Despite the economic uncertainty we all face, PCBC 2008 proved to be our best show yet. Our yardstick is the quantity and quality of screened leads we obtain. Historically our leads have increased each year at PCBC but this time we cautiously sought to achieve last year’s number. In actuality we reached our target by noon of the second day and came home with both a record number of leads and a record year over year percentage increase,” he said.

“There seemed to be more decision-makers at this show, interested in seeking out higher-end products like our Valor gas fireplaces and intent on doing business. Their future plans and projects contrasted with the media coverage about your economy. From our experience it would appear you avoid PCBC at your sales and marketing peril.”

Boys recommended PCBC to other potential exhibitors, noting that Digger Specialties also exhibits at IBS, the International Builders’ Show.

“The PCBC Show was more conducive to one-on-one visits and is a better-size show for everyone to cover it properly,” he said.

Looking forward, PCBC 2009 will be a celebration of 50 years as the nation’s premier building show. Over the years, the show has grown from a regional show into an increasingly national and international affair with exhibitors and attendees from around the world. More details about the 50th Anniversary will be available in the coming months.

### ABOUT PCBC

PCBC is the largest regional builders’ show in the nation. Held annually at the Moscone Center in San Francisco, PCBC features an extensive display of product innovations from more than 600 of the industry’s leading manufacturers and suppliers and a four-day educational conference with more than 60 keynotes, seminars and workshops in fields ranging from business strategies to marketing to product design to applied technology. PCBC 2009 is tentatively set for June 16-19. For more information, visit [www.pcbc.com](http://www.pcbc.com), or call 800-956-SHOW.



Charlene Rouspil **7**. Blue Star French door oven **8**. Viking’s stainless offerings **9**. Guenther Sproll and Michael Brielman of Liebherr of Germany, Larry Feldman of Almo Specialty Products and Marc Perez, North American President, Liebherr **10**. Amir Girgis, Diva De Provence with Bob Wells and Dick Bergstrom, V-A-H Marketing, in the V-A-H booth

# FAMOUS SPORTS BROADCASTER KICKS OFF THE NATIONWIDE PRIMETIME! SHOW, NATIONWIDE INTRODUCES NEW RECYCLING LOGO

ROY FIRESTONE KEYNOTE SPEAKER



Nationwide Marketing Group (NMG) announced that celebrated broadcaster Roy Firestone will be the keynote speaker at their PrimeTime! Kickoff on Sunday, August 17, at Mandalay Bay Resort in Las Vegas.

The PrimeTime! Kickoff event by Nationwide is the official start of the largest three-day vendor exhibition and buying show for independent electronics, appliances and furniture dealers in the country. In the past, the PrimeTime! Kickoff has boasted a vast array of exceptional keynote speakers and performances from famous presenters like Gordon Bethune, Nido Qubein, and internationally acclaimed artist Michael Israel.

“We are excited to have Roy Firestone kick off PrimeTime! in Vegas,” said Ed Kelly President of Nationwide Marketing Group. “His ability to inspire the crowd and his exceptional vocal talents are sure to entertain and motivate all who attend.”

Roy Firestone is best known for his time as a broadcast journalist. During his career, he has interviewed the best of the best in the world of sports, politics and entertainment. Roy now entertains live audiences with humorous and reflective accounts of his experiences interviewing famous personalities.

According to the late Pulitzer Prize-winning columnist Jim Murray, Firestone is “the best interviewer I’ve ever seen. That’s not the best interviewer in sports, that’s the best interviewer period.”

Sharing the stage with Roy Firestone will be returning guest, Michael Israel.

## REFRIGERATORS PAINTED LIVE ON STAGE AT PRIMETIME! NATIONWIDE RECYCLES WITH MICHAEL ISRAEL

Recycled refrigerator panels will be used as a canvas for renowned inspirational artist Michael Israel at the PrimeTime! by Nationwide Kickoff on Sunday, August 17 at Mandalay Bay Resort in Las Vegas.

Israel will be painting the refrigerators on behalf of Nationwide Marketing Group to be later displayed at an ENERGY STAR art

exhibit called The Art of Recycling: The Coolest Show in Town. The art exhibition will be held at the National Building Museum in Washington, DC from August 25 to September 2 and will showcase recycled refrigerators decorated by ENERGY STAR partner organizations from across the country.

“We saw the art exhibit as a perfect opportunity to introduce our new Nationwide Recycles logo that symbolizes our long-term commitment to conservation, the environment, and a national extension to our ENERGY STAR products sales efforts and campaigns like Recycle My Old Fridge,” said Richard Weinberg, National Merchandise Manager of Appliances at Nationwide. “Michael’s performance will help build excitement for our new logo that we hope will spread to all member dealers and vendor partners who attend the PrimeTime! Kickoff.”

The Nationwide Recycles logo is the organization’s brand wrapped in bright lime green arrows and circles with the addition of the word recycles in the same lime green color. The new logo will be displayed on water bottles, signage and publications during the three-day buying show.

Earlier this year, NMG was honored for the second time with the ENERGY STAR Award for Excellence in Promotion and Outreach in their efforts in working towards protecting the environment and saving energy. The award came from the ENERGY STAR team which is a partnership of the U.S. Environmental Protection Agency (EPA) and Department of Energy (DOE) and was given at an awards ceremony held in Washington, DC.

“Nationwide Marketing Group has always believed in the value and benefits of energy efficiency, the energy star message and the importance of sharing its benefits with our customers. In our partnership with ENERGY STAR we look for opportunities to educate consumers on how the use of ENERGY STAR products can save them money and help protect the environment. We take pride in our partnership with the EPA, DOE, the ENERGY STAR program and our efforts to make energy efficiency a fundamental part of doing business.” **RO**



Roy Firestone—keynote speaker at the PrimeTime! Kickoff in Vegas



Michael Israel, inspirational artist, makes a return appearance at the PrimeTime! Kickoff



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# FISHER & PAYKEL APPLIANCES INTRODUCES THE COOLDRAWER®

## WORLD'S FIRST VARIABLE TEMPERATURE REFRIGERATOR IN A DRAWER

KITCHEN/BATH INDUSTRY SHOW & CONFERENCE 2008

Fisher & Paykel is the company that brought consumers the revolutionary DishDrawer® dishwasher, the world's first dishwasher in a drawer, and now they have taken its forward thinking concept to the next level with the sleekly designed CoolDrawer.

Fisher & Paykel's refrigerators were already a key component of the company's "kitchen of the future," but the CoolDrawer brings a whole new meaning to modern and convenient refrigeration through delivering superior performance in a space saving model.

The CoolDrawer offers a lot more than only a refrigerator in

a drawer. The CoolDrawer is a unique 36-inch single drawer refrigerator incorporating advanced cooling technology which enables consumers to choose between a wide range of refrigeration modes, including, standard freezer, chill drawer and wine drawer - all at the simple touch of a button. With the CoolDrawer's advanced features, you can set the perfect temperature for storing wine and then change it to the perfect temperature for serving it.

A key benefit of the CoolDrawer is its "modularity" in design enabling an ease of integration for consumers to install this groundbreaking refrigerator in a number of strategic places throughout their kitchen and home. Think of having convenient access to products where they are needed most – fresh vegetables near the preparation area, drinks next to the living environment, and fruits and snacks easily accessible for children and the rest of the family. Taking it a step further, architects and designers can simply incorporate the CoolDrawer into their vision for a home in a seamless manner because of the product's flexible functionality and customized design (that comes in stainless steel, integrated or custom finish.) Another advantage is that the CoolDrawer can be installed as easily and precisely as any other drawer in the kitchen.

The CoolDrawer is built to adapt to your customers future needs and changing lifestyle. It provides flexible fridge and freezer space to accommodate to your usage habits. All storage bins are removable and interchangeable to adapt to a variety of storage needs. This is highlighted by an impressive lineup of refrigerator drawer options. These "temperatures zones" or drawers include:

- Freezer (0°F) (*Deep Freezer -13 °F*)
- Refrigerator (37°F)
- Wine (53.5°F for long-term storage, 44.5°F for white wine serving and 59°F for red wine)
- Chill (31°F)
- Pantry (53.5°F)

The CoolDrawer's ergonomic design and simple interface makes it easy to access your food and switch between complex functions such as the fridge, freezer and pantry compartments by pressing a button. The CoolDrawer opens on full extension runners and features a Humidity Control System to enable the ideal storage environment for fruit and vegetables. Regardless of what type food or beverage you need to store, the CoolDrawer provides the temperature control options to ensure optimal conditions are maintained with a high degree of accuracy to extend the freshness and nutrients of even highly perishable foods. **RO**



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## NEW PRODUCT NEWS

### KITCHENAID INTRODUCES INDUSTRY'S FIRST 72-INCH COUNTER-DEPTH FRENCH DOOR REFRIGERATOR

Adding another industry first to its distinctive collection of French Door refrigerators, KitchenAid has introduced a new 72-inch counter-depth model that offers extra space on the inside and a sleek, built-in look on the outside. This latest configuration joins a line that already includes freestanding, counter-depth and exclusive 42-inch built-in French Door refrigerators.

"Based on our research, we found that the currently available 69-inch model refrigerators don't fully utilize the 72-inches of available height space found in many of today's newly constructed homes," said Debbie O'Connor, senior manager of Brand Experience for KitchenAid. "Our newest French door model offers those who have this space an even better option to choose from in this increasingly popular refrigerator style. Not only does our latest 72-inch model maximize space with more room inside the refrigerator, it also offers a seamless, built-in look at a gentler price."

The French Door Bottom Mount has a narrow door swing, making it easy to maneuver in the kitchen even when multiple cooks are working in the same space. Its narrow door swing also allows for design flexibility in kitchen designs where a full door swing would be too tight. Its wide refrigerator shelves have no interior divisions, allowing significantly greater space for wider items, such as cookie sheets, baking pans and serving trays. In addition, the freezer on the bottom requires less bending, with more frequently accessed refrigerator items located higher and closer at hand.

Premium features found on the latest KitchenAid(R) French door model include a single-hand interior water dispenser that is strategically located to prevent interference with usable refrigerator space. A FreshChill(TM) Temperature Management System features three thermistors for more accurate temperature regulation helping to maintain optimal storage conditions.

An integrated design provides clean lines with an easy to read blue LED display and digital controls to set select functions such as refrigerator and freezer temperatures. Additional settings and indicators include Max Cool for maintaining the internal temperature of the refrigerator and freezer during times of excessive usage along with a Holiday/Sabbath mode that is Star-K Kosher Certified for use on the Jewish Sabbath and holidays.

The new 72-inch Counter-depth French Door Bottom Mount refrigerator models will be available in stainless steel, black and white.

Whirlpool Corporation works to exceed expectations with appliances that help building professionals create homes of distinction. For this purpose, the company developed— The Inside Advantage(TM). This targeted program offers Powerful Brands, Innovative Products, Targeted Services and Consumer Insight to support building professionals.

For more information on Whirlpool Corporation and its offerings for building and design professionals, please visit [www.insideadvantage.com](http://www.insideadvantage.com) or call 1-800-253-3977. 



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## NORTHLAND-MARVEL® BREAKS GROUND ON NEW SITE IN GREENVILLE, MICHIGAN

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Northland-Marvel® held its ground-breaking ceremony today. The ceremony was attended by state and city representatives, along with Northland-Marvel distributors and a team from Aga Rangemaster, Northland-Marvel's parent company. The state-of-the-art facility will bring together two existing U.S. manufacturing plants, as well as establish a world-class innovation, manufacturing, design and customer service center.

The Northland-Marvel distributors convened in Greenville to take part in the ground-breaking ceremony. All agreed that this new innovation and manufacturing center will be instrumental in bringing American consumers the best new products in residential refrigeration.

"Without question, this new facility will become the nucleus for the latest in technological advances that consumers are demanding," said Gerry Reda, senior vice president of Sales at Northland-Marvel. "Locating the facility in the U.S. meets the desire of American consumers to purchase premium products produced in the U.S."

Brad Stauffer, senior vice-president of Operations at Northland-Marvel, proudly announced the decision to invest in the U.S. facility, saying, "While other companies are electing to move manufacturing overseas, our commitment to the U.S. is stronger than ever. This investment in Greenville maintains our long association with the city and the community, and is certain to further enhance our position in the premium appliance market—not just in the U.S., but in Europe, too—and underpin the company's continued growth long into the future."

William McGrath, CEO of Aga Rangemaster, said, "Our group was involved at the start of the industrial revolution 300 years ago, and we are still innovating and thinking ahead. The new development here in Greenville signals our commitment to be a major force in the premium consumer brand marketplace. When we looked where to invest, we agreed with the city's tag line, 'We got it in Greenville.'" **RO**



Left to right: Brad Michael, Aga Heartland; Alex Brown, Integrated Appliances; Joe O'Rourke Sr., O'Rourke Sales Co.; Anna Johnson, Choice Brands; Mike Kipp, Pacific Specialty Brands; Brad Stauffer, Sr. V.P. Operations, Northland-Marvel; Steve Ross, Felix Storch Inc.; William McGrath, Chief Executive, Aga Rangemaster Group; Marty Friedman, Eastern Marketing Corp.; Gerry Reda, Sr. V.P. Sales, Northland-Marvel; Bruce Cadger, Noble Distributors; Dick Baur, Meadow Creek Sales; Dick Bergstrom, V-A-H Marketing; Chris Walsh, Luwa Distributing; Tony Ellett, National Sales Manager, Northland; Gary Green, Group Operations Director, Aga Rangemaster Group.



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Marvel Dual Zone Wine Cellar

Fluctuations in temperature can negatively alter the flavor of a fine wine or conceal its true depth. For a wine to reveal its complexity, it should be served at precise temperatures.

The Dual Zone Wine Cellar by Marvel offers two compartments with the control needed to serve wine immediately at optimum temperatures. Both compartments in the Dual Zone Wine Cellar are monitored by Marvel's exclusive **Sentry System™**, allowing any varietal to be maintained with precision. The displayed temperature is actually a calculated temperature of the wine in the bottle, not just a set point.

Remove inconsistency and replace it with subtle distinctions that characterize fine wine, compliments of the Dual Zone Wine Cellar.

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## THERMADOR WALL OVENS RECEIVE TOP RANKING FROM A LEADING CONSUMER PUBLICATION

Luxury appliance manufacturer Thermador® is proud to announce that its 30" Masterpiece™ Series single wall oven (ME301ES) has been ranked #1 by a leading consumer magazine. In fact, this marks the ninth consecutive time that a Thermador wall oven has achieved the highest ranking.

"We feel especially pleased that each time Thermador wall ovens have been tested in this program, they have come out on top," said Michael Traub, president and CEO. "The high marks we received for the capacity and baking and broiling performance of the Masterpiece Series wall oven attest to the superior functionality the brand offers the cooking enthusiast."

Thermador Masterpiece Series wall ovens offer consumers uncompromising cooking performance coupled with an edgy, contemporary design aesthetic. For time-strapped consumers, the Speed Convection mode reduces cooking time by up to 30% and is perfect for the quick, efficient preparation of frozen foods such as gourmet pizza or previously prepared casseroles—without preheating. Even when preheating is used, the exclusive lightning fast mode takes less than 7 minutes to reach 325 degrees Fahrenheit in True Convection—an industry best.

The convenient EasyCook mode uses 20 pre-programmed recipes within four major categories (i.e., baked goods, pie and pizza, poultry and meats) to assist with convection cooking by automatically setting the correct temperature and cooking time. Consumers can also save their four favorite recipes for easy access. Additionally, an exclusive self-cleaning cycle completely cleans the entire oven cavity and rack supports in 2 hours—the fastest in the market.

Other performance features in the Masterpiece Series includes the hidden bake element, which increases oven capacity while facilitating cleaning; full-extension telescopic racks; and a sophisticated convection system that uses a powerful 2,000-watt element to ensure even heat distribution and allows for multi-rack cooking of a whole meal at once without flavor transfer between dishes. CookSmart™ oven models are also available, with technology that combines microwave and convection heating to cut down on cooking times by up to 50 percent.

The ovens' flexible configurations, including the exclusive triple oven combination, conveniently allow for complete installation of the oven, microwave and warming drawer all at once. Other flexible configurations include the double combination of a convection microwave and oven and the Thermador exclusive combination of a convection oven with a warming drawer. The Masterpiece Series wall ovens are available now, and have a MSRP of \$2,089-\$5,499.

Thermador is part of BSH Home Appliances Corporation, a fully-owned subsidiary of Bosch and Siemens Home Appliance Group, the third largest appliance manufacturer in the world. For more than 75 years, Thermador has been empowering America's cooking enthusiasts with revolutionary products—from the world's first wall ovens to gas cooktops with the patented Star® Burner and a speedcooking oven that reduces cooking time by 50 percent. Today, Thermador continues to fuse state-of-the-art cooking functionality with classic American style to create the ultimate in powerful luxury kitchen appliances. For more information, please visit [www.thermador.com](http://www.thermador.com) or call 800.656.9226 to request a catalog.

*Thermador®, Star Burner®, Masterpiece™ and CookSmart™ are trademarks of BSH Home Appliances Corporation, all rights reserved. **RO***

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Bring your clients' culinary fantasies to life in a Thermador Masterpiece kitchen. Powerful cooktops featuring advanced Star® Burners fire the imagination. Sleek ventilation with electronic controls clears the air and clarifies possibilities. Spacious, state-of-the-art wall ovens featuring the largest capacity on the market accommodate the most daring ventures. In a Thermador kitchen, inspiration is always on the menu.

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## BOSCH ADVANCES SUSTAINABLE LIVING BY SUPPORTING 2008 NATIONAL CLEAN AIR GREEN TOUR

FULL SUITE OF ENERGY STAR® RATED BOSCH APPLIANCES ON DISPLAY IN BIO-DIESEL MOTOR COACH



Bosch home appliances is teaming up with the 2008 National Clean Air Green Tour for the second annual coast-to-coast, 120-city campaign. The mobile initiative will educate consumers on simple ways to go green in and outside of the home.

The 47-state tour runs from June and features a 40' state-of-the-art bio-diesel motor coach equipped with solar power charging. At the tour, visitors will be able to step into a trailer fully outfitted as a model green kitchen featuring ENERGY STAR® qualified Bosch appliances including an Evolution™ dishwasher, Evolution refrigeration and a Nexxt® clothes washer.

Bosch is committed to preserving the environment through innovative approaches to the products it manufactures, as well as the partnerships it forms with key leaders in sustainable construction and design. Bosch is the only U.S. manufacturer with ENERGY STAR qualification on all its clothes washers, refrigerators and dishwashers. Additionally, Bosch's environmental leadership extends far beyond the production of super energy- and water-efficient appliances and includes using low impact manufacturing and a variety of initiatives that are advancing "green building" and sustainable home development.

For additional information about the tour, please visit [www.cleanairegreentour.com](http://www.cleanairegreentour.com), for more information about Bosch home appliances, please visit [www.boschappliances.com](http://www.boschappliances.com), and for more information on Bosch water heaters, please visit [www.boschhotwater.com](http://www.boschhotwater.com).

### ABOUT BOSCH

Bosch home appliances is part of BSH Home Appliances Corporation, a fully-owned subsidiary of BSH Bosch and Siemens Hausgeräte GmbH, the third largest home appliance manufacturer in the world. Inspired by the lifestyle of today's discerning consumers, all Bosch products combine superior performance and excellent quality with unrivaled ease-of-use.

Opened in 1997, the company's appliance park in New Bern, North Carolina is comprised of state-of-the-art factories for washers, dryers, dishwashers, ranges, ovens and cooktops. The leader in environmentally friendly home appliances, Bosch manufactures products that regularly receive industry and consumer awards and its dishwashers are consistently top-ranked by leading consumer magazines. For more information, please visit [www.boschappliances.com](http://www.boschappliances.com) or call 800.921.9622 to request a catalog.

*Nexxt* is a registered trademark; *Evolution* is a trademark of BSH Home Appliances Corp.

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## WATER, INC.'S FIRST FULL-SCALE KITCHEN SINK FAUCET EARNS PLATINUM ADEX AWARD

MODERN MIXER RECOGNIZED FOR ITS INNOVATIVE DESIGN

Water, Inc.—a premier distributor of luxury water products, decorative plumbing and high-end appliances—has received a 2008 ADEX (Awards for Design Excellence) Award for the Modern Mixer, its first full-scale kitchen sink faucet. The Modern Mixer earned a Platinum award, the top honor of the ADEX program, for its unique, contemporary design. ADEX is sponsored by Design Journal magazine, an international trade publication for interior designers, architects and facility managers.

This is the first award for the Modern Mixer, which was introduced by Water, Inc. just last year. Already one of the company's most popular products, the Modern Mixer was inspired by the contemporary, Italian design of its accessory companion: Water, Inc.'s Modern Faucet. Sleek, cylindrical and standing nearly a foot tall, the Modern Mixer's graceful vertical lines are balanced by its gently tapered horizontal spout and the horizontal control lever above it. The spout features an 8 3/4-inch reach and stands 6 3/8 inches above the counter, making it incredibly easy to fill pots and pitchers. The control lever boasts fully adjustable flow with a quarter-turn ceramic disc valve for smooth operation. The lever itself has a knurled tip for sure grip, even with wet hands.

The Modern Mixer and Modern Faucet are available in both Chrome and Satin Nickel finishes.

#### ABOUT ADEX:

ADEX is the largest product awards program for the design of furniture, fixtures and finishes marketed to the design trade. Entries are judged by an anonymous panel of professionals representing a cross section of the design industry. Judging criteria is based on innovation, technological advancement, quality, aesthetics and value.

#### ABOUT WATER, INC.

Water, Inc., a premier distributor of luxury water products, decorative plumbing and high-end appliances for the home, specializes in the distribution and sale of premium brands including ASKO, Perlick, Eurotech, Everpure, Enviropure, EverBrew, Brew Express, EverCold, EverHot and HealthWay. For more information about Water, Inc., call (800) 322-9283 or visit [www.waterinc.com](http://www.waterinc.com).

*The EverHot mark is used under license from Bradford White Corp. EverHot, EverCold and EverBrew are licensed to Water, Inc. and are not part of the Everpure brand of products.*

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## UPDATED CERC CONSUMER DTV GUIDE NOW AVAILABLE

### WHAT CONSUMERS NEED TO KNOW ABOUT THE DTV TRANSITION AND THE NTIA TV CONVERTER BOX COUPON PROGRAM

The Consumer Electronics Retailers Coalition (CERC) has posted its updated Consumer DTV Guide entitled, What Consumers Need To Know About The "DTV Transition" And The NTIA "TV Converter Box Coupon Program" on the CERC website, [www.ceretailers.org](http://www.ceretailers.org).

CERC counsel Robert Schwartz said that the updated CERC Guide is intended to assist consumers in finding the products and the help they need as the Transition moves into the second half of 2008. Like earlier revisions, this one will be translated and posted in Spanish as well. "CERC members are committed to a successful DTV Transition and have invested tremendous resources in educating staff and consumers, on a voluntary and proactive basis, about their DTV choices and opportunities," Schwartz said.

One issue highlighted in the updated guide is the fact that it is lawful for consumers to assist friends, relatives, and neighbors, whose own Converter coupons may have expired, by sharing one of their own, so long as the Coupons are not sold or bartered. "The only requirement at retail is that the Coupon itself be valid and unexpired," he said. Early data suggests that most consumers are requesting two coupons and in many cases only using one, so friends and neighbors may be able to help each

other to obtain the Converters that they need.

The Guide also advises consumers in the event they have trouble with products or disputes with retailers that accept Coupons. "CERC members are working with government entities, public interest groups and the media to spread the word throughout the country about DTV transition, the NTIA coupon program and ways to enjoy the exciting benefits of digital television," said Christopher McLean, Executive Director of CERC. CERC encourages interested entities to reproduce and distribute its Guide and to provide suggestions for future updates. (See <http://www.dtv.gov/partners.html>.)

#### ABOUT CERC

The Consumer Electronics Retailers Coalition is a public policy issue organization consisting of the major specialty retailers of consumer electronics products and retail associations. CERC members include Amazon.com, Best Buy, Circuit City, K-Mart, RadioShack, Sears, Target, Wal-Mart, and the leading retail industry trade associations—NARDA, NRF and RILA. Visit [www.ceretailers.org](http://www.ceretailers.org).

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## IEC ANNOUNCES ITS NEWEST PLATINUM INDUSTRY PARTNER, BROAN-NUTONE

The Independent Electrical Contractors (IEC) association is proud to announce Broan-NuTone as its newest Platinum Industry Partner. As one of the most prominent and widely-recognized names in the household manufacturing industry, Broan-NuTone will be able to provide a broad and respected variety of resources to IEC members.

"As a manufacturer, Broan-NuTone strives to provide consumers with useful products that not only improve their homes, but also positively impact their lives," said Steve Swenerton, senior vice president of marketing and retail sales at Broan-NuTone. "Electrical contractors are often the homeowner's main resource when it comes to recommending products for their homes. Working together, we hope to provide IEC members with information that will further their education, enhance their skill sets and improve their bottom lines."

Founded separately in the Depression, Broan and NuTone have since united forces and now offer a wide variety of products to fulfill all aspects of home ventilation, central vacuum, inter-room communication, video monitoring, and much more. The company is headquartered in Hartford, Wisconsin, and employs 3,246 people in eight countries across three continents.

"The wide-range of products | *continued on page 18* |

and quality customer services offered by Broan-NuTone are a testament to where they stand in the industry and where they are going to go,” said Larry Mullins, IEC national executive vice president & CEO. “I look forward to seeing this relationship with our members grow and positively impact the industry.”

To learn more or find a local Broan-NuTone distributor, IEC members can visit [www.broan-nutone.com](http://www.broan-nutone.com) or call (262) 673-4340.

*Established in 1957, IEC is a trade association composed of more than 3,700 members with 67 chapters nationwide. Headquartered in Alexandria, Virginia, IEC is the nation's premier trade association representing America's independent electrical and systems contractors.*

## NKBA AND GENERAL ELECTRIC RECOGNIZE STUDENTS AND “GREEN” DESIGNERS

GE SPONSORS NKBA STUDENT CHARETTE AND “BEST SUSTAINABLE KITCHEN” CATEGORY IN NKBA DESIGN COMPETITION

HACKETTSTOWN, NJ and LOUISVILLE, KY (July 8, 2008)—The National Kitchen & Bath Association announces GE Monogram sponsorship of a new award category in the NKBA Design Competition, which is the most prestigious competition for designers in the kitchen and bath industry. Recognizing the importance of sustainability in kitchen design, the Best Sustainable Kitchen Award will honor those designers who have created the most environmentally-responsible kitchens throughout the year.

“GE Monogram is proud to sponsor this new, important category in the NKBA Design Competition,” said Merrell Grant, GM of GE Monogram. “Acknowledging the need for more sustainable kitchens that include energy-efficient appliances and lighting, which help to reduce energy consumption in the home, GE Monogram is extremely pleased to recognize those designers who fully embrace sustainability by incorporating ‘green’ elements throughout their kitchens.”

“Sustainable products and design practices are of paramount importance to the National Kitchen & Bath Association,” added 2008 NKBA President Sara Ann Busby, CKD. “Well aware of the problems caused by the excessive use of natural resources—from landfill expansion to global warming—the NKBA is thrilled to work with GE Monogram in creating this new award, which will recognize NKBA designers who comprehensively implement energy, water, and materials conservation into their kitchen designs.”

In its 37th year, the NKBA Design Competition is open to NKBA members, celebrating their design skills in planning safe, functional, and personalized spaces. The 2008 competition received a record number of entries—nearly 600 projects from across the United States and Canada. A panel of nine NKBA-certified designers evaluates each project using five key criteria: visual appeal, creativity, elements and principles of design, presentation, and safety and ergonomics. The 2009 Call for Entries will be announced by the NKBA later this summer.

| continued on page 20 |

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## NKBA AND GE RECOGNIZE UPCOMING DESIGNERS

GE will once again sponsor the NKBA Student Charette, a competition that awards more than \$20,000 in scholarships to design students from NKBA Accredited and Supported colleges. Given a list of GE appliance specifications, the kitchen floorplan, and the homeowner's wish list, students are allotted only three hours to design the perfect kitchen that meets all the client's needs using the available appliances in the space provided.

"The NKBA Student Charette provides a terrific opportunity for the most gifted kitchen design students to show the kind of stunning kitchens they can create given specific requirements and very limited time," said NKBA Manager of Academic Relations Sherylin Doyle, AKBD. "Past winners have used the GE appliances as their inspiration to create contemporary kitchens based on the clean, curved lines of GE's stainless steel appliances or spaces with traditional elegance using GE appliances with paneled doors."

## SCRATCH-B-GONE AND RESTORE IT YOURSELF, INC. CONDUCT TRAINING TO CALL CENTER PERSONNEL AT VIKING RANGE AND SUB-ZERO/WOLF

CARLSBAD, CA—Restore It Yourself, Inc. is pleased to announce it has recently completed in-house training on SCRATCH-B-GONE to over 80 Call Center and Customer Service professionals at Viking Range and Sub-Zero/Wolf.

"We are very proud that Scratch-B-Gone has made such an impact to manufacturers and their customers in their ability to repair scratches, rust and stains from their Stainless appliances, sinks and grills. As the call centers are the first interface a customer often has to resolve these problems, the sharing of our knowledge and solutions is the perfect way to help those customers while helping to keep manufacturing costs down due to waste and markdowns" says Barry Feinman, President of Restore It Yourself, Inc and inventor of the Scratch-B-Gone system. "The Call Center professionals at these companies are now better prepared to assist their customers with direct knowledge and have had hands-on-training with actually removing their own scratches. Now they are better able to share their own experiences of using our Scratch-B-Gone kit on various surface conditions." Feinman said.

Scratch-B-Gone is now the appliance industry's only recommended solution for scratch related problems at manufacturing and during in-field installation and inspection. "We are honored to be recognized by most all of the OEM, parts houses and suppliers, and service companies as being their preferred solution to these costly and annoying issues. We will continue to bring safe and effective Restore It Yourself products for common pervasive problems facing customers and manufacturers alike" said Doug Gore, Director of Sales and Marketing.

If you have any questions or comments, please contact Restore It Yourself, Inc. at 888-889-9876 or on-line at [www.scratch-b-gone.com](http://www.scratch-b-gone.com). **RO**




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**CERC ANNOUNCES EXPANDED LEADERSHIP TEAM**



The Consumer Electronics Retailers Coalition (CERC) announced an agreement with e-Copernicus LLC. to create an expanded leadership team to provide staff support to the Coalition and build upon the long and dedicated work of the organization and its members.

CERC is a national organization of major consumer electronics retailers and general retailers who sell consumer electronics. CERC's membership also includes the leading retail industry trade associations including the National Retail Federation, North American Retail Dealers Association and the Retail Industry Leaders Association.

The team will be headed by Christopher A. McLean, who will serve as the new Executive Director of CERC. McLean is the former Administrator of the Rural Utilities Service, an agency of the U.S. Department of Agriculture. Chris has more than 15 years of experience as a Capitol Hill staffer and legal counsel.

Acting as the key link in a seamless transition of the new team will be Robert Schwartz. Schwartz who is a partner in the law firm Constantine Cannon LLP will continue his critical role as Counsel for all CERC related activities with members and partners. To further enhance coordination and communication with State Retail Associations, each a key partner in CERC's past success, the team will receive input from James Otto.

Otto will continue in his present role as President of the Nebraska Retail Federation but will also advise the team on how to best assist State Retail Associations. Otto has dealt with many of the issues CERC is facing at the state level, including advanced recovery fee efforts on e-waste, digital transition and E-911 fees on pre-paid cellular concerns.

Another addition is Gregory L. Rohde. Rohde is the former Assistant Secretary of Commerce having served as Administrator of the National Telecommunications and Information Administration (NTIA). Rounding out the new team is Glen Cooney. Cooney previously worked at the public relations firm Edelman Worldwide as well as the Republican National Committee.

CERC is deeply involved in the effort to help Americans successfully transition from analog to digital television. CERC also supports national e-waste recycling legislation to encourage and facilitate the reuse and recycling of discarded electronic products as well as a host of other issues which affect the affordability and availability of consumer electronics products.

"It's indeed an honor to work with an organization which represents some of America's greatest companies. CERC members are leading the information revolution by providing the technology products to consumers that bring enjoyment, productivity, entertainment and information into our daily lives." McLean said.

Paula Prah, CERC Chair and Vice President of Communications and Public Affairs for Best Buy, said "as the DTV transition date approaches we are committed in our efforts to fully engage and inform policymakers and consumers on the DTV transition, e-waste and other related issues. The new CERC team carries forward a tradition that has made the organization a trusted voice on consumer electronics policy."

*The Consumer Electronics Retailers Coalition is a public policy issue organization consisting of the major specialty retailers of consumer electronics products and retail associations. CERC members include Amazon.com, Best Buy, Circuit City, K-Mart, RadioShack, Sears, Target, Wal-Mart, and the leading retail industry trade associations—NRF, NARDA, and RILA. Visit: [www.ceretailers.org](http://www.ceretailers.org).* **RO**



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## CONGRATULATIONS TO THE FOLLOWING:

### JOEY KITABAYASHI—CAPITOL RANGE

I am pleased to announce that we have promoted Mr. Joey Kitabayashi to Vice President of Engineering. Joey will work closely with Rafael Romero who retains the position of Executive Vice President of Engineering.

Joey will report directly to the Chairman/CEO and President. He will lead the creation and launch of all new products, and will set engineering policies and protocol to ensure that the department is run efficiently.

Joey comes to Capital with decades of engineering experience, most recently with Dacor Appliances where he developed and/or co-developed a slew of successful products, such as wall ovens, duel-fuel ranges, warming drawers, ventilation hoods, etc.

His keen reputation as an appliance expert and leader in his field of engineering helps Capital take a giant leap forward in creating new and exciting innovations, and further improving the quality of our products.

Please congratulate him in his new leadership position.

Sincerely,

Rich Kalsi

### MICHAELA KERTTULA—U-LINE

U-Line announces that Michaela Kerttula has joined the company as brand manager. A member of U-Line's marketing team; Kerttula's responsibilities include developing all sales, marketing and merchandising materials; developing and implementing annual national advertising campaigns; overseeing public relations; and coordinating special corporate events and meetings. Most recently project manager at Hanson Dodge Creative in Milwaukee, Kerttula has 10 years experience at various marketing agencies with positions in public relations and account service. Kerttula is a graduate of the University of Wisconsin-Green Bay and holds a Bachelor of Arts degree in communication processes with emphasis in public relations.

### NORTH AMERICAN DISTRIBUTION EXPANSION—BERTAZZONI

Bertazzoni, a leading Italian manufacturer of precision-engineered kitchen appliances, announces the expansion of its North American distribution network. Significant growth of Bertazzoni's existing partnerships with Eastern Marketing Corporation, Almo Corporation and Pace Distribution Group expands Bertazzoni's product availability throughout the United States—thereby strengthening its already excellent dealer network. Bertazzoni products are now available in over 500 high-end appliance dealers throughout Canada and the United States.

"A carefully-selected group of outstanding distribution partners forms the backbone of Bertazzoni's success in the North American market," shared Paolo Bertazzoni, the company's fifth generation president. "I am delighted to continue to enhance these valuable partnerships and further grow our presence in the North American luxury appliance market. We look forward to great success in these exciting new ventures." **RO**

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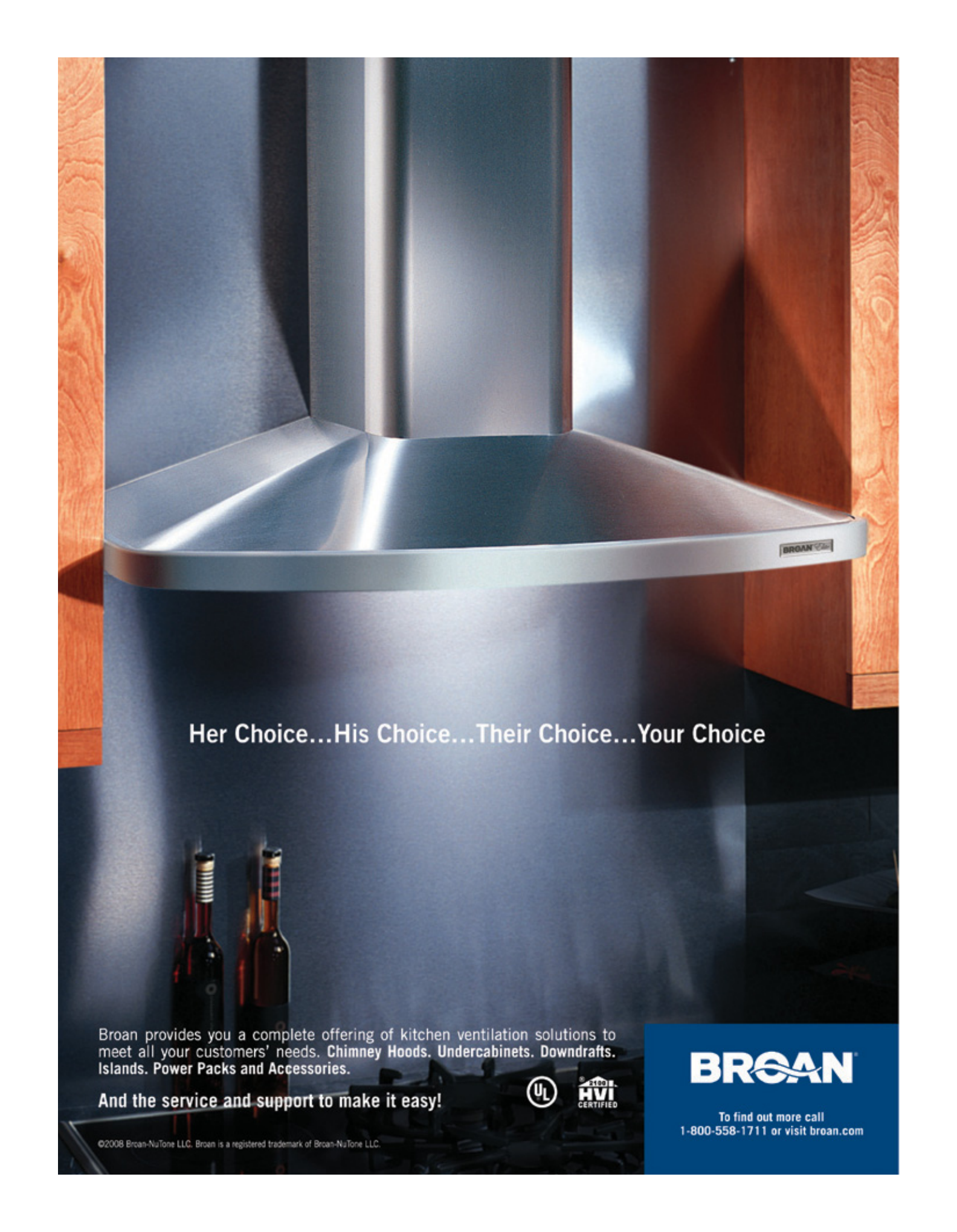
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## BLUESTAR'S SAN FRANCISCO / BAY AREA LAUNCH DRAWS A PACKED HOUSE

ACCLAIMED CHEF MARCUS SAMUELSSON HOSTS INTERACTIVE COOKING  
EVENT FOR ENTHUSIASTIC CROWD

SAN FRANCISCO, CA, JUNE 26—BlueStar™, manufacturer of high-performance gas ranges and cooktops for the residential market, teamed up with renowned chef Marcus Samuelsson, to host a live cooking event for a standing room-only crowd of 150 BlueStar consumers, retailers, architects, designers, and local press, marking BlueStar's official San Francisco/Bay Area launch.

Held in San Francisco's SOMA district, Samuelsson prepared hand-picked recipes from his newly opened, New York-based Merkato 55 restaurant for the enthusiastic crowd. As a BlueStar owner himself, Samuelsson demonstrated how BlueStar commercial-quality ranges can take cooking in the home kitchen to an entirely new level.

"One of the great things about cooking on a BlueStar at home is that—just like with a restaurant stove—the open burner design allows you to cook directly on the flame," says Samuelsson. "That high heat does wonders for conserving flavor while cooking." According to Samuelsson, most restaurant entrees taste better than those cooked at home largely because most stoves made for the home do not allow the type of high heat cooking essential to maximizing flavor.

Guests had the opportunity to sample the chef's creations—and test the performance of a BlueStar range—for themselves. The packed room divided into groups of 10 around BlueStar ranges and, under a chef's tutelage, tried



out the stoves themselves—cooking beef stir-fry served with Ethiopian Injera bread and delectable Chocolate Pancakes.

For people who want to reproduce the kind of cooking they experience in restaurants, a high-performance stove is essential. Notes Chef Samuelsson, "BlueStar stoves reach 22,000 BTU's, but they also have a simmer that turns down to 130 degrees. It's the closest thing you can get to bringing a restaurant stove to the home. In fact, my latest cookbook was cooked entirely on my own BlueStar range in my home."

For information about BlueStar, please visit [www.bluestarcooking.com](http://www.bluestarcooking.com). **RO**



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## MANUFACTURER NEWS



### VENT-A-HOOD ANNOUNCES NORTH TEXAS SCHOLARSHIP RECIPIENTS

Vent-A-Hood®, the company that created the modern residential range hood, has announced the recipients of its 2008-2009 Vent-A-Hood Scholarship Fund. The ten students are graduates of North Texas high schools and each received a one-year scholarship in the amount of \$2,000.

Of the ten students, five of the recipients have family members that are employed at Vent-A-Hood. The Vent-A-Hood Scholarship Fund is available through the Communities Foundation of Texas.

“Each of these recipients is deserving of this scholarship,” said Blake Woodall, director of sales for Vent-A-Hood. “These are exceptional students and we look forward to seeing all they will accomplish. It’s an honor to give back to the students and families in the North Texas community.”

#### THE 2008-2009 VENT-A-HOOD SCHOLARSHIP RECIPIENTS:

Marta Alemu— <i>Dallas, Texas</i>	Lauren Ausama— <i>Plano, Texas</i>
Tory Barringer— <i>Fort Worth, Texas</i>	Kimberly Cook— <i>Coppell, Texas</i>
Phillip Jacobs— <i>Dallas, Texas</i>	Lauren Jacobs— <i>Dallas, Texas</i>
Amanda Middlekauff— <i>Dallas, Texas</i>	Mai Pham— <i>Arlington, Texas</i>
Diana Santillan— <i>Dallas, Texas</i>	Katelyn Seloff— <i>Carrollton, Texas</i>



### SUB ZERO 601 PRODUCT AVAILABILITY UPDATE

This fall, Sub-Zero is changing over to a highly anticipated new built-in refrigeration line. The all refrigerator and all freezer models in this new line will be 84” tall with the grille on top of the unit, and have different panel sizes than the existing 600 series. As you know, the existing 600 Series all refrigerator and all freezer models have a height of 73” and the grille below the door.

To accommodate your designs using 601 models, we will continue to offer the 601R, 601RG and 601F through mid-2009. This will also serve customers needing replacements for 201, 501 and 601 models. Keep in mind that the 201, 501 and 601 door panels are identical in size.

You will need to be sure to order the correct model number as we will be offering two lines of Built-In all refrigerator and all freezer models. Below is a list of the new built-in all refrigerator and all freezer models, and the corresponding 600 Series model numbers.

<u>NEW BUILT-IN (84” HEIGHT)</u>	<u>600 SERIES (73” HEIGHT)</u>
BI-36R	601R
BI-36RG	601RG
BI-36F	601F

Please contact your Sub-Zero and Wolf Regional Showroom with any questions. **RO**



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## THE WS 13500—A STRAIGHT FORWARD APPROACH TO STORAGE PERFECTION

LIEBHERR'S NEW WINE STORAGE CABINET FOR THE TRUE COLLECTOR

Wine drinkers have different palettes and preferences when choosing and serving wine. Wine collectors have a whole other set of criteria for fine bottles that goes beyond serving a pinot noir at 60° F. Temperature, humidity, vibration and light are the most important elements of wine storage, and Liebherr's new WS 13500 clearly addresses all four areas with the best storage and preservation conditions in mind.

Bringing expertise in commercial wine cooling and storage to the residential market, Liebherr's WS 13500 is a single temperature zone unit with an accurate electronic control system that can be set to the degree required in the range of 41° to 68° F or 5° to 20° C. This wide range makes the control suitable for all reds, whites and champagne. As a true wine storage unit (and not just a refrigerator) the WS 13500 also has heating capabilities to maintain accurate temperature when the location of the unit is colder than the desired set temperature.

In addition to the constant temperature feature, the ideal climate is also created with exceptional air quality. Liebherr's design uses re-circulated forced air cooling and a permanent fresh air supply via an easily exchangeable activated charcoal filter. Humidity is set between 50 and 80 per cent in this unit to allow wine to breathe as it matures and to keep corks supple.

With stainless steel surround and an integrated lever handle, the WS 13500 fits beautifully into any home environment as a freestanding unit or a built-in. It is, however, particularly well suited to wine cellar environments where the wine enthusiast keeps an inventory of bottles preserved long-term. Specially developed, quiet compressors ensure that the unit has the lowest vibration possible because fine wines love peace and quiet as much as anyone! Two of the five wooden shelves are fixed to limit movement, while three shelves on are



on smooth telescopic rails for easy bottle access. And, low light is preferred for long term storage, but the double-glazed door filters unwanted and damaging UV rays just in case.

The WS 13500 is a convenient size at 65 ¼" high, holding 135 bottles and allowing the unit to be built-in with overhead cabinetry. It can also be used as a freestanding unit if the owner desires.

Driven by innovation and characterized by sophisticated, fresh design, Germany-based Liebherr Corporation brings the best of Europe to the refrigeration category in North America. As the worldwide leader in environmentally responsible refrigeration, Liebherr provides outstanding built-in, free-standing, and fully integrated refrigeration and wine storage units. **RO**



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# Reinventing the 36" refrigerator.

This is what happens when you leave Liebherr engineers and designers alone in a room with a fridge. Leading design and innovation now exists in the 36" size category with the introduction of the new 2062 Series of high performance refrigerators available in freestanding and integrated models.

Unique LED light columns and LED drawer lights illuminate almost 20 cubic feet of storage capacity. The dual refrigeration system, with two separate variable speed compressors, provides superior and consistent cooling in the most energy efficient manner possible. And the elegant French doors coupled with double freezer drawers make it a kitchen showpiece.



[www.liebherr-appliances.com](http://www.liebherr-appliances.com)

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Design, Quality and Innovation

**DCS BY FISHER & PAYKEL EXPANDS LIBERTY COLLECTION**

DCS by Fisher & Paykel continues to revolutionize the possibilities of outdoor kitchen performance and design with the latest expansion of its Liberty Collection, including the launch of its new corner island kitchen units.

Now, DCS is bringing greater versatility to its Liberty Collection island design with the new stylish corner units and the inclusion of multiple refrigeration units. Your customer's pursuit of outdoors cooking happiness just got a lot easier due to the expanded choice of Liberty Collection components available. You can adapt the shape of their outdoor kitchen to match available space and include all of the kitchen capabilities they desire.

Outdoor cooking has already reached a new level of professional performance with the Liberty Collection outdoor island kitchen, but now DCS by Fisher & Paykel has added sleek modern styling and design versatility to match. Limited space in your outdoor kitchen will no longer be an issue with the new corner island kitchen units. The corner configuration provides more than adequate spacing between whichever suites of outdoor cooking components you choose. Other impressive aspects of the new design are the ample countertop preparation area and storage space.

The new curved island design option also further enhances the interactive experience of outdoor cooking for the chef and guests, enabling everyone to easily watch and participate in the meal's preparation. The three stainless steel 30-inch Liberty Collection pieces—the All-Grill, Side-Burner Sink and Dual Side Burner/Griddle units—are available with optional carts on casters bringing you the freedom to create your ideal outdoor kitchen and have it ready for tonight's barbecue.

Overall cooking performance is what really sets the Liberty Collection apart. The All-Grill unit features two independent burners each capable of 25,000 BTU, a patented DCS Grease Management System® that reduces flare-ups by effectively keeping oil and grease away from the flame as you grill, and Ceramic Radiant technology that ensures the cooking surface has an even heat distribution. The grill also has a "Sear" setting that delivers intense heat to achieve a true restaurant quality sear. You can cook anything from delicate fish to steaks with delicious results.

The Side-Burner Griddle includes two sealed burners (17,000 BTU each) and a stainless steel griddle (12,000 BTU). The Side-Burner Sink combines two sealed burners (17,000 BTU each) with the convenience of having an outdoor sink. No more having to go back indoors to wash your hands or to fill pots.

The convenience of having a drawer refrigerator and ice maker is now coming to your outdoor kitchen as part of the expanded DCS by Fisher & Paykel offering. The new refrigeration pieces fit perfectly into the Liberty Collection, any other built-in island or freestanding. The dual refrigerator drawer—measuring 24 inches wide and 34 inches tall with 5.6 cubic feet of interior space—has a number of inviting features such as an extra deep lower drawer to enable vertical storage of two-liter containers and wine bottles, a fault system that operates in real time to actively maintain optimal preservation conditions and easy to use digital touchpad controls and LED display. It can fit simply into your outdoor kitchen design.

The DCS Ice Maker is also an impressive asset for your outdoor kitchen, particularly during the hot summer months. The compact ice maker—which measures 15 inches wide by 34 inches tall—can produce and deliver up to 35 pounds of clear, restaurant quality ice per day for any occasion.

The DCS Outdoor Beer Dispenser delivers the perfect enhancement for your outdoor entertaining. The draft arm, hoses, regulator, CO<sub>2</sub> tank, drip tray, interior floor shield all come with the 24-inch dispenser. All you need to do is add the beer as the tap holds ½ and ¼ kegs. **RO**




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## TWO OVENS IN ONE SINGLE WALL OVEN SPACE?

THE EXCLUSIVE AND REVOLUTIONARY GE PROFILE™ SINGLE/DOUBLE WALL OVEN MAKES CULINARY HISTORY

**LOUISVILLE, KY**—GE has done it again. The company that invented Advantium® and Trivection® speedcook technology has now introduced the industry's first single/double wall oven that can cook two dishes at two temperatures at the same time. The GE Profile 30-inch single/double wall oven makes juggling multiple dishes a breeze.

OFFERS THE LARGEST TOTAL SINGLE/DOUBLE WALL OVEN CAPACITY ON THE MARKET

The new GE Profile 30-inch single/double wall oven fits two ovens into the space of a single standard wall oven, providing room to evenly roast a 22-pound turkey in the 2.8-cubic-foot lower oven. At the same time, accompanying dishes can be prepared at a separate temperature in the 2.2-cu.-ft. upper oven, so casseroles, trays of hors d'oeuvres, or breads can be served at their peak. The upper oven is so large, in fact, that it can easily hold two 10-1/2 inch by 14-3/4 inch casserole dishes. With a total 5.0-cubic-feet of capacity, it's the largest oven of its kind.

Designed for a high level of flexibility, the lower oven features the PreciseAir™ convection system for restaurant-quality results. GE's exclusive reversing-fan technology allows optimal heat circulation and temperature accuracy to ensure deliciously browned, evenly baked foods. The convection system itself takes up very little

space—to provide ample space for cookie sheets, roasting pans and large bakeware. In addition, a slow-cook mode offers four settings—pork, poultry, beef, and stew—to deliver ideal conditions for specific meals with no separate slow-cooker required.

In the upper oven, the GE pizza mode prepares fresh or frozen pizzas to the desired level of crispness. Fresh vegetables and other savory side dishes—even an alternative entrée—can be prepared while the main dish bakes with no need to compromise on cooking temperatures.

OFFERS THE ULTIMATE IN STYLE & INNOVATION

As beautiful as it is powerful, the single/double oven has stainless steel doors, handles and trims, with glass touch controls hidden inside the upper oven door for a sleek, modern appearance. It is this unique control placement in the oven door that frees up valuable space often occupied by a standard control panel so that two usable ovens are possible in the space of a single 30-inch wall oven.

The design creativity extends to the self-cleaning oven racks that can remain in the oven during the self-clean cycle. The 30-inch single/double oven has an estimated retail price of \$2799 (reseller determines own resale price) and will be available October 2008. **RO**





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**FOSTERING EMPLOYEE DEVELOPMENT CRITICAL TO MAINTAINING TOP TALENT IN RETAIL ORGANIZATIONS, LIPPMAN ADVISES**

High-caliber retail talent is scarce and difficult to attract, but merchants can—and should—take steps to buck the trend, advised Lloyd A. Lippman, founder and CEO of Career Management, a retail, direct mail and e-commerce executive search firm with offices in East Brunswick, N.J. and Manhattan.

“Part of the reason there’s a scarcity of talent is that retailers and manufacturers simply aren’t investing in the ‘best and brightest’ candidates being produced by colleges and universities today,” Lippman told attendees at a recent American Apparel & Footwear Association conference at the Fashion Institute of Technology (F.I.T.) in New York. “Additionally, executive training programs—from which many of today’s talented and successful retail leaders have graduated—are not as prevalent now as they were 15 or 20 years ago, when so many more companies focused on developing leaders for the future.”

In a panel discussion on making the hiring of talent a strategic priority, Lippman noted that current retail training programs do not include sufficient cross-training to produce the caliber of executives that are the tomorrow’s true merchants and leaders. Other panelists included Nancy Straface, vice president, human resources, Loehmanns; Roy Cohen, vice president, human resources, Tween Brands (operator of Limited Too and Justice stores); and Aida DeColli, executive vice president, human resources, Jones Apparel Group, Inc. Joan Volpe, managing coordinator, The Center For Professional Studies at F.I.T., moderated the session.

In the past, he said, trainees spent time in stores, meeting and learning to understand customers, as well as working in the merchandising and planning areas. They subsequently applied what they had learned to satisfying customers’ needs. “Now, executives rely upon demographics, merchandising statistics, and last year’s results to lead their companies,” asserted Lippman, who also serves as an adjunct professor at F.I.T., where he teaches a course on retail leadership skills. “They have seemingly forgotten the essence of the business—consistently touching and understanding customers and, acknowledging that without them, nothing happens. But leaders must have a vision for the future that they can communicate to their organization on a regular basis.”

Lippman believes retailers must search within their own organizations for talented individuals and take all necessary steps to foster their development. “The real talent today is working in your own company, but they are not being trained, challenged, recognized, motivated or mentored to be the best that they can be,” he stated. He advised merchants to consider internal candidates who may not have the specific experience necessary to fill a given position, but are intelligent, in sync with their companies’ beliefs and values, and have potential that could be maximized with the proper training and mentoring.

Quality candidates can also be found within competitors’ ranks. Many of these individuals may prove difficult to recruit because they feel secure, productive and appreciated for their contribution to their companies’ success. Thus, attracting the “best and brightest” from other organizations requires a willingness to assign to prospective employees the responsibilities and authority that fits the job title. Being creative with

| *continued on page 38* |



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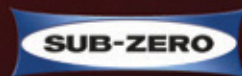
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compensation and offering security in the form of sign-on bonuses, performance bonuses, stock options, grants and severance agreements is equally critical, according to Lippman. "When retention is above average, customer satisfaction, productivity, and profitability also tend to be above average," he said.

Once top-tier talent has been recruited, retailers must enlist strategic measures to retain it. Although compensation plays a role in attrition, employees are far more concerned with the level of fulfillment they get from their jobs. Statistics bear this out, Lippman said, noting that 41 percent of executives who participated in a recent survey by Robert Half International deemed limited career growth their rationale for seeking employment elsewhere. By contrast, only 15 percent of individuals queried cited salary and benefits as a viable rationale for leaving a job.

"Employees also feel that working with an understanding supervisor or manager in a cooperative and trusting work environment is important," Lippman observed. "They care about their work and how it fits into their lives."

Lippman urged organizations to focus on ensuring that the candidates they select are a good match for the job in question, as well as for the culture of the hiring company. Additional key measures for retention include being clear about what is expected of employees; providing personnel with the materials and equipment needed to perform their jobs successfully; and ensuring that employees are assigned to managers who care about them and their success. Retailers should also surround talented employees with co-workers who have a similar drive for quality and success, as well as provide opportunities for staff members to learn and grow.

"It is up to each company to be more than competitive when it comes to investing in the future of their organization," Lippman concluded. "Being able to attract the best and the brightest is like a magnet: once retailers have these individuals on board, more of the same will follow."

#### ABOUT CAREER MANAGEMENT

Founded in 1978, Career Management specializes in executive recruitment for all segments of the retail, catalog and e-commerce industries. With offices in East Brunswick, N.J. and New York City, the firm assists a wide variety of clients across the country, fulfilling talent needs at many levels, ranging from corporate senior management to field and store management. All associates at the firm have prior hands-on experience in the retail industry. For more information, visit [www.careers4retail.com](http://www.careers4retail.com) **RO**



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Viking® Chocolate (CH)

## CULINARY COORDINATED

24 Exclusive Finishes for the Entire Kitchen  
(or Just as a Garnish)

Imagine trying to whip up a fabulous meal using only one ingredient. With a full 24 colors in your designer pantry, we invite you to write your own recipe for a one-of-a-kind kitchen. Whether you choose complete Culinary Coordination or just a splash of color, you now have an extensive Viking palette to call upon.



Chocolate, Pumpkin, Plum, and Sage are just some of the classic flavors now available as exclusive Viking finishes.



**RETAILERS OBSERVED**

**UNIVERSITY ELECTRIC HOSTS NKBA NORTH AND NARI SILICON VALLEY CHAPTER MEETINGS**

In 1919, while a student at Santa Clara University, Jacob Heintz started wiring homes for local residents and supplying them with lighting fixtures and electrical appliances. Today his family continues to serve the Bay Area as its largest, most complete dealer of kitchen and laundry appliances.

This family-run business knows how to succeed in these

uncertain times for retailers. With Brand Source on their team and a great knowledge of their product and market they are known to treat their customers and specifiers to many great events. Below are photos from two, the NKBA Northern California Chapters event in June and the NARI Silicon Valley Chapters in July. **RO**



Jim Heintz, University Electric; Patricia Brown, President NKBA North Chapter; John Schmidt of GE



University Group John Dragovic, Jacob Heintz, Adam Heintz, Jack Heintz, Jim Heintz, John Schmitt (GE rep.), John Griffiths, Gregg Yeager



Dacor chefs prepared gourmet sliders and chocolate chip cookies for the NARI group



**UNIVERSITY ELECTRIC**  
HOME APPLIANCE CENTER



Debbie Mackey, NARI Silicon Valley Chapter President



Mike Heintz University Electric with Martin Lipman and Bob Hostetler of Riggs Distributing at the NKBA North event



Gary Ritchie of VAH and Linda Clare of Purcell Murray at the NKBA function

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## CONVENIENT MODULAR ACCESSORY SYSTEM KEEPS THE COOK OUT OF THE KITCHEN

FUEGO GRILLS OFFER NEW ACCESSORIES THAT MAKE A STRONG DESIGN STATEMENT

Fuego North America's revolutionary new products are as adept at challenging traditional aesthetics as they are at functionality; each grill features a unique Modular Accessory System that keeps the chef in the backyard, and not dashing to the kitchen, away from the guests.

In addition to the teak and slate countertops, which can accommodate food, glasses, and elbows, the Fuego 01 and 02 each feature a matrix of round holes in their sleek stainless steel side panels. These are the heart of the Modular Accessory System, as they let the user simply peg accessories directly to the Fuego.



Accessories Include:

- Paper Towel Holder
- Ceramic Tray Set
- Beverage Bucket
- Spice/Accessory Jars
- Large Cooking Lid

The accessories help prevent the need for commuting to the kitchen by keeping necessary items at one's fingertips and serve to advance the original Fuego mission: making the grill a social hub for outdoor entertaining.

ABOUT FUEGO:

Fuego North America designs and manufactures products that challenge the status quo in outdoor entertaining. The company has created a modernist rethink of the grilling experience, providing the best in functionality, technology and style. With pioneering designs that are original, innovative and bold, Fuego offers products that create the ultimate outdoor social hub. The Fuego grills have received international recognition, such as the iF Product Design Award and Chicago Athenaeum Good Design Award and IDEA (International Design Excellence Award). For more information about Fuego grills, the company, and its people, contact Fuego North America at 888.88.FUEGO, or visit [www.fuegoliving.com](http://www.fuegoliving.com). **RO**

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**GET IT WHILE IT'S HOT.** Part outdoor furniture and part grill, it functions as an entertainment hub as well as a place to prepare a memorable meal. The Patented Quick Change Drawer System allows for cooking with charcoal, gas or gas-fired infrared. With streamlined functionality, Fuego delivers it all. Just one of the reasons we received **The Vesta Award: 2008 Best Gas Barbecue.** Check out our modernist rethink of outdoor living at [www.fuegoliving.com](http://www.fuegoliving.com) or call 888.88.FUEGO.



## MIELE RECEIVES PRESTIGIOUS ROBB REPORT "BEST OF THE BEST" PRODUCT AWARD

MIELE IS "BEST OF THE BEST" IN APPLIANCE CATEGORY FOR ITS SUPER LARGE CAPACITY LAUNDRY



Miele's super large capacity Honeycomb Care™ laundry system has been awarded the top honor in the Robb Report's "Best of the Best" issue featuring the "Best" products for affluent lifestyles.

The Robb Report "Best of the Best" issue is currently in its 20th year of compiling the finest examples of technology, exclusivity and overall quality in the luxury market. "Miele has always been known for its top-of-the-line washers and dryers, but because the products are geared to a mostly European audience, they traditionally have been sized for smaller loads," said Bruce Wallin, Editorial Director, Robb Report. "The new Miele appliances represent a rare breed that combines the best of both worlds: large-capacity washers and dryers that are gentle on your clothes."

"Best of the Best—I think that says it all," said Paul McCormack, Senior Marketing Manager at Miele. "We are honored to be selected by the Robb Report. Miele continuously strives to make the best, most innovative home appliances in the world—and it's a tremendous reinforcement of those efforts when industry experts concur," concluded McCormack.

### SUPER LARGE CAPACITY HONEYCOMB CARE™ LAUNDRY

The Miele Honeycomb Care™ laundry collection easily and safely launders a wide range of clothing including woolens, silks and other delicate fabrics once washed by hand or sent to a dry cleaner. Intuitive MasterCare™ technology, available on the top-of-the-line W 4840 model, adds an enhanced program selection to optimize the care and cleaning of outerwear, comforters, dress shirts and much more. Consumers no longer have to know the temperature or spin speed—Miele's Honeycomb Care™ laundry is programmed by clothing type—so a user selects the type and the machine already knows how to effectively clean them.

Miele has achieved more than 10 patents for the Honeycomb Care™ system's technological advancements—increasing its longevity, cleaning performance, energy savings and quiet, stable operation. A few of these patented features include: the Honeycomb Drum™ that is proven to extend the life of clothing four times longer

than other washers; a new aerodynamic lint filter on the super large capacity dryer that reduces the total dry time by keeping a continuous airflow; and, the optional appliance stand / storage drawer with a patented shelf for setting laundry baskets at the perfect height for sorting and folding.

### MIELE AND THE ENVIRONMENT

Miele has a long history of environmental leadership. Every detail is considered from the production process and shipping, to household use and to the appliance's ultimate disposal. Miele's production facilities operate to strict DIN EN ISO 14001 environmental performance standards and Miele recently signed the CECED code of conduct to support human rights and environmental protection globally. In operation, Miele constantly strives to make every product respect our natural resources. As an example, since 1990 Miele has reduced water consumption by 42.4% and electricity by 29.2% in domestic washing machines. The same environmental ingenuity has been applied to domestic dishwashers where in the last 15 years water consumption has been reduced by 50.3% and energy use cut by 33.8%. Additionally, from 1990-2002 advancements in Miele oven technology led to a 29% reduction in energy consumption. Miele's active leadership role in global organizations like the International Electrotechnical Commission (IEC), Energy Star® (the partnership program backed by the US Environmental Protection Agency and the US Department of Energy), the Association of Home Appliance Manufacturers (AHAM) and others demonstrate the company's serious position regarding the protection of our global environment.

An unprecedented quality pledge guides Miele to produce appliances that are designed to last for 20 years of continuous use—far longer than the average. And their high metal content and clearly marked plastic components are ready for recycling once the product's useful life is complete—reducing landfill waste and conserving raw materials for future generations.

For further information, please visit [mielepressroom.com](http://mielepressroom.com) and download the Miele Sustainability Report. [RO](#)



## Claim your Independence™

A liberating blend of accessibility, functionality and modular design, Miele's all new Independence™ Series puts the *cool* back in cooling appliances. Featuring intuitive MasterCool™ touch controls, patented Wi-Fi RemoteVision™ technology and a TLC Installation System™ guaranteed to save time, labor and cost, the Independence™ Series offers you, and your clients, remarkably innovative solutions. Independence™ by Miele... giving you the freedom to choose. ☎ 800.843.7231 📱 [miele.com](http://miele.com)



The 20-20 Miele catalog is now available.



**Miele**

Anything else is a compromise

## NKBA MASTERCLASS CONFERENCE: INDUSTRY PERSPECTIVES CO-LOCATED WITH GREEN + DESIGN CONFERENCE AND EXPOSITIONS

MasterClass Conference 2008: *Industry Perspectives* will be held October 1-2 at the Georgia World Congress Center in Atlanta in co-location with the Green + Design Conference and Exposition produced by Nielsen Business Media. MasterClass Conference is a high-end educational symposium hosted by the National Kitchen & Bath Association (NKBA) that offers attendees engaging sessions and discussions with accomplished, world-class industry professionals who are masters in their fields.

The Green + Design Conference, the industry's most comprehensive educational and trade event focusing on integrating the principles of sustainability into project designs, will be held October 2-3, 2008. The Green + Design Conference and Expo focuses on implementing the principles of sustainability into commercial, hospitality, residential and retail design.

This year, MasterClass Conference will be held for a day and a half, giving industry professionals direct access to presenters. Each day will feature speakers. On October 1, there will be roundtable discussions, as well as an evening reception. This year, attendees can look forward to topics including sustainability and universal design, among others.

Pricing for MasterClass is \$350 for NKBA members, \$450 for non-members, and \$200 for NKBA student members. For the same price that they would ordinarily pay to attend MasterClass, non-members can attend the event and enjoy all the other benefits of NKBA membership by becoming members. To do so, non-members simply pay the \$350 member price, plus a \$100 membership application fee. Registrants of MasterClass are also invited to attend the Green + Design Conference for a reduced rate of \$99.

The National Kitchen and Bath Association awards Continuing Education Units (CEUs) to certified members who complete educational seminars and conferences. To maintain their certifications, NKBA members need to earn a total of 10 hours of education (or 1.0 CEUs) every two years. The NKBA's MasterClass Conference qualifies for 0.2 CEUs per session.

Registration for MasterClass will be available through the Green + Design online registration system at [www.greendesignexpo.com](http://www.greendesignexpo.com).



For more information on MasterClass, please contact NKBA Customer Service at 800-THE-NKBA (800-843-6522) or at [feedback@nkba.org](mailto:feedback@nkba.org).

The NKBA is currently developing marketing partnerships for this popular conference. For more information, please email [sponsorship@nkba.org](mailto:sponsorship@nkba.org). For information regarding Green + Design Conference and Expo, please contact Mary Ann Denton at [maryann.denton@nielsen.com](mailto:maryann.denton@nielsen.com).

The Green + Design Conference and Expo is produced by Nielsen Business Media, a part of The Nielsen Company. Nielsen Business Media is a

leading market-focused provider of integrated information and sales and marketing solutions, helping businesses go to market more effectively and efficiently. For information regarding Green + Design Conference and Expo, please contact Mary Ann Denton at [maryann.denton@nielsen.com](mailto:maryann.denton@nielsen.com).

About the National Kitchen & Bath Association The National Kitchen & Bath Association (NKBA) is a non-profit trade association that owns the Kitchen/Bath Industry Show & Conference (K/BIS®). With over 40,000 members, the NKBA has educated and led the kitchen and bath industry for more than 45 years. The mission of the NKBA is to enhance member success and excellence, promote professionalism and ethical business practices, and provide leadership and direction for the kitchen and bath industry. For more information, please visit the NKBA Press Room at [www.nkba.org/press](http://www.nkba.org/press) or call (800) THE-NKBA.

### ABOUT NIELSEN BUSINESS MEDIA

Serving more than 30 industries spanning entertainment, media and marketing, retail, travel and performance, and design, Nielsen Business Media provides business-to-business products and services in print, online and face-to-face. With 40 publications, over 135 trade shows and conferences, and 195 digital products and services, Nielsen Business Media offers insight, analysis and contacts to help professionals better understand their markets, serve their customers and grow their businesses. **RO**



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Available in 30" and 42" sizes!  
Plus Carts and Island  
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# BRAND SOURCE

## 2008 Convention and Buying Fair



**SUCCESS**  
Vision. Courage. Perseverance.

The Brand Source 2008 Convention and Buying Fair will focus on the premise of “What Got You Here Won’t Get You There.” Shift Happens, and today’s consumers are rapidly moving away from traditional advertising media and moving to the Internet for information.

In a recent survey of condominium complexes, 75 percent of the delivered yellow pages books were left outside and unopened. That startling number underscores the dramatic changes in consumer information searching habits, away from the yellow pages and towards the Internet.

All surveys show over 70 percent of today’s consumers buying major appliances and consumer electronics go to the Internet first to research the latest in technology, energy use and what the latest and greatest products available are today.

Brand Source, with the launch of the all new BrandSource.com destination Ecommerce web site begins to demonstrate the emphasis Brand Source is placing on bringing its membership on par with the best of the best in on line shopping aids and product knowledge and support.

During the Brand Source University educational seminars Brand Source members will discover how to use key word on line advertising and how to buy right under the Brand Source national program umbrella, saving Brand Source members time and money.

A new interactive member information area, called the Brand Source Backroom, uses today’s latest technology to assist Brand Source members in locating current group and suppliers promotions, by adding a search function never before available.

Members can choose to have a shopping cart on their individual web sites and these will be managed by appliance and electronics experts with 24/7 customer service phone support for potential consumers. In addition, interactive product experts will be available on the Brandsource.com web site and on over 4,000 member sites.

### NATIONAL SERVICE NETWORK

In addition to the changes made on line, Brand Source has fully developed its national service initiative, Brand Source Service, designed to bring profitability back into the independents service departments. Brand Source Service offers educational service programs that shows members where they are losing money in their current service department structure and where they can improve on service while adding profitability back into their service company. For example, first time completed service calls helps increase consumer satisfaction and company profits.

Today’s consumer finally has more than one choice in national service networks when major appliance service is needed. Brand Source Service is ready to service all brands of major appliances, both in and out of warranty. Brand Source Service initially was offered to Brand Source members and has expanded to independent appliance service centers across the country. The program offers members with parts discounts, uniform discounts, preferred vehicle leasing and purchase options, health care programs, business insurance programs, and many additional benefits that pay for themselves.

### FIRST TO MARKET WITH FREE GAS

Brand Source was the first national retailer to offer consumer gas card rebates over and above already programmed rebates in June in conjunction with General Electric dishwashers. The promotion provided consumers with both free installation and a \$50 gas gift card. To follow up on that promotion Brand Source launched a promotion that will last the balance of the year for a \$500 gas card weekly drawing for Brand Source members. Advertising will begin in national advertising circulars and members can advertise the weekly drawings in local advertising as well at no additional cost to the members. This is another win-win exclusive to Brand Source member stores and their customers. **RO**

# 2008 BRAND SOURCE CONVENTION AGENDA

## MONDAY, AUGUST 25TH

8:30 AM – 10:30 AM ...REGION/DIVISION MEETINGS

8:00am – 10:30am...Maytag Channel Meeting

8:30am – 5:00pm ..Brand Source Canda

8:30am – 10:30am... Great Plains/Michigan/North Central

8:30am – 10:30am... North Atlantic Region Meeting

9:30am – 10:30am... TriState Region Meeting

11:00am – 3:00pm ...Marta Meeting

11:00 AM – 2:30 PM ...Furniture Field Trip to Furniture Market

11:00 AM – 12:15 PM SEMINAR SESSION #1

- The New BrandSource.com
- Turning Green into \$GREEN\$
- Maximizing Profitability
- Market Touch Media

1:30 PM – 2:45 PM SEMINAR SESSION #2

- The New BrandSource.com
- Effective Online Advertising
- Increase Profit with Flat Pricing: Why You Need to Convert to Flat Rate Pricing NOW!

3:00 PM - 5:00 PM .....Convention Welcome/Stampede Specials – Event Center (Bally's)

5:00 PM - 6:30 PM .....The Stampede

8:30 PM – 10:30 PM ....Entertainment – Starship & Friends – Event Center (Bally's) Doors open at 8pm

## TUESDAY, AUGUST 26TH

6:30 AM – 7:30 AM .....Continental Breakfast

6:30 AM – 7:30 AM .....Brand Source Service Breakfast

8:00 AM – 9:45 AM .....Convention Opening – Event Center (Bally's)

10:00 AM – 11:15 AM SEMINAR SESSION #1

- Why Women Make or Break Your Business
- The New BrandSource.com
- Store Remodeling Basics with RESULTS that PAY YOU BACK!
- Who Let the Dogs Out—Innovative concepts to sell dated inventory

11:30 AM – 12:45 PM SEMINAR SESSION #2

- The New BrandSource.com
- Store Remodeling Basics with RESULTS that PAY YOU BACK!
- Effective Online Advertising
- Who Let the Dogs Out—Innovative concepts to sell dated inventory

12:30 PM – 7:00 PM ....Buy Fair

(Lunch is at your Leisure on the floor 12:30pm – 2:00pm)  
(Reception on Floor 5:30pm – 7:00pm)

2:00 PM – 4:00 PM .....Maytag Channel Session

## WEDNESDAY, AUGUST 27TH

6:30 AM – 7:30 AM ....Continental Breakfast

8:00 AM – 9:45 AM .....General Session & Speaker – Event Center (Bally's)

10:00 AM - 3:00 PM ..... Buy Fair – Paris Ballroom (Paris)  
(Lunch is at your Leisure on the floor 11:30am – 1:30pm)

10:30 AM – 11:45 AM SEMINAR SESSION #1

- The New BrandSource.com
- Turning Green into \$GREEN\$
- Your Parts Department: The Potential Piranha
- Maximizing Profitability

## PRIMETIME!

Make plans to attend the August 2008 ALL ACCESS PrimeTime! Kickoff on Sunday evening. In the past, the kickoff has included keynote addresses from titans of industry such as Gordon Bethune, clever insights from Nido Qubein, and even internationally acclaimed performance artist Michael Israel! You do not want to miss out on what we have in store for you this time! A Welcome Reception for both members and vendors will immediately follow.

### SPOUSE/GUEST TOURS

Experience Vegas your way with Nationwide. Nationwide has put together an experience for everyone—The Sight Seer. The Fashionista. The Connoisseur. The Lounger. So what's your pleasure? Options below.

#### OPTION 1: SEE VEGAS

*Around the World Tour*—Nationwide wants to take you 'around the world' this summer! Join us for an exclusive world tour with stops at some of the most renowned hotels in Las Vegas. Our tour bus will take you to:

- The skyscrapers of New York, New York;
- The Eiffel tower of Paris;
- The Gondolas at the Venetian;
- The Colosseum at Caesars Palace;
- The Pyramids at the Luxor;
- Plus, a special stop at a celebrated Vegas landmark
- Guide and lunch voucher will be included.

#### OPTION 2: SHOP VEGAS

*Hot Spots Shopping Shuttle*—Want to check out what's new on the Vegas shopping scene? We've got just the tour for you! Nationwide will take you to two of the area's hottest shopping experiences:

The Shoppes at the new Palazzo Hotel include Barney's New York, Tory Burch, Catherine Malandrino, and Fendi.

Town Square Las Vegas, where you'll find Sephora, Tommy Bahama, White House/Black Market, Banana Republic, plus more than 30 other retail shops, dining options and entertainment venues.



## KICKOFF

#### OPTION 3: SAVOR VEGAS

*Culinary Tour & Wine Tasting*—Together we'll sample an assortment of wines as selected by our venue's acclaimed wine sommelier. You'll also experience what life's like behind the scenes in one of Mandalay Bay's state of the art commercial kitchens. Light fare will be served to accompany wine selections.

#### OPTION 4: SOAK UP VEGAS

*Afternoon at the Beach*—Come have a little fun in the sun with Nationwide! And to help you enjoy the afternoon, we've filled a special beachside tote full of goodies including a complimentary pass to Mandalay Bay's Spa & Fitness Center. Now, doesn't that sound relaxing?

As always, spouses will be treated to breakfast and either an afternoon of leisure or one of our Nationwide Marketing Group sponsored tours on Monday, August 18th.

Limited space is available on these tours, so sign up as soon as possible to ensure your involvement. The Spouse program is held during vendor show hours and is intended specifically for spouses and guests of Nationwide Members and Vendors.

#### MANDALAY BAY RESORT AND CASINO

The glamour and glitz of Las Vegas awaits you as Nationwide takes PrimeTime! August 2008 to Mandalay Bay Resort and Casino. This lush resort in the south Las Vegas Strip area boasts the fifth largest convention center in the United States. In addition to 24 restaurants and cafes, as well as an eleven-acre tropical water complex with sandy beaches and seasonal wave pool, Mandalay Bay also features:

- Golf at the award-winning Primm Valley Golf Club and Shadow Creek
- Sophisticated relaxation in the world-class Spa Mandalay
- The Shark Reef, North America's only predator-based aquarium and exhibit
- Shopping at Mandalay Place with 41 unique boutiques and restaurants
- Gaming in the 135,000 square foot Casino
- Eclectic live music, seven nights a week, at House of Blues Music Hall
- Broadway musical phenomenon Mamma Mia! **RO**

# PARTICIPATING

# VENDORS



VENDOR	BOOTH #
Accent Furniture	12004R
ActivTek/LaundryPure	10117
Adobe Equipment	10116
Advertising Made Easy	4090
Air King	8102
American Lawn Company	2066
AmeriFlow	9118
AP Wagner	9124
APA Marketing	12004C
Ashley Furniture	12004M
Associated Service Company	8095
Audiovox	6056
Banner Retail	9060
Baseline Licensing Group	12085A
Bedrock Learning	9048
Bello	10030
Benefit Marketing Solutions	9056
Berkline	12085N
BonJour	6110
Botanica by LABS, Inc.	12004E
BrandsDirect.com	7087
BriteLite Enterprises	7070
Bryson Industries	8113
BSH Home Appliances Corp.	4102
Budget Prepay	9064
Bush Furniture	12085M
Capital One	6094
Capital Solutions	6080
CASH BACK NOW!	9078
Catnapper	12004N
CBK	12004K
CEA	9046
Central File Marketing, Inc.	9067
Certegy Check Services	7093
Clearlite	8065
Chase Paymentech	6096
Chief Manufacturing, Inc.	7036
Citi Retail Financial	7095
CMIC Data	6088
Coaster	12085R
Curry Real Estate Services	10057
Danby	8126
DataTrue, LLC*	10059
Dimplex North America	12004E
Direct Mail USA	7071
DIRECTV	5034
Douglas Quikut/Ginsu	7114
D-Tools	9044
DuPage	10118
Electrolux Central Vacuums	6108
Electrolux Home Products/Eureka	6102
Electrolux Icon	11016
Electrolux Major Appliances	11016
Energy Star	7110
Epson Home Cinema	8048
Fisher Paykel / DCS	7136
Florida State Games	10041
Franklin Chef	9120

FurnitureSmart	12085T
Gammatech Computers	7056
GE Business Credit Services	11123
GE Retail Sales Finance	11127
General Electric	11124
Guardman/Valsapr	12085J
Happy Feet by Sole Mates	6072
HD Canvas Art, LLC	12004E
High Touch Software	9062
Hitachi	7015
Home Owners Market Service	9116
Ideal Software	8068
Image Crafter	8044
IMAX	12085D
Innovex	12004D
InSinkEerator	10120
Integra	9042
Jackson Furniture	12004N
JRM Sales & Marketing	6079
JVC	8030
K4 Products, LLC	8066
Kellett Enterprises, Inc.	9100
Kincaid	12085P
KitchenAid Countertop Appliances	7118
Klipsch Audio Technologies	7059
Lasko	8108
Legends	12004B
Leggett & Platt	12085K
LG Digital Appliances	9136
LG Electronics	4055
Lynrray Financial	9069
Mac Motion	12004P
Marcone	9100
Measuring Up	9068
Medi-Rub Corporation	5066
OMS/Direct Plus! Substation	11033
MemberNet	7088
OMS/DirectPlus!	8088
Meyer Cookware	6116
Miele	4114
Mitsubishi	7030
Monster Cable	7029
Morry Dickter	12085S
MTD	2066
National Preferred Plan Admin.	7089
Nations Brand Direct	5076
NMG Consumer Rebate Ctr.	7080
Nationwide Design Center	5088
Nationwide Southwest	7076
Nationwide West	8078
New Age Electronics	8059
NSI/Extended Warranty Ser.	4092
OmniMount	11029
Oreck	7108
Panamint Group	9075
Paradigm Loudspeakers	9047

VENDOR	BOOTH #
Peerless Industries	5056
Peerless Premier	8120
Perfect Sun	5072
Pinnacle Furniture	7042
Pinnacle Speakers	9041
Pioneer/Pioneer Elite	6030
Planet 3	12004H
Poulan Pro	2066
Practical Promotions	8114
PrimeMedia!	5088
Promobiz.com	8070
Randahl Ramos Studios	5076
Rental Information Systems	9066
RentDirect Nationwide	10055
RFS (Retail Financial Services)	7088
Riverside Furniture	12085G
RSSS Software Systems	9071
RTO Funding	10061
RTO Online	8060
RTO Pro Software	9058
Salem Logistics	7094
Samsung Electronics	9030
Sanus Systems	9043
Sealy	12085E
Score	8046
Serta Inc.	12004A
SG Print Mail	5080
Sharp	5030
Shaw Rugs	12085C
Slipstick	12085H
Showroom Technology, Inc.	6070
Simmons	12085V
Stein World	12085B
Steve Silver Company	12085U
Stratford	12004G
Sunbeam	10042
Sunrise Home Furnishings	12004J
Tax Refund Xpress, LLC	8058
TechCraft	7033
Textron Financial	10045
Toshiba	042
Toshiba Computers	8056
Tributaries Cable	8042
Truckskin	10116
TTI-Hoover/Dirt Devil	7102
United One Source	8123
United Stores	6076
Viewsonic	7046
WD /DSI	4015
WD /SED International	8016
WD/XLS	10044
Warranty Services	4094
Waste King/Anaheim Mfg. Co.	9130
WC Woods	9108
Wells Fargo Financial	8094
Welton USA	12004M
Whirlpool	5124
Whitsell & Company, P.C.	8072

## U.S. CONSUMER ELECTRONICS INDUSTRY TO REACH \$173 BILLION IN 2008, \$183 BILLION IN 2009

CE SHIPMENT REVENUES WITHSTAND LAGGING ECONOMY

2009 International CES—ARLINGTON, VA—The consumer electronics industry will see overall shipment revenues top \$173 billion in the United States in 2008, according to new data released today by the Consumer Electronics Association (CEA)<sup>®</sup>. The semi-annual U.S. Consumer Electronics Sales and Forecast shows CE shipment revenues will grow by 7.3 percent this year, reaching more than \$183 billion by 2009.

“The CE industry is a backbone of economic activity in this country,” said CEA President and CEO Gary Shapiro. “In a tough economy, consumers turn to CE products for many reasons – from entertaining in the home to telecommuting to save gas. Such factors – and access to global consumers through free trade – help the CE industry to flourish while growth rates of other industries have either stalled or declined. Consumers don’t want to live without CE products and continue to crave the latest gadgets and innovations our industry has to offer.”

This latest forecast increases CEA’s projection for 2008 shipment revenues, last updated in January 2008, by \$2 billion. Leading the way are digital displays, with shipment revenues approaching \$28 billion. DTV shipments represent 16 percent of all CE shipment revenues. With the switch to digital television occurring on February 17, 2009, unit sales for digital displays will accelerate, climbing 24 percent this year, while retail prices will fall by 11 percent.

“LCD TVs dominate the digital display market,” said Steve Koenig, CEA’s director of industry analysis. “With prices continuing to drop, consumers are deciding the time is right to upgrade to digital. By the end of the year, more than 60 percent of U.S. households will have at least one digital television.”

Video games also remain a hot category as revenues once again reach record highs. Video gaming wholesale revenues will total more than \$21 billion in 2008. Video game software is the dollar driver, buoyed by a burgeoning installed base of next-generation consoles. With the help of blockbuster gaming titles and franchises, gaming software shipment dollars will grow 27 percent this year and 23 percent in 2009. Portable video game systems will also shine in 2008 as consumers continue to seek CE products they can use anywhere, anytime.

Consumers’ desire to stay entertained and informed at all times is also propelling smartphones to new levels. Smartphones will see revenue growth of 51 percent this year, comprising 28 percent of total wireless handset shipments.

“Consumers are lining up in front of retail stores to get their hands on the latest smartphones,” says Koenig. “When

it comes to cell phones, call and texting features are not enough for many consumers these days. They want the ability to check email, surf the Internet, play games, watch videos, listen to music and navigate to new locations all on one device. Smartphones provide all this and more.”

Providing greater perspective on the industry, the mid-year edition of the U.S. Consumer Electronics Sales and Forecast brings forward brand new forecasts and analysis. Included for the first time is a technology penetration forecast for U.S. households. Leveraging CEA industry forecasts and consumer research, this analysis illustrates the maximum market potential for core CE technologies. The forecast also features a global perspective. In a joint effort from CEA and GfK research, worldwide retail sales forecasts for 12 major CE categories is included adding insight on global CE sales volumes and growth.

In crafting the forecast for the industry, CEA employs a consensus approach collecting inputs from manufacturers and other industry constituents across the entire CE value chain. The mid-year forecast has the most member participation to date with nearly 90 companies supplying CEA with their take on industry sales volumes and growth.

U.S. Consumer Electronics Sales and Forecasts 2004–2009 (July 2008) is published twice a year, in January and July. It was designed and formulated by CEA, the most comprehensive source of sales data, forecasts, consumer research and historical trends for the consumer electronics industry. Please cite any information to the Consumer Electronics Association (CEA)<sup>®</sup>. The complete report is available free to CEA member companies. Non-members may purchase the study for \$2,000 exclusively at [mycea.CE.org/](http://mycea.CE.org/).

### ABOUT CEA:

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$173 billion U.S. consumer electronics industry. More than 2,200 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES – Where Entertainment, Technology and Business Converge. All profits from CES are re-invested into CEA’s industry services. Find CEA online at [www.CE.org](http://www.CE.org). **RO**

## CEA MOURNS LOSS OF INDUSTRY LEADER KNOWN AS "MR. COLOR TELEVISION"

The Consumer Electronics Association (CEA)<sup>®</sup> mourns the loss of William E. Boss, Jr., Consumer Electronics Hall of Fame inductee and twice Chairman of the Consumer Electronics Group that later became CEA. At age 86, Bill passed away Wednesday in Indianapolis.

"Bill Boss is widely remembered for his public role in building demand for the new innovation of electronic color television in the 1950s and early '60s, and his legacy runs deep at the Consumer Electronics Association. He was a 20-year volunteer, twice serving as Chairman of the Consumer Electronics Group that became CEA. He led our Video Division and helped to build the foundation that we enjoy today," said Gary Shapiro, CEA President and CEO.

"And while he started in our industry in the late 1940s, he was also a Navy veteran of World War II and even the senior team manager for the University of Notre Dame football team while in college. Our industry recognized Bill's long service and groundbreaking marketing work with our highest honor—induction in the CE Hall of Fame in 2002. His example of leadership, careful guidance and marketing prowess will be missed by all who remember his gentle touch," Shapiro said.

"Bill was an industry stalwart for more than four decades," said Jack Wayman, former CEA president and founder of CEA's flagship event, the International CES<sup>®</sup>. "He was instrumental in the success of color TV not only for RCA, but the entire industry. Bill

contributed significantly to the formation of the International CES, was a champion for free trade and was a major voice behind the industry's success with the Betamax copyright case before Congress and the Supreme Court."

"Bill Boss was an industry leader, corporate giant, marketing expert, business executive, but above all was a gentleman. And that's how he will be remembered.

I don't know if there was a more pleasant man in the history of the CE industry," said Joe Clayton, CEO, Sirius Satellite Radio, and former CEA chairman and RCA executive.

Boss entered the consumer electronics industry in 1947, joining RCA as a sales representative. He served as RCA's director of color TV development from 1954-1962, when color TV was first launched. Leaving RCA in 1963, he accepted a senior marketing position with Admiral and later held positions at Motorola and GTE/Sylvania before rejoining RCA in 1972.

"Bill was RCA's 'Mr. Color TV' from the first days of city-by-city demonstrations, to the ultimate success of the new

category as more networks joined NBC in colorcasting their programming. As a teenager, he saw with his own eyes the 1939 World's Fair demonstration of RCA's black-and-white television broadcasts in New York. He was hooked from the beginning. He loved our industry, and he made sure to put something back in to keep it going," said former RCA marketing VP Dave Arland. **RO**



WILLIAM E. BOSS JR.

**BRAND BUILDING**

## TRUST YOUR AD AGENCY AND YOUR INSTINCTS

As someone who runs a business, you probably retain the services of several professionals to assist you in areas in which you have little experience or knowledge.

You likely have an attorney to provide legal counsel and advocacy. An accountant to help you with bookkeeping and taxes. A financial advisor who manages employee benefit plans. Heck, you probably hire an outside service to clean the floors.

So why in the world would you want to do your own branding?

Hiring an ad agency or a marketing consultant is probably one of the best investments you can make. Your brand is one of the most important assets you have, and it deserves the attention of professionals who know how to build it and care for it.

Marketing professionals live and breathe branding. They are generally very creative people who can help you think of new ways to promote your brand and get you noticed. And if they're good they will also help you stay on track and avoid impetuous moves that can detract from your brand and waste money.

Another thing they provide is an outsider's perspective. Business owners and employees are often too close to their own brand to recognize when they need help. They might have lived with the same logo for so long that they don't see that it's hopelessly outdated. They know so much about the company's advantages, they can't tell that the Web site is too wordy and ineffective.

Someone with the same perspective as your customers can be a crucial partner in helping you optimize your brand.

Common objection, especially among small businesses is that agencies are too expensive.

It's true there are costs involved. But think of it in terms of time. You could probably learn enough about accounting to do it yourself, but you don't because your time is better spent elsewhere. So you hire someone to do it for you.

The same goes for branding. Unless your background is in marketing and it's something you just love to do, hiring an agency or a consultant will pay dividends.

And, it doesn't have to be expensive. Certainly big agencies can charge fees that make lawyers blush, but there are many small agencies and independent consultants who would love to have your business. These marketers are used to working with small budgets, and their low overhead means they don't have

to charge exorbitant rates.

A good agency or marketing consultant will also be good stewards of your budget. They will look for ways to get the most out of every dollar. They have a vested interest in your profitability and growth; the more successful you are, the more you can spend with them!

If you do hire a branding agency or consultant, keep in mind that you are paying good money for their expertise and advice. It's a common mistake for companies to not take the advice of their agencies, even after spending so much money to get their ideas. That's just a waste of money.

When your agency comes to you with recommendations or ideas, you should trust them as you would your lawyer or accountant. They are experts, after all.

However, don't trust them blindly. If something doesn't seem right, trust your instincts and voice your concerns. It's your brand and your company. You deserve an explanation.

If your agency has your best interests in mind, they will give you a solid justification for their thinking. They should be able to demonstrate the strategy behind their ideas and tell you how they will help you build your brand, increase your exposure and drive sales.

They should also be willing to revise their work to meet your needs. This doesn't mean they should be "yes-men" and just do everything you want. Often, what you want is not what you need.

But they should be able to recognize that you bring insights and ideas to the table, and if you want something changed, they should change it.

Not all agencies and branding firms are alike. Like anything else, there are good ones and bad ones.

If you have an agency that doesn't listen to you and just spends your money without demonstrable results, it may be time to look elsewhere.

But if you are working with a company or individual who works with you on a partnership level and seems committed to your success, you're best served by letting them do what they do best.

---

*Christopher Thiede owns BUILD Communications, a branding and PR firm. He can be reached at [chris@buildcommunications.com](mailto:chris@buildcommunications.com). **RO***





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## IT'S THE EXPERIENCE, DUMMY!

Some things never change. Today's high gas prices and rising food costs haven't transformed a basic tenet of marketing—it's really hard to get people to buy anything unless they have a pressing need, a deep-rooted interest or a great purchase experience.

But conversely, people will buy things they don't want, need or have a use for if they are given a stellar experience. At the SomethingStore, folks buy just the experience, not even knowing what product they're getting with it.

You know the drill "let's pick up something to eat" or "I've got to buy her something." Let's just buy something!

It's always good to get a package delivered and it's even more exciting if you weren't expecting anything and don't know what's in it. The SomethingStore tries to capture that Christmas morning excitement every day. It's made a business out of surprising customers who buy from them. They sell anticipation.

Their model is simple. Go to [www.somethingstore.com](http://www.somethingstore.com), give them ten bucks, and they'll send you something—shipping included in the continental US. Your something is randomly chosen from inventory including beard trimmers, spa sets, Bluetooth headsets, slippers, wallets, coffee mugs, handbags, coffee grinders, teapots, iPods, laptop bags and sunglasses. The most expensive item recently sent was a \$650 computer. It's potluck and you may not love your purchase, but everyone gets something. Reviews on their site show that buyers found it fun and satisfying with most pretty happy when their mysterious purchases were revealed.

So, if people will buy a blind item they may or may not want or need just because it's fun, what do you have to do to make customers buy your products and services?

You need to create magic so that your clients are surprised every time they do business with you. It may be simple things like giving out ice cream bars, soda and bottled water on hot days. Or maybe you need to update your store or even move to a more accessible location. Perhaps your people are so knowledgeable and so friendly they make your prospects feel like long lost family members.

Think about your own experiences. When was the last time you were truly wowed at a restaurant, a store, a hotel or with a service provider in your home? When did you last find service to be so great, you wanted to pick up the phone and call the owner and to refer all your friends to that business?

Believe it or not, creating a great experience isn't as hard as you might think. Find out where the pain points are for your customers and address those specific issues.

If your clients are in time bankruptcy, look for ways to streamline your procedures to speed up the buying process in your company. If they'd like to feel comfortable bringing their children into your business, stage an annual petting zoo to put out the message that

you're a family-friendly place to buy. If they're overwhelmed with too much tech talk, bring in the experts and hold seminars and clinics to take the fear out of buying new technologies.

Personalize your offering to the particular needs of each individual consumer. My favorite restaurant has an extensive menu, but their servers just smile when I order the salmon cooked like the trout with the side that comes with the rib eye. And yeah, I like my onion rings extra crispy and my cosmopolitan not too sweet.

Great personal service may be as simple as learning to ask for and use your customers' names. A respectful introduction as you extend your hand might sound something like "My name is Tom, and yours is.....?"

According to a study conducted by Bain & Company, eighty percent of companies believed they delivered a "superior experience" to their customers. Customers of those companies, however, only felt that 8 percent delivered an exceptional experience. Those who did excel differed from others in three areas.

- They design the right offers and experiences for the right customers—"promoters" who will recommend the company to others.
- They deliver these propositions by focusing the entire company on them. Their leaders focus on the entire experience offered. Sales, profits and return on investment will follow.
- They develop their capabilities to please customers again and again—by such means as revamping the planning process, training people, and establishing direct accountability for the customer experience.

Nido Quebein, CEO and founder of The Great Harvest Bread Company and President of High Point University has said, "People don't buy products. They buy the product of those products." They buy what it will do. They also buy the purchase experience.

Today's consumer has been trained by Starbucks. They can get coffee at home, but they go to Starbucks for the experience. For the atmosphere. For the aroma.

Your clients are no different. Find out what they want and then do just a bit more. They'll come back again and again.

---

*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](mailto:elly@ellyvalas.com) or visit her website [www.ellyvalas.com](http://www.ellyvalas.com). **RO***





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# COMING EVENTS

## CALENDAR 2008-09

### **AUGUST-2008**

- 4-7 **Building Blocks**-San Jose, CA  
7 **Almo Expo**-Cincinnati, OH  
11-12 **Almo Expo**-Verona, New York  
14 **Almo Expo**-Bloomington, MN  
17-20 **Nationwide Primetime Fall**-Mandalay Bay Resort, Las Vegas, NV  
21 **NKBA Northern CA Meeting**-Sierra Select Distributors-San Francisco CA  
24-28 **Brandsource National Convention**-Paris Casino and Resort, Las Vegas, NV
- 

### **SEPTEMBER-2008**

- 7-11 **NARI Fall BOD Meeting**-TBD, Baltimore, MD  
9-12 **The Remodeling Show**-Baltimore Convention Center in Baltimore, MD  
18 **NKBA Northern CA-CCRE Prep Course**-Dacor- South SF CA  
20 **NKBA Northern CA-CKD/CBD Exam**-San Francisco Bay Area
- 

### **OCTOBER-2008**

- 19-22 **CEA Industry Forum**-Las Vegas, NV  
22-25 **Bath & Kitchen Buying Group Fall** -Westin Boston Waterfront, Boston, MA  
23 **NKBA Northern CA Meeting**-European Kitchens-Palo Alto CA  
27-30 **Digital Hollywood**-Hollywood, CA
- 

### **NOVEMBER-2008**

- 4-7 **EHX Fall 2008**-Long Beach, CA  
18-19 **Future of Television**-East New York, NY
- 

### **DECEMBER-2008**

- 12 **NKBA Northern CA Holiday Party**-The St. Francis Yacht Club-SF CA
- 

### **JANUARY-2009**

- 8-11 **2009 International CES**-Las Vegas, NV  
20-23 **International Builders Show**-Las Vegas NV
- 

### **FEBRUARY-2009**

- 25-26 **Digital Music Forum**-East New York, NY
- 

### **APRIL-2009**

- 22-23 **CEA Washington Forum**-Washington, DC

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# YOUR MONEY DOCTOR

Have you ever had one of those moments when you step back, look at your life, and realize it is completely out of control? You tell yourself “after this week things should normalize.” They don’t.

You then say, “I just need a vacation to recharge.” I’m sorry to tell you that is not the answer either. How do I know? I am no different! Matter of fact, I am writing this article sitting in front of the River Raft Ride at Sea World in San Antonio. Poor planning? Not really. To use an economic term, I have hit a point of diminishing returns. Too much, too fast.

Why would I confess this in an article? As entrepreneurs and business owners, it is important to recognize when the point of diminishing returns is reached. Simply put, when have you reached the spot when the time spent doing your job no longer matches the return on investment, it is time to reevaluate the strategy. Most feel that this is the sacrifice that must be made to succeed in the long run. This is a terrible justification that eventually produces failure and burnout. If you continue on the same path with no change, your productivity will drop and ultimately your cash flow will reflect it.


In my case, I am accountable to many people so if I don’t recognize it myself several people are more than willing to point it out. But talk is cheap. How can you apply this concept to your business? The first step is to evaluate where your landscape changes. As we were driving to San Antonio there was a point where the scenery changed from vast desert to a green and inviting countryside. We didn’t notice the change until we were miles into the new view. We didn’t notice because we were distracted by the things happening in and just outside the car. It was only when we looked beyond our limited view, that we realized our immediate perception had prevented us from noticing that the “Big Picture” had changed. This happens as we work. Our awareness is so focused on what is right in front of us, such as the

next task or meeting that we can’t see if these everyday jobs are even relevant any longer. It is critical to be constantly reevaluating our schedules to ensure we are not just spinning our wheels and getting nowhere.

In my case, I simply needed to look up. As I look up from the tiny screen of my PDA and see beyond the tasks and irrelevant nagging thoughts, I realized that instead of recharging on my vacation I have only changed my work environment. The PDA I’m working on is worthless if not charged. We are the same way. To function properly we must make sure our batteries are charged and efficient. That being said, I’m turning off the technology to enjoy the terror and nausea that only a rollercoaster can provide.

---

*With 17 years of management experience, Gregory Hedges has developed a sharp eye for identifying inefficiencies, cross-purposes and miscommunication—and for how quickly they can affect an individual’s personal wealth. Utilizing the tools of the Four Pillars of Financial Stability and project management, he emphatically helps individuals and families set priorities and create the balance they need for their financial health. Greg holds certifications in credit counseling and project management. He is an active member of the Project Management Institute®, National Association of Credit Counselors and an Affiliate Member of the American Psychological Association.*

*He has spoken to many organizations including the New Mexico Mortgage Lenders Association, New Mexico Association of Mortgage Brokers, community workshops, and seminars. He is highly skilled in organization methodologies, developing a wide range of custom databases, websites and internal controls to increase effectiveness and profitability.*  
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## IT SURE LOOKS LIKE A RECESSION!!!



If we are truly in a recession then it is far different than any other recession or depression our country has ever experienced. Exports are strong; and besides the mortgage mess, a surprising number of mortgage investors are doing OK. Despite the slowdown in the US, the world economy is booming and annual growth is about 4.6 per cent—the highest sustained rate since the 60's.

National unemployment figures and the deteriorating job situation shows how fragile our present economy is. For the sixth month in a row our country lost jobs and economic experts are afraid that more jobs will be lost in the coming months.

This will put a damper on holiday sales, but more importantly, the unemployment rate will probably hit about 6% by the end of the year.

The main problem with the majority of American households is their debt. Homeowners have steadily taken on more financial obligations. With falling home prices and stock values declining, we face some strong challenges—more than any other generation has faced. The costs of Social Security and Medicare are skyrocketing and we won't have the big bucks to pay for this—which is estimated to be \$44 trillion dollars, more than three times our gross domestic product. Our health care costs are rising rapidly and we spend more than twice as much per capita as other developed nations spend.

But enough of this gloom and doom! Everyone is talking about our depression or recession or whatever???

It's easy to understand why. We have been here before. Old timers (like me) will reluctantly tell the younger generation how we survived the 60's, the horrible 70's, and the early 80's.

The stock market went nowhere—stagnation was everywhere. A lot of Americans were proclaiming the end of democracy as they watched other nations regain income after the last big world war. The dollar went to hell, inflation was horrible, banks were only open from 10AM to 3PM, wages were low and unemployment was high. YET—we survived.

Since that time America has grown and prospered. We have had impressive growth and prosperity and there is no reason to think we will not pull out of the so-called recession. New industries, new technologies, environmental solutions

and new perspectives—all add up to our economic strength as our capital markets are the world's best at understanding and working with resources.

Plus, Americans have a talent for problem solving along with risk taking and we, all of us, have and can use our imagination to produce results that will end this so-called recession.

### YOUTH AT THE POLLS IN NOVEMBER

My grandson is visiting our home. He hails from Seattle, WA and to my surprise he likes the hot days we've been having and is full of enthusiastic plans for his first year of college in September.

We were talking politics last night and he expressed a thought, perhaps an idea, perhaps a young man's theory about the next election.

"I believe", he said, "that our politicians are going to be very surprised at the voter turnout of the 18 to 25 year old age group."

In years past, he explained, many voters of that age didn't vote or could care less because they felt their vote would be wasted—primarily because no matter who won the election it wouldn't change our government and wouldn't change the status quo.

I asked him if other young people in his age group wanted to make a change. "Yes," he said. "I have many friends and we have frequently discussed new faces and new ideas that are necessary for America.

And it's a new ball game now—someone young and with vastly different ideas is running for President. Obama has appealed to the youth.

He (according to my grandson) is concerned with problems that our earth is facing—environmental, energy, an end to force as a method of diplomacy—and he really believes our planet is in great danger.

"In years past," he said, "politicians echoed the same ideas with the same lousy results. Now we have a chance to elect someone who isn't the "Old Guard" who can work on problems we are facing, the high cost of gas, the "greening of America"—bring our troops back home, save our educational system, fix our health care system, and work actively with other nations to save our oceans and our planet."

Let's see what changes November may bring...

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