

# The Retail Observer

September 2007

The Monthly News Magazine With Personality

Vol.18, Issue 6

## Vegas or Bust

BY MOE LASTFOGEL



What do you call it when over 3,700 prospectors go looking for gold in the Nevada desert? The Gold Rush Part II? No, of course not, you call it Nationwide Prime-time. The Nationwide Marketing Group, representing over 2,800 dealers with \$11 billion in sales, the vendors and media flocked to the Venetian Hotel and Sands Conference Center in Las Vegas, Nevada for this bi-annual conference and extraordinary buying event.

The vendors and staff began their preparations Saturday the 18th of August with set-up and registration. Sunday evening was the kickoff for the three day show. With over 200,000 sq ft of floor space available, this event was able to spread its wings and fly. Many of the leading

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## Greening The American Dream

BY DICK ROHLAND

The Minnetonka, MN Roth Distributing showroom hosted its second of three Roth Signature Event series. Titled think.green, Roth brought in three speakers to offer environmental friendly design ideas for the home to the 50 plus designers and builders in attendance.

Annette Stelmack, sole proprietor of Inspirit, spoke on sustainable residential interiors. Matt Belcher, president of Belcher Homes, St. Louis Park, MN discussed the concept of "Greening the American Dream." And, Patti Weaver, CKD owner of Creative Designs Solutions, Inc.

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Michael Palkowitsch, CMKBD and owner of Michael Palkowitsch Design, Shoreview, MN with Christine Schwichtenberg with the Green Institute.

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Publisher's Statement  
**Our 18th Year!**

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## **Moe's Musings**

As some of you now know, Eliana and I had the fortune of going to Nationwide Primetime in Las Vegas last month. We were standing at the Miele booth with long time friend Steve Evans who told us if we ever wanted to do a great story we should "write about that guy," (pointing at Albert Lee III). I asked "why him?" as there were 3,700 other people at the event. Steve said he would introduce us and I would see why. I've been in the industry for 18 years now and have spoken with many dealers, manufacturers and salespersons from all over the country sharing philosophies, stories and anecdotes. Based on my past experience, I could tell this guy had it going on.

Talking to this young entrepreneur during our brief time in the booth together, we spoke about trends in the industry, basic philosophy and most importantly family. Albert Lee III is a third generation owner—a very rare thing these days—with the 4th generation just born 6 months ago, appropriately named, Albert Lee IV. As any proud dad, Albert III brought out the family photos. Asked if he would raise his son in the business, his response was very interesting. He brought to our attention a story about Jasmine, his eight year old his daughter he refers to as "Big Red". One morning while talking to her father she posed the question, "Daddy, since you named the baby Albert Lee IV, does that mean he gets to own the business?" Boy, how do you answer that question? An eight year old with an entrepreneurial spirit. I remember wanting to run a lemonade stand and I think we even picked flowers once and sold the bunches for \$.05 (we made \$.15 that day), but for a child to want to run a multi-million dollar appliance dealership in the Pacific Northwest intrigued me. I felt I had to meet her, and the opportunity soon presented itself.

Eliana and I already had a trip planned to go to the Seahawks vs. Raiders football game in Seattle as I am a die-hard Hawks fan (31 years now) and it was our first opportunity to watch Eric, our next door neighbor playing as a Rookie Strong Safety with the Raiders.

When we headed up to the store in Seattle, we were greeted by Albert III, to interview Jasmine and the family, he told us that she had just finished with swim class and was ready to talk. It was a big group that we met starting with Kris, Albert's wife, his father, Albert II, the newest addition to the family, little Albert IV and of course, "Big Red". Shy at eight is a normal thing, but with a little coaxing she opened up a little more and told us she really didn't want to run the store, but was more curious whether her brother would. I don't think she has it ruled out, but like all 8-year-olds, she was open to exploring possibilities—a family motto here is "Never say never". Jasmine does enjoy cooking on the appliances, though and we did get a great recipe from her that is her mom's favorite! (You will find it on page 57 in the new classified section).

The trip was great, we have made a new friend that we will continue to visit throughout the years and who knows, Jasmine's curiosity some day might make her the 4th generation captain at the helm of this family's appliance dealership. By the way the Hawks won 19 to 14, but as Eliana reminded me, (now a Raiders fan) it's only pre-season.

Go Hawks!  
*Moe Lastfogel*



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# Frank Paone Speaks at Columbia River NKBA Meeting

BY RITA A. LEONARD

The July meeting of the Columbia River Chapter NKBA at Bradlee Distributors' Tigard Showroom featured Frank Paone, VP of Marketing & Sales for Abbaka hoods. Guests learned about ventilation design solutions while enjoying hors d'oeuvres prepared by Jessica Benedetti & Kim Taylor, cooking demo chefs who work exclusively for Bradlee in The Living Kitchen.

Bradlee's General Manager Tom Fleisher welcomed guests, saying, "This facility is for you to bring in your clients. Here they can experience our products in a live setting, assured of having all their questions answered by trained professionals." Fleisher also gave a presentation detailing specs on new products by SubZero, Wolf, Asko and Franke.



L to R: Ward Harter, owner of The Wood Door Co., newest member of the Columbia River Chap NKBA; Judith Adams, President of Columbia River Chap NKBA; and Dorothy Harter CKD CBD, Chapter Rep. to National NKBA.



Members of the Oregon State University SKBA. Back row, L to R: Kelly Dobbs, Jennifer Haycox, Ken Westfall, and Megan Elbert. Front row, L to R: Molly Switzer—President of OSU SKBA, Kalinda Harrell, and Kaeli Matthies.



L to R: Tom Fleisher, General Manager at Bradlee Distributors; Jan Frutiger, owner of A-Ball Plumbing; and Frank Paone, VP of Marketing & Sales for Abbaka Hoods.

Chapter president Judith Adams announced the recent acquisition of a portable PA system. She provided a detailed outline of member benefits, privileges and duties and encouraged members to volunteer for board positions. Adams welcomed nearly a dozen student members, including Molly Switzer, Oregon State University's SKBA are the best months to join NKBA, since we waive the \$100 application fee and offer lower dues."

Adams also praised the chapter's new website, [www.NKBAoregon.org](http://www.NKBAoregon.org), designed by Barry Silverman CKD, Chapter VP of Technology & Communication. "The NKBA is using our website design as the template for other chapter websites," Adams said. "Right now there are 4 different national chapters following our model. We post a feature of the month, report on member awards and articles, and offer an annual member gallery option for photos of member projects."

Chapter member Siri Evju CKD CBD, owner of Siri Designs in Bend, OR, was commended for winning the 2006 ORA award for best home interior/exterior. Siri redesigned the entire Bend home in a style she calls "Northwest Transitional", with lots of natural materials and an artsy twist.

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# Greening The American Dream | *continued from page 1* |

focused on environmental products and resources for the home.

Scattered throughout the showroom floor were vendors featuring the green theme that included information on products from the cabinet, surface, environmental, appliance and home industries.

During the late afternoon social hour, Roth treated its guests to a platter of lobster cakes and black pepper crackers with figs and Big Woods Blue Cheese prepared by Philip Dorwart, owner of Creative Catering and Consulting, Mpls., MN.

Bill Coy owner of Vintage U, Mpls., MN complemented the appetizers with a variety of fine wines.



Daughters of Roth employees Lynnette Bailey, Paul Golberg and Joanne Barber pitched in to help serve snacks to the 50 plus designers and builders in attendance for the Roth think.green seminar. Left to right are Nicole and Rachel Bailey and Michelle Barber.



Lucas Ballweber helped chef Philip Dorwart, owner of Creative Catering and Consulting, Mpls. fry shrimp cakes for the think.green seminar.



Peter Harms, North Star Kitchens, Mpls., MN ; Patti Weaver, CKD, founder and president of Creative Design Solutions, Inc. with Paul Golberg, Roth Distributing.



Nathan Beck, Liberty Builders, Mpls., MN; Michael Ansel, Otogawa-Ansel Design, Mpls., MN and Kelly Carbonari, Montaggio Inc., Mpls., MN.



Steve Kleinenman, AIA, CID, SKD Architects, Plymouth, MN spoke to some seminar participants on green applications for the home.



Jim Peacha and Megan Hamman of Innovative Surfaces, Hastings, MN .



Ryan Lawinger, Rehkamp-Larson Architects, Mpls., MN and Paul Berg, Sharvat Design, Excelsior, MN.



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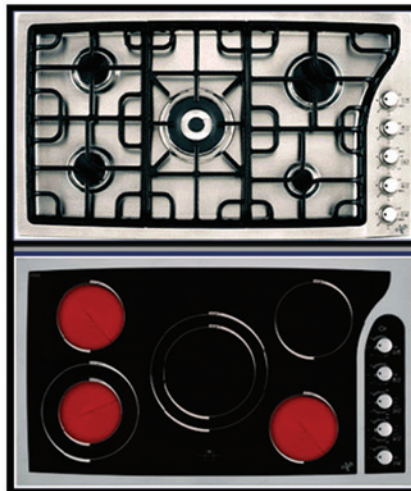


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## The Culinary Vegetable Institute Selects Evo as Its Grill of Choice

HURON, OHIO, August 1, 2007—The Culinary Vegetable Institute (CVI), a center for culinary excellence with a focus on sustainable heirloom vegetables and Haute cuisine, has chosen Evo Flattop Grills as its outdoor cooking appliance of choice. Evo's circular flattop cooking surface has the unique ability to bring out the natural flavors of foods without overcooking, or the smoke and charring associated with traditional flame or wood fired grills. Featuring an open and circular flattop cooking surface, Evo Flattop Grills allow chefs to connect a dining audience with the sights, sounds and aromas of fresh prepared foods.

"Whether I am blanching vegetables or creating a delicious stir-fry, Evo appliances satisfy all of my culinary desires," said Mary Jones, CVI Director. "Evo is a vital piece of presentation cooking equipment for our facility that we use to connect our dining audience to a food entertainment experience, and it's one piece of equipment we can't live without."

The Culinary Vegetable Institute and Evo's collective talents were recently showcased at the CVI's 2007 Food and Wine Celebration where renowned chefs from around country paired local grown organic vegetables and fresh ingredients cooked in a social setting on Evo Flattop Grills. Attendees

participated in food & wine demonstrations, enjoyed musical entertainment, and the creations of more than 20 of the nation's most recognized chefs including Food TV personality Paula Dean, Martha Stewart's Living's Lucinda Scala Quinn, and former White House Chef Walter Scheib III. Best of all, the proceeds of the Food and Wine Celebration went to support VeggieU— a non-profit organization supported by Evo and dedicated to educating children to the health benefits of fresh vegetables and wholesome food programs.

About Evo. Since 2001, Evo has set the trend for social, live-action cooking appliances at major hotels, restaurants and resorts, and the homes food conscious consumers. Evo offers a wide assortment of indoor and outdoor circular flattop cooking appliances that inspire and encourage social cooking. Visit [www.evoamerica.com](http://www.evoamerica.com) for more information.

About CVI. The Culinary Vegetable Institute provides chefs with a place to share knowledge, experiment and discover techniques for growing and preparing the most flavorful varieties of vegetables in the world. The CVI is a learning center for progressive chefs to pass their vegetable knowledge and techniques to the chefs of tomorrow. For more about CVI, visit [www.culinaryvegetableinstitute.com](http://www.culinaryvegetableinstitute.com) **RO**





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## Bosch's Dual Fuel Evolution Range Receives Highest Ranking From a Leading Consumer Publication for the Third Time in a Row

HUNTINGTON BEACH, CA August 14, 2007—BSH Home Appliances is proud to announce its dual fuel Evolution™ 700 Series free standing range has been ranked #1, for the third time in a row, by a leading consumer magazine. The entire Evolution™ Series of ranges offer an unmatched assortment of cooking and convenience features with clean, European styling and advanced engineering.

“The consistent #1 ranking for the Bosch's dual fuel range reinforces our strong product offering in the cooking category,” said Franz J. Bosshard, president and CEO. “Our customers rely on these consumer magazine rankings as a guide to the best appliances, and we're honored by this acknowledgment of our commitment to high performing, premium appliances.”

The Bosch Evolution dual fuel 700 Series Range delivers performance with Genuine European Convection™ with Advanced Circulation System (ACS); an OPTISIM™ burner, with simmer capabilities - perfect for the most delicate liquids and sauces; and a POWERSIM™ full range burner, featuring a

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PRESS RELEASE

## NARDA/AHAM Refrigerant Recovery Certification Program

The NARDA/AHAM Refrigerant Recovery Certification Program Study Guide is now available online.

This EPA approved program is sponsored by the North American Retail Dealers Association (NARDA) and the Association of Home Appliance Manufacturers (AHAM) and offers a convenient, affordable, and thorough self-study course designed especially for technicians who recover refrigerant from appliances grouped as "Type I" by the U.S. Environmental Protection Agency (EPA).

The NARDA/AHAM program costs \$60 per application and is the only self-study and self-administered exam. Candidates receive an exam, a downloadable training manual, computerized scoring of test results plus a wallet-sized certification card and a wall certificate for those who pass.

The NARDA/AHAM Refrigerant Recovery Certification Program offers seven different exam versions, each based on the EPA's official question bank. Each exam version contains 50 questions—25 on general ozone depletion and refrigeration topics (including EPA regulatory requirements) and 25 questions about "Type I" appliances.

To order a NARDA/AHAM certification packet, interested candidates should call 847.375.4713 with a MasterCard or VISA credit card number or send a check or money order to: NARDA CFC Test, 4700 W. Lake Ave., Glenview IL 60025. Information is available at [www.narda.com](http://www.narda.com)

NARDA only administers Type I certification. For information on Type II, III, Universal, and Automotive Certification, please visit the EPA Web site at [www.epa.gov](http://www.epa.gov). **RO**

PRESS RELEASE

## Miele's Designer's Newsletter Wins Prestigious Award for Publication Excellence

PRINCETON, NJ, August, 2007—Miele's award-winning newsletter *designre:source*, won its fourth consecutive APEX Award for Publication Excellence. The *designre:source* newsletter was selected as an Apex recipient out of nearly 5,000 entries and intense competition. The newsletter has won an APEX Award for Publication Excellence every year it has entered since 2003. *Designre:source* is mailed annually to architects and designers and provides vital information on trends and new products for the kitchen and bath industry.

"It is a great honor to be recognized for our creativity by APEX," said Paul McCormack, senior marketing manager for Miele, Inc. "Miele is known worldwide as an innovator in appliance design and it's important that our marketing materials also reflect the same attention to detail and passion for creative excellence."

The APEX Award for Publication Excellence is an annual competition for communication professionals based on exceptional graphic design, editorial content and overall communications quality. The prestigious award is in its 19th year and is judged by a peer panel of senior writers and editors. **RO**



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## Servco

HARTFORD, Wis., August 13, 2007— Servco Home & Appliance Distribution, Honolulu, Hawaii, was recognized for its efforts with the Italian-influenced, high-end range hood line in 2006. In addition to being treated to a recent awards dinner, the sales team at Servco also received a beautiful lead crystal “fountain and sphere” award designed by Italian artist Mario Cioni, reflecting the elegance and sophistication of the Best by Broan line. Broan-NuTone and Servco representatives are pictured below. **RO**



Pictured left to right are Marc Heffner, western regional manager, Best by Broan; Steve Swenerton, Vice President-Retail Sales, Broan-NuTone; Craig Washofsky, Group VP, Servco; and Fred Rogers, Director-Retail Sales, Broan-NuTone.

## Fuego Partners with Lakeview Appliance Distributing

### Developer of Revolutionary Fuego Grills Attains Midwest Distribution Coverage

SAN FRANCISCO, Calif., August 30, 2007—Fuego, the company behind the industry-redefining Fuego outdoor grills, today announced a distribution partnership with LakeView Appliance Distributing, headquartered in Bensenville, Illinois. LakeView is proven to be a top leader in the appliance industry with its continuous market growth and strong customer relationships and will help Fuego attain complete distribution coverage in Minnesota, Wisconsin and Northern Illinois.

LakeView Appliance Distributing covers the territories of Northern/Central Illinois, Indiana, Northern Kentucky, Eastern Minnesota, Southern/Central Ohio, and Wisconsin. Fuego, who has partnered with major distributors that cover key locations throughout the United States, believes that LakeView’s support will assist with its distribution coverage while increasing sales in the Midwest.

“LakeView’s representation in the industry is extremely impressive,” says Alex Siow, Fuego CEO. “Their commitment to customer satisfaction and strength in the market place has proven to be a perfect fit for Fuego.”

Fuego’s complete product line will be strategically displayed in high-end showrooms throughout LakeView Appliance Distributing’s territories. The partnership with LakeView will not only expand FUEGO’s distribution territory, but will also allow FUEGO to be backed by a company whose mission is integrity, consistency and complete customer satisfaction. **RO**



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# Recipe of the Month September 2007

## GORDON BIRSCH MÄRZEN-BARBECUED RIBS

Dan Gordon of Gordon Biersch Brewing Company fired up these ribs for us on a Dacor grill, and the rest is history. There are a few steps involved, but everything can be prepared in advance.

We've found that cutting the racks of ribs into smaller portions means you can pre-cook them in a smaller pot—and use less beer to prepare them. That leaves more beer to drink!

### To prepare the ribs:

4 slabs baby back ribs, cut into smaller racks, if desired  
Gordon Biersch Märzen beer  
Water

In a large pot, combine ribs with enough equal parts of beer and water to cover. Bring to a boil over medium-high heat; then immediately reduce heat to low and simmer, partially covered, for 30 minutes. Drain the ribs, discarding the liquid. Set ribs aside to cool while you make the sauce.

### For the sauce:

1/4 cup vegetable oil  
1 large onion, chopped  
1/4 cup chopped fresh garlic  
1 bottle Gordon Biersch Märzen beer  
1 bottle (16 to 21 ounces) of your favorite barbecue sauce

1/4 cup molasses

1/4 cup pureed canned chipotle peppers\*

In the same pot, warm the oil over medium heat. Add onion and garlic and cook, stirring occasionally, until softened but not browned, 3 to 5 minutes. Stir in the Gordon Biersch Märzen beer. Stir in the barbecue sauce, molasses, and pureed peppers and bring to a boil. Reduce heat to low and simmer, uncovered, stirring occasionally, until the flavors have blended and the sauce has thickened slightly, about 1 hour. (Sauce can be made a day or two in advance if refrigerated.) Brush both sides of ribs with some of the sauce and marinate, covered, in the refrigerator at least 2 hours or up to 2 days.

Preheat all burners to High on a Dacor grill. Turn off center burners, letting outer burners remain on High. Grill ribs over indirect heat (in the center of the grill), turning frequently and basting with sauce, until ribs are heated through and nicely browned and crusty, about 15 minutes. Warm any remaining barbecue sauce in a small saucepan and serve at the table.

Serves 6.

*\* Look for cans of chipotle chile peppers in adobo sauce in Mexican markets or alongside other Mexican products in well-stocked supermarkets.*

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The difference between a piece of art and a masterpiece is in the details.



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The Life of the Kitchen.®

# Product Demonstrations — Educating Consumers To A New Way of Cooking

BY LARISSA TABORYSKI



When a consumer is purchasing new appliances they rely on the appliance manufacturers and retail salespeople to effectively explain the features of the appliances. A dilemma remains once these gleaming beauties are installed in a new kitchen—how can

the consumer effectively make use of those features and turn them into benefits for their day-to-day cooking and entertaining?

There are many factors that cause confusion in regard to cooking and therefore may cause potential dissatisfaction with a new appliance. Causes may include unfamiliarity of basic cooking terminology, an inability to comprehend more sophisticated cooking tools, or a lack of education about the tools they are cooking with—perhaps the largest cause of dissatisfaction.

Television cooking shows provide entertainment that showcases a chef's talent and the process of recipe preparation, while written recipes explain the step-by-step process that has been successful for the recipe writer. Challenges occur when these experts don't provide any insight into the tools (i.e. appliances) they are cooking with.

In addition, many recipes specify cooking methods that, while certainly an option, are no longer relevant when cooking with the brilliant technology available in so many modern appliances.

The most obvious example is of course the Thanksgiving turkey. Recipes usually suggest brining for flavor and moisture retention or the traditional slow roasting method with frequent basting and turning. Both methods take from 3-5 hours depending on weight and are challenging for the unpracticed home chef.

Imagine a consumer's relief when they attend a product education class or demonstration and learn that by using a convection method they can successfully roast a 20 lb. unstuffed turkey to perfection in two hours with no basting or turning. Furthermore, once they see how all the side dishes can be cooked in the oven at the same time and be ready to serve when the turkey is carved, they know that their next Thanksgiving feast will be a success. Demonstrating how an entire meal can be cooked at one time brings the realization that cooks no longer have to dread the daily "chore" of cooking dinner for the family or hosting a dinner party—their new best friend in the kitchen will effectively provide the necessary support.

Appliances nowadays offer features that are perfectly suited to our fast-paced lifestyles, but only by demonstrating the possibilities can consumers develop an understanding and appreciation for the appliances they have so carefully selected.

Product education demonstrations provide valuable knowledge for consumers that is unobtainable elsewhere. This enables the consumer to fully realize the benefits available to them when cooking with their new appliances and leads to a very satisfied customer. **RO**

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- Made From SILGRANIT®, composed of 80% granite, one of the earth's most prized elements, withstanding

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Founded in Germany in 1925, BLANCO is a family owned company, recognized as a world leader in quality, innovative design and unsurpassed attention to detail. The company now offers the most extensive line of premium quality kitchen sinks offered in North America, including stainless steel sinks, Silgranit® sinks, kitchen faucets, coordinating bar faucets and sinks, functional custom sink accessories and striking stainless steel lavatory sinks. **RO**





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manufactures from all segments of the Appliance, Electronics and Furniture Industries brought enough products to open their own retail stores right in the Heart of the Strip.

The welcomes were given out and the keynote speaker John Kasich keep everyone's attention with a speech that all will remember. He spoke of family, ethics and responsibility. Newsweek magazine named John Kasich one of its "100 people for the 21st century" because he believes in the power of the individual to raise their standards and leave a better America for the next generation. He fought for these ideals as a nine-term Congressman from Ohio, and now as a business leader, media personality, author and speaker. As Chairman of the House Budget Committee, John Kasich was the chief

architect of the plan that balanced the federal budget for the first time since man first walked on the moon and provided for the largest government surplus our country has ever seen.

"John Kasich wears many hats in his life. He's a nine-term Congressman, a business leader, media personality, author and now a speaker," said Ed Kelly, president of Nationwide Marketing Group. "What's really interesting about him is that no matter what hat he puts on, he seems to always find a way to raise the bar in some way," said Kelly.

"Mr. Kasich not only believes in the power of the individual, he embodies it in his own life. We're pleased to have someone of his caliber join us for PrimeTime!"

The next day the floor opened to a flurry of buying,  
| *continued on page 38* |



Nationwide president/director Ed Kelly



Nationwide big boys Les Kirk, executive VP/director; Ed Kelly, and Robert Weisner, executive VP/director



Robert Weisner



Purcell Murray—Kels Purcell, Tim McLoughlin writing up a large order



Bosch—Mark Petrino, Lisa Bieker, Matthew Cols, Basil Larkin, Pete Mackin, Dick Muchanic, Barry Reef



Miele—Steve Evans, Pam Burrows, Michael McCurdy



Action at the Miele booth—Jean Weyer, Chris Walsh, Scott Miller, Albert Lee III



WC Woods/Danby—Jim Loughrie, John Pell Jr., Dane Benson, John Pell Sr.



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## Sub-Zero and Wolf Host First Cabinet Manufacturers' Design Leadership Seminar



MADISON, Wis. (August 9, 2007) – Sub-Zero, Inc. and Wolf Appliance, Inc., leading manufacturers of premium refrigeration and cooking appliances, hosted its inaugural Cabinet Manufacturers' Design Leadership Seminar May 21-23. Design engineers, specification personnel and customer service staff from leading domestic and international kitchen cabinet manufacturers viewed the company's new appliances introduced at the Kitchen and Bath Industry Show (K/BIS) in Las Vegas during May 8-10 and discussed how these integrate easily into great kitchen design.

"After showcasing the new Built-In refrigeration and E Series ovens at K/BIS, we extended the industry education experience by hosting this seminar for cabinet manufacturers," said Paul Leuthe, corporate marketing manager of Sub-Zero and Wolf Appliance. "It is important that our trade constituents understand the subtleties of our new products and the impact they will have on panel design and installation."

Nearly 100 professionals representing 60 different companies attended the event. Some of the companies present included Dura Supreme, Plain & Fancy, Wood-Mode, Yorktowne, Wm Ohs, Bulthaup, Poggenpohl, American Woodmark, SieMatic and Snaidero.

Mick de Giulio, internationally recognized kitchen designer, of de Giulio kitchen design Inc., Chicago, opened the session by addressing the guests with insight about design and the creative process. Bill Draper, nationally known for creative cabinetry design and founder of Draper DBS, Perkasio, Pa., joined the presentation by sharing his thoughts about inspiration.

The days that followed were spent deconstructing the design and installation specifications of Sub-Zero's new Built-In line and Wolf's new E Series ovens, as well as discussions about how new appliances are intended to interact with manufacturers' cabinets. The visit was rounded out with a tour of Wolf's plant and dialogue spanning topics from quality and reliability to design engineering and marketing.

Jamie Drake, founder of Drake Design Associates and admired for his use of color, presented closing comments about how color integration enhances the home. "The carefully orchestrated details of this seminar will help us tremendously throughout our planning and design process as we help our clients build their dream kitchens," said manufacturer Bill Ohs, of WM Ohs Inc., Denver, Co., echoing the sentiments expressed by several people who attended. **RO**



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## Measuring Excellence with Capital's Precision Series



Precision Series Front Panel – features die cast chrome knobs with pure grip comfort inserts.

This new Precision line features the industry's first mechanical rotisserie system built into the oven cell, the first 30" range with a central wok at 25,000 BTU's, the first oven to feature a roller-rack system which adds rollers to the rack itself and not inside the oven, thus eliminating all hardware or side rails in the oven cavity, the first to offer a 60" range line up with a 24" baker's oven and a standard 36" self clean, convection, broiling oven, the industry's first 30" ranges with fixed infrared BBQ grill or griddle. And if that's not enough they've come out with the industry's first 36" range and range-top with a Power-wok™ in the center delivering an astounding 30,000 BTU's of raw, unadulterated power.

Equally impressive is their patent pending Power-Flo™ burner system, the industry's first truly efficient sealed burner system that conserves energy by consuming less gas and operating at higher BTU's. In fact, you'll be hard pressed to find any other range delivering as much power, performance and efficiency as the Precision Series, and the burners also turn down to a very delicate 140-degree simmer for those ultra-delicate sauces.

There's a greater emphasis to the fit and finish, the details of performance, and looking at new ways of pushing the boundaries of what's possible in an appliance. The features truly enhance a consumer's life in some meaningful way and aren't just gimmicky or marketing hyperbole. There's truth in the Precision Series, and it's that truth that's being showcased in select dealer showrooms throughout the country.

So, how did a company that started operations in 2001 do so much? One word: Passion. **RO**



Power-Wok™ - Delivers 30,000 BTUs

If excellence is measured by the qualities that make up an appliance, then Capital's Precision Series stands heads and shoulders above the rest. It's the details that matter, culled from nearly fifty years of appliance innovations. Their new Precision Series features a number of industry firsts. In fact it's no coincidence that the word "capital," by definition, means first.




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<p><b>Invention Appliances</b></p> <p>Electric ignition system for residential appliances</p> <p>1959</p>	<p><b>Invention Gas Burner</b></p> <p>Developed two-gas chamber burner system, individually fed by a duplex valve</p> <p><b>World's First Dual-Flow Gas Burner</b></p> <p>1960</p>	<p><b>Patent No. 1,118,372</b></p> <p>First to Invent a Gas Fired Self Clean Oven System</p> <p><b>Pyrolytic Self Clean Gas Oven</b></p> <p>4/66</p>	<p><b>Patent No. 1,128,218</b></p> <p>First to Invent Low BTU Natural Gas Constant Pilot Burner</p> <p><b>Low Input Pilot Burner for Natural Gas</b></p> <p>10/66</p>	<p><b>Patent No. 1,500,768</b></p> <p>First to Invent a Universal Gas Burner that could be operated on all Gases</p> <p><b>Universal Gas Burner w/ Interference Baffle</b></p> <p>3/68</p>	<p><b>Patent No. 1,317,303</b></p> <p>World's first 100% safe Gas Oven System</p> <p><b>Safety System for Gas Ovens</b></p> <p>6/70</p>
<p><b>Innovation Professional Range</b></p> <p>Created world's first pro-style all stainless steel, gas ranges for Viking™ Range</p> <p>1986</p>	<p><b>Innovation RangeTop</b></p> <p>Created BBQ-charbroilers and thermostatically controlled griddle sections in pro-style ranges and rangetops</p> <p>1986</p>	<p><b>Innovation Professional Range Tops</b></p> <p>Created industry's first stainless steel pro-style rangetops for Thermador™</p> <p>1988</p>	<p><b>Innovation Ranges</b></p> <p>Created the universally used Inconel® infrared mesh broiler in ovens</p> <p>1990</p>	<p><b>Innovation Professional Dual Fuel Range</b></p> <p>Created Industry's first dual fuel pro-style ranges for Thermador™</p> <p>1990</p>	<p><b>Innovation Professional Outdoor Grill Market</b></p> <p>Created the world's first all stainless steel BBQ-grill, reinventing the world of high-end grilling</p> <p>1992</p>
<p><b>Innovation BBQ-Grill</b></p> <p>Created world's first high-end stainless BBQ-grill with infrared rotisserie burner, copied by every BBQ-grill manufacturer in the world</p> <p>1992</p>	<p><b>Innovation Outdoor Grills</b></p> <p>Created industry's first versatile BBQ-grill with infrared grill section, stainless burners and night-lights</p> <p>2003</p>	<p><b>Innovation Patent Pending</b></p> <p>140° simmer -19,000 BTU's sear Consumes less gas &amp; produces higher power than any other sealed burner</p> <p><b>Power-Flo™ Burner System</b></p> <p>2006/2007</p>	<p><b>Innovation Patent Pending</b></p> <p>Puts rollers on the racks and not in the oven, thereby improving the oven's ability to clean itself</p> <p><b>Flex-Roll™ Oven Racks</b></p> <p>2006/2007</p>	<p><b>Innovation Patent Pending</b></p> <p>Created industry's first motorized rotisserie system in a pro-style range</p> <p><b>Moto Rotis™ System</b></p> <p>2006/2007</p>	<p><b>Innovation</b></p> <p>Created the Precision Series™ in 30", 36", 48", and 60" ranges and rangetops</p> <p>2006/2007</p>

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## Speed Queen Adds Two to Distribution Base

Laundry equipment manufacturer Speed Queen recently added Northern Plains Distributing and Hamburg Brothers as distributors of its line of home laundry products. "The addition of Northern Plains and Hamburg Brothers further solidifies our distribution network," said Chuck Melton, national sales manager of Speed Queen home laundry equipment. "Both firms are outstanding in their professional approach and we're excited they'll be expanding the Speed Queen presence in the market among their local independent appliance dealers." Based in Fargo, N. D., Northern Plains Distributing will serve Upper Michigan as well as Wisconsin, Minnesota, North and South Dakota. Northern Plains has been marketing to retailers in the upper Midwest since 1976 and currently serves approximately 700 dealers throughout its territory. "We're excited to add Speed Queen to our product base," said Jeff Rogerson, sales manager at Northern Plains. "Speed Queen's durable, American-made laundry products offer all of the value-added ingredients necessary to successful, profitable growth for independent retailers." Pittsburgh-based Hamburg Brothers will serve the western part of Pennsylvania for Speed Queen. Hamburg Brothers got its start in 1920 and adds Speed Queen to an already strong electronics product lineup. "Speed Queen is a perfect fit because our distribution is predominantly to independent dealers, the type of dealer who is the perfect candidate to be selling Speed Queen," said Dennis Holzer, co-owner of Hamburg Brothers. "These are dealers who sell by selling, not by the 'sale' price they advertise."

For more information about Speed Queen's complete line of commercial quality equipment designed for the home and the company's industry-leading warranty, call 1-920-748-3121 or visit [www.speedqueen.com](http://www.speedqueen.com). **RO**



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Architect Thomas Roszak with his wife Justyna and their children, in their clearly visible GE Monogram kitchen, Chicago.



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## Brew Express Announces Change in Distribution for the California and Northern Nevada Market

Effective on September 1, 2007 Brew Express will no longer be available through Purcell Murray Company. Lance Larkin wishes to thank the staff of Purcell Murray for their great efforts in marketing and establishing placement for our product, Brew Express. Because of our desire to grow into many other market areas we have decided to make a change that will better fit our goals for Brew Express.

Lance Larkin is proud to announce that Brew Express will now be offered through Water Inc. Water Inc is the distributor for many fine products, and offers us the ability to grow and reach many other markets. We also wish to thank the many dealers that currently offer Brew Express, and invite them to contact Water Inc for their orders in Ca, N.NV, and HI.

For more information about becoming a Brew Express dealer with Water Inc's, call (800) 322-9283. **RO**

## Dacor Appoints Ric Brutocao as President, COO



DIAMOND BAR, Calif. August 6, 2007 Dacor today announced that Ric Brutocao has recently joined the management team as President, Chief Operating Officer of Dacor. In this newly created role, Brutocao will be responsible for overseeing the day-to-day operations of the company and will report directly to Dacor Chairman and Chief Executive Officer, S. Michael Joseph.

Brutocao brings to Dacor a wide range of business experience that spans over 35 years, with an extensive background that includes developing computer systems for large commercial installations and managing an Italian manufacturer of luxury yachts through international distribution.

We are pleased to have Ric as a part of our management team and are excited about the new heights to which his leadership will take Dacor, said Joseph. Along with his solid ethical foundation and strong family values, he brings a wealth of business experience in both large and small companies. He is an excellent communicator and has a terrific ability to get to the heart of an issue by asking the right questions. Ric greatly respects the company that Dacor is today and is enthusiastic about helping us grow in sales and profits.

Prior to joining the Dacor team, Brutocao served as Chief Executive Officer of AAC Corporation, a re-seller of software tools, services and training for specialty engineering across a wide range of technologies. Following his tenure at AAC, Brutocao served as Chief Executive Officer, President and Board Member with software manufacturer, Centergist Solutions. Most recently, Brutocao held the position of Chief Executive Officer and Board Member with Advanced Materials Group Inc, in Dallas, Texas. **RO**

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## EuroChef USA, Inc.

EuroChef USA was established in 2000 with the goal of selling imported and domestic high-end cooking equipment for the home at competitive pricing. Two industry veterans are at the helm of EuroChef USA—Mark and Harvey Lubell. Mark serves as president and brings 35 years of appliance sales and marketing and product planning to this position. He has spent many years with several major appliance brands and has a keen understanding of appliance manufacturing and the American appliance consumer. Harvey Lubell serves as vice president of EuroChef. Harvey's career has been spent building companies centered on the distribution of exported and imported appliances. Harvey Lubell manages the financial and administrative side of the New York based business. Each brother brings complementary skill sets to their positions in this fast growing and dynamic company. Eurochef's family of brands consists of DeLonghi major appliances, Caldera cooktops, Fratelli Onofri cooking appliances and Verona kitchen appliances.

EuroChef entered the market with a business plan that gives the dealer quality consumer-accepted products with good price points and substantial margins. They saw an opportunity in the market to offer the consumer a pro product line backed by nationwide distribution and service. Eurochef believes that the consumer appetite for pro-style ranges is much larger than the current market is addressing. Many suppliers are offering attractive products at unattainable retails for the average consumer. EuroChef is filling this gap by offering pro-style ranges beginning well under \$3,000. They believe they can attain retail floor space by attracting the consumer with these price points. In addition, EuroChef products will not interfere with Dealer sales of franchised high end products. EuroChef with its intimate ties to European Suppliers believes that European ranges could excite the US market and fill this price gap. They began working with the Elba factory in Treviso, Italy to introduce DeLonghi major appliances to the U.S. Dealers quickly had success with the DeLonghi product line and realized they were dealing with a manufacturer and master distributor who had positioned parts and service as a core ingredient to their business model. Today DeLonghi is being distributed through a network of ten distributors to every state in the Union. The product sits on approximately 350 store floors. The DeLonghi product line includes: 36" ranges, all gas with single or double ovens, 24" ranges available in all gas, all electric or dual fuel, 48" ranges, dual fuel with built-in griddle or without, 24" wall ovens available in electric or gas, cooktops available in 12" or 24" gas or electric and Pro hoods. Custom-made stainless steel griddles are offered on all gas ranges. DeLonghi has become one of the fastest growth brands in the moderately priced pro-style market.

### Caldera Cooktops in North America

In 2007, EuroChef partnered with one of the most award-winning lines of product ever introduced to the US market, Caldera Cooktops. Caldera will continue to design and manufacture gas and electric cooktops and EuroChef will provide sales, marketing and distribution for

| *continued on page 36* |

# EuroChef USA, Inc.

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For more information, contact EuroChef, the exclusive importer of Fratelli Onofri cooking appliances.

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North America. Caldera manufactures architecturally unique Ceran glass electric cooktops, gas cooktops and the world's only electronically controlled gas cooktop (winner of the 2007, 1st place KBIS Design Award)

### Introducing Fratelli Onofri Restaurant Appliances

Beginning the fall of 2007, EuroChef will introduce a full line of Dual Fuel Appliances from Fratelli Onofri in Modena, Italy. In the EuroChef tradition, Fratelli will establish the new lead price point of \$2,199 retail for a pro styled 36" dual fuel range that will be distributed nationally! In addition, EuroChef will offer the "Chiantishire" line of 36" ranges that will feature color selection, beveled oven door faces, and Italian hand-tooled knobs and handles. This designer line will hit the US market with a beginning price point of \$2,799.

The addition of the Fratelli Onofri product to the EuroChef family of brands will continue to solidify EuroChef's position as the leading supplier in the US of European cooking appliances. Dealers will be able to choose from a selection of all gas, all electric and dual fuel popular priced ranges from one supplier. They will have a choice of three different styles—a traditional commercial US styled range (DeLonghi), a modern European contemporary style (Fratelli Evolution) and an Old World Mediterranean style (Fratelli Chiantishire)

### Gateway to Quality European Products

EuroChef USA offers appliance dealers a unique access to European suppliers. Their selection of European brands comes from their years of experience with quality European suppliers and products. Dealers have learned that in addition to appealing, quality products, EuroChef supports them with a national network of service and a readily available parts inventory in the US.

#### Dealership information:

*EuroChef USA, Inc.*

41 Mercedes Way ste. 25 Edgewater,

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## **NEWS FLASH** Larkin Leaves BSH Home Appliances

Huntington Beach, Calif. – August 31, 2007

Mr. Franz Bosshard, President and Chief Executive Officer of BSH Home Appliances Corporation announced today that Mr. Basil Larkin, General Manager of Retail Business Sales, will leave BSH effective today.

"Mr. Larkin was instrumental in the growth of BSH over the past years and we wish him the very best in his future endeavors," said Bosshard.

In the interim, Mr. Dick Muchanic, Director of Retail Business Sales East, will assume the responsibilities of GM of Retail Sales. **RO**

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selling, and schmoozing. There were over 200 companies, including major manufacturers and service providers within the appliance, consumer electronics and furniture industries exhibiting at the show. From the appliance world, companies like Whirlpool, GE, Electrolux, LG, BSH and Fisher Paykel set the pace quickly with over-sized booths set with large appliance selections and ample room for negotiations. Some of the other companies to making their presence known were Air King, Miele and WC Wood/Danby.

The goal it seemed for the day was to get in as many booths as possible, sign your deals for the day and get ready for a night on the town. Unfortunately, it was Vegas and as we all know, there isn't much to do there.... you could hear Reps from the many companies trying to figure out what party to go to or who to hang out with. Eliana and I were fortunate in being invited to the Nationwide West dinner at Kahunaville in Treasure Island Resort and Casino. We were greeted by our three gracious hosts Ron Romero, Jim Feeny and Marty Wolf for an evening of fun, food and conversation. As a newbie to the event, we were accepted with open arms, strong handshakes and a twinkle in their eyes. These gentlemen know how to throw a party Vegas style. "What happens in Vegas stays in Vegas" is the saying, thusly no pictures. Everyone walked away satiated, and ready to take on the next day.

The first day we met with many of the appliance manufacturers and spent the second seeing what else the show had to offer. An overwhelming array of Plasma TVs, furniture and

services were scattered throughout the show floor. Panasonic, Sharp, Mitsubishi and Hitachi were the big electronics hitters. Many smaller companies were there vying for the attention of the buyers. There was a big trend with TVs and furniture in the home theater segment. We also saw a trend at the show with vendors selling the outdoor living lifestyle, a rapidly growing market in the building industry today.

Every day, breakfast, lunch and various snacks were served on the showroom floor at no additional cost to the attendees. This helped to make the entire event easier to go thru and as a kudo to the staff, it helped to keep the buyers close to the sellers.

The last event of the show was the closing ceremony where Robert Weisner, Executive Director and Executive VP of Merchandising & Member Service spoke about the previous two days records in both attendance and sales.

The finale was the announcement of the winners of the drawings from the various vendor booths. It felt like the Price is Right on steroids. Electrolux gave away a new crew-cab truck, GE gave away a Rolex watch and gifts from custom refrigerators to Pebble Beach trips were also given out. For you independent dealers or vendors looking for a connection to a profitable way of doing business, looking for education and an opportunity to work with some of the best in the industry, I suggest coming to the Spring meeting in Dallas, Texas in March of 2008 and making your future time Nationwide Primetime. **RO**



GE—Craig Cracchiolo, Taylor Wright, Paul Riley



Whirlpool's new color: Aspen



DCS-Fisher Paykel—Jim Feeny, Treana Feeny, Marty Wolf (Nationwide West), Chris Gallagher



Electrolux—Larry Tice, Jeff O'Malley



Whirlpool—Lorizelda Contreras, Mike Motes, Don Wilson, Joy Posey, Bob Burdick



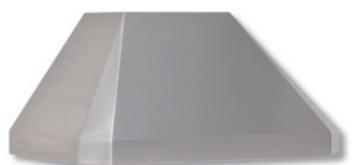
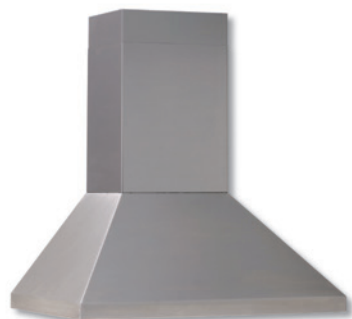
Air King—Carol Chintala, Dennis Bemboom



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Marina Strauss—Canada's ReportonBusiness.com

RETAILING REPORTER August 15, 2007—Competition in retail appliances will be heating up as Leon's Furniture Ltd. prepares to beef up its offerings with a new acquisition, just as U.S. powerhouse Lowe's Cos. Inc. is about to open its first stores in Canada with a big selection of appliances.

Leon's said yesterday it has a pact to acquire Appliance Canada Ltd., which has annual sales of \$100-million, marking the furniture retailer's first foray into wholesaling appliances to builders and apartment landlords.

What is more, Appliance Canada has two stores selling upscale merchandise and Leon's, best known for its no-money-down payment plans, will consider adding more of the outlets - branching into the premium appliances retail market, said Terrence Leon, chief executive officer of the family controlled chain. Already the retailer is expanding into higher-end furniture.

"We think it's an opportunity to do a lot of business," Mr. Leon, a third-generation leader of the business, said in an interview.

The move comes as the housing and furniture markets are expected to weaken. In the United States, the housing market is rapidly deteriorating amid fears of a collapse of the subprime mortgage market.

But the upscale appliances niche is a strong one for Leon's to pursue, with consumer demand rising for higher-priced, energy-conserving, smaller and lighter products, said Michael McLarney, publisher of Hardlines, a trade publication. Profit margins are higher in this area as manufacturers adopt new innovations and technology.

"There's a whole new vista in the appliance market that has opened up for retailers," Mr. McLarney said. "Leon's is wise to jump on that."

But he said that Leon's has to hurry to get into it because Lowe's is an extremely strong player in appliances. It is second only to Sears Holdings Corp. in the United States in appliances, and that gap is quickly narrowing. Lowe's archrival Home Depot Inc. also sells appliances.

Lowe's is expected to launch its first six stores in Canada by the end of January. Mr. McLarney said it is taking its time expanding outside the U.S., being very fussy to make sure it is doing things according to its usual standards.

Last week, Lowe's announced that its president in Canada, Doug Robinson, was leaving abruptly, even before the first stores opened. He is being replaced by a Lowe's veteran. Mr. McLarney said that despite the disruption and a lot of turnover among Lowe's Canadian product buyers - a crucial responsibility at any retailer - Lowe's is committed to its rollout out in this country.

Mr. Leon said the acquisition, which is to close at the end of September, could open the way for Leon's to add more upscale appliances to its own furniture stores. They already carry lower-priced appliances.

He said the chain has moved into higher-end furniture, and is now testing smaller pieces targeted to young urban professionals moving into condominiums.

But he said the pace of growth in furniture sales slowed in the second quarter. Leon's same-store sales at outlets open a year or more—a key indicator of a retailer's health—rose 3.5 per cent in the second quarter. That's just a fraction of the 10- to 16-per cent increase in its first quarter. **RO**



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PRESS RELEASE

## LG Electronics Captures #1 Market Share in Front-Load Home Laundry Revenues in U.S.

ENGLEWOOD CLIFFS, N.J., Aug. 21 -- LG Electronics achieved the number one share of the U.S. market for residential front-load clothes washers and dryers, based on revenues, during the second quarter of 2007, according to market data from The Stevenson Company's TraQline report. G-brand front-load home laundry products reached this milestone less than four years after entering the U.S. market, aided by the popularity of innovations such as the LG SteamWasher(TM).



"Desirable features, reliable performance and stylish design are attracting record numbers of American consumers to premium LG home appliances," said John Herrington, president, LG Electronics USA, Inc., Digital Appliances. "Our growth in front-load laundry is a direct result of listening to our consumers, and it reflects consumers' excitement about our colorful array of premium products and innovative technologies such as steam". The company also offers unsurpassed performance with advanced technologies such as the unique Direct Drive(TM) system found on LG washers, which delivers high efficiency and quieter operation with less vibration.

The growth of this category is no surprise. Because of their convenience, capacity and energy savings benefits, front-loaders represent more than 30 percent of all residential washers and dryers shipped in the United States so far this year, according to the Association of Home Appliance Manufacturers (AHAM). "Front-load laundry is the fastest-growing category in major appliances," said Joseph McGuire, AHAM president. Industry shipments have tripled in five years and, thanks to new standards, efficiency is improved by 35 percent since 2000, according to AHAM. **RO**



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Lauren Coleman-Lochner

BLOOMBERG, August 30—Sears Holdings Corp., the retailer assembled by Edward Lampert, said second-quarter earnings dropped for the first time in almost two years on declining sales at Kmart and its namesake chain. Sears shares sank 2.6 percent, the most in three weeks. Revenue fell for most merchandise categories, and profit margins narrowed after the retailer discounted spring and summer clothing to clear its racks. Consumers cut back on purchases as the worst housing slump in 16 years reduced remodeling projects and made it harder for shoppers to get home-equity loans. “We all await some magic fix from Mr. Lampert, and so far this year, not only hasn’t it happened, but the results continue to deteriorate”, Gary Balter, an analyst at Credit Suisse in New York, wrote in a report. He cited the narrowing gross margin and higher inventories as concerns, and rates Sears “outperform”. Chief Executive Officer Aylwin Lewis said Sears was “disappointed” with the quarter. The company will improve marketing and do more to tout its ovens, refrigerators and other appliances to win back sales, he said today in a statement. The results are at the lower end of a preliminary earnings statement Sears issued Aug. 13. Net income decreased 40 percent to \$176 million, or \$1.17 a share, from \$294 million, or \$1.88, a year earlier. Revenue dropped for the second quarter in a row, sliding 4.3 percent to \$12.2 billion. Sales at U.S. stores open at least a year fell 4.1 percent, with a 4.3 percent drop for Sears’ stores and 3.8 percent for Kmart. The retailer said last month that home appliances led revenue declines in

the first nine weeks in the quarter, which covers the three months through Aug. 4. Both chains have reported lower same-store sales every quarter since Chairman Lampert, 45, combined Sears, Roebuck & Co. and Kmart Holding Corp. in 2005 to form the largest U.S. department-store chain. “They can’t maintain profit margins in clothing, and they can’t maintain sales in home appliances”, Erik Gordon, a business professor at Stevens Institute of Technology in Hoboken, New Jersey, said today in an e-mail. “This time, the blame is on the housing slump. I forget what got blamed for the prior seven quarters of crummy results”. Gordon says he doesn’t consult for or own shares in any retailers. Sears shares fell \$3.78 to \$141.83 at 4 p.m. EST in Nasdaq Stock Market composite trading, the biggest decline since Aug. 9. They’ve dropped 16 percent this year. Lampert, a hedge fund manager who runs ESL Investments Inc. in Greenwich, Connecticut, is in charge of investing the retailer’s cash, which totaled \$2.63 billion at the end of the quarter. He is looking for acquisitions, both in and out of retailing. “Sears is losing ground to other department-store chains such as J.C. Penney Co. and Kohl’s Corp. that offer more fashionable goods to their middle-income customers”, said David Keuler, managing director at Mason Street Advisors, which holds shares of those merchants among more than \$70 billion in assets. The Milwaukee-based firm doesn’t own Sears.

“I just don’t see Sears as a quality retailer right now”, Keuler said in an August 16 interview. **RO**



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## Emaar appoints Yousif Al Ali as General Manager of The Dubai Mall

DUBAI, UNITED ARAB EMIRATES; July 25, 2007: Emaar Properties has appointed Mr. Yousif Al Ali, a UAE national, as General Manager of The Dubai Mall, the company's flagship mall development within Downtown Burj Dubai. The first and only UAE national to achieve and hold Certified Shopping Centre Manager and Certified Marketing Director designations from the International Council of Shopping Centers (ICSC), Mr. Al Ali will drive customer and tenant relationship building strategies at The Dubai Mall. One of the world's largest shopping and entertainment destinations, The Dubai Mall has 3.77 million sq ft of gross leasable area and will anchor several global retailers including the Galleries Lafayette department store. Set to open in 2008, The Dubai Mall will be home to one of the world's largest indoor aquariums, the largest enclosed gold and jewelry bazaar with over 200 stores and Kidzania, a wonderful mini-city where children can play make-believe in a realistic way. Emaar's diversification into shopping malls is in line with its Vision 2010 to become one of the most valuable companies in the world. An award-winning developer, Emaar has strengthened its product sale competencies, market reach and best practices through strategic acquisitions and joint ventures. Emaar acquired John Laing Homes, America's second largest privately held home builder; Hamptons International, UK's premier realtor; and formed a joint venture with US-based Turner International to strengthen execution capabilities. Emaar has joined hands with Giorgio Armani and Accor Hotels to strengthen its presence in hospitality, and will launch ten luxury Armani resorts and hotels world-wide. **RO**

## Brand Source Service Convention

ANAHEIM, CA, August 6, —Brand Source Service, a division of Brand Source, is pleased to announce the inaugural Brand Source Service Convention to be held September 22-26, 2007 at Harrah's Hotel and Casino in Las Vegas.

The Brand Source Service Convention will be held in conjunction with the Marcone Service Association (MSA) Convention. The event will include one exclusive day of special presentations, business management training, and technical instruction.

Brand Source Service members may attend for a discounted rate and non-members may attend for a fee, refundable upon joining Brand Source Service. **RO**



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# Dacor Hosts NARI

A joint meeting between the San Francisco and San Jose chapters of the National Association of the Remodeling Industry (NARI) was held at the DACOR Showroom and Culinary Center in San Francisco on Wednesday, August 8, 2007. There were approximately 100 members and guests in attendance. The networking and dinner hour featured outstanding beverages, hors d'oeuvres and a mouth-watering buffet prepared in DACOR's demonstration kitchen. The topic for the evening was "Building

Business with Training" that emphasized training field and office employees is no longer a luxury, but a necessity in today's complex construction environment. The guest speaker was Leslie Shiner, the owner and principal of the Shiner Group that has helped small and large construction companies maximize their profits. Leslie has an MBA from UC Berkeley and teaches Construction Accounting and Project Management seminars around the country. **RO**



The gracious DACOR hosts: - left to right: Marvin Berry, Joe Baldanzi, Charlene Rouspil and Jim Jensen.



Chris Donatelli, Chairman of the Board of San Jose NARI with Michael Mills, National Representative of the chapter.



Guest Speaker Leslie Shiner.



From the San Francisco chapter: David Ostrom, CR, CGBP, CKBR, Paul Winans Past President National NARI, CR, Nina Winans, CR, from Winan's Construction in Berkeley, CA and Everett Collier, National NARI Chairman of the Board.



Stacey Mackey, Mackey Builders in Oakland, CA, Vicky Beral, San Francisco, and David Freer, President of the San Francisco NARI chapter.



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Stainless steel cabinet and door with stainless steel pro handle and front lock (shown at left)

#### SPR601-OS

Same as above with glass doors- aluminum door trim

#### SCR600L-OS

Same as SPR7-OS with glass door- white door trim

#### SPR601-OS-RC SCR600L-OS-RC

Refreshment center models with wood and wire shelves.

SUMMIT PROFESSIONAL has one of the industry's largest lines of refrigerators and beer dispensers with UL approval for outdoor use. All have seamless stainless steel cabinets and sealed backs, and all exceed UL safety requirements by incorporating a GFCI in every line cord. All models are all-refrigerator with automatic defrost, and all offer a variety of shelving configurations to meet your exact needs.

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## European Superstar Makes a Splash in U.S.

BUENA PARK, California—An established superstar in Europe, known for stirring good looks and stellar performance, has burst upon the U.S. scene and will sweep Americans off their feet.

No, we aren't talking about that soccer guy.

V-A-H Marketing, Pacific West distributor of premium quality appliances, introduces the Blomberg™ dishwasher. It is the best dishwasher you have never heard about. But you will, because it has quality and features equal to or even better than the top-rated brands, but differs in one important way: better pricing. Blomberg is a new brand to North America, but has excelled in Europe's appliance market for nearly 60 years, producing a full line of laundry, refrigeration and cooking products. The first products that will be available in North America are its dishwashers.

The Logitronic™ dishwasher has won some of Europe's top awards for advanced technology, reliability, low water and energy consumption and exceptional design. The Logitronic delivers gentle cleaning for more delicate dishes in the upper basket, and performs 60 percent higher jet pressures in the lower basket for tougher cleaning tasks. The dishwashers feature the highest quality stainless steel tubs, electronic displays in a hidden control panel, flow through water heaters and five-level, and multilevel wash systems. Other exclusive features include: Advanced water and energy efficiency; all Blomberg dishwashers are ENERGYSTAR™ qualified. Triple layers of insulation, ensuring quiet operation. A half-load option makes it economical to wash even when using just one basket. A 30-minute quick wash cycle for lightly soiled dishes. Three-way filtering to remove the smallest dirt particles and ensure circulation of clean water.



Height-adjustable upper rack, which can be raised to make room for pans, platters and baking trays in the bottom rack, or lowered to accommodate tall glasses. A smart-RACK™, available in some models, which adjusts the rack height in one simple action, even when the rack is fully loaded. Smart-FOLD™ plate supports help maximize capacity and allow large items to be easily washed. Cutlery baskets that can be divided into three sections, enabling more flexible loading options. Available in black, white, stainless and integrated models. **RO**

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WST300SBG shown

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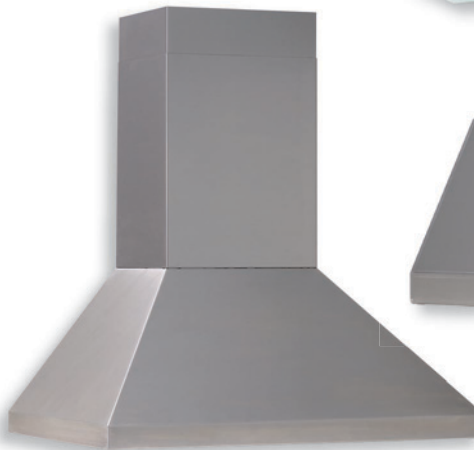
WFA300SCG shown



CTG305DS shown

### *Commercial performance in a sleek package*

- 30" and 36" Gas Cooktops



WPX364S shown



WSX364SSPC shown

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- Internal or Remote blowers
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CTI365D shown

### *Maximum Control & Energy Efficiency*

- 30" and 36" Induction Cooktops



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## Best by Broan® Training Camp Travels to Northeast Dealers and Distributors

HARTFORD, Wis. – August 15, 2007 – With over 130 dealers and distributors from Clarke Distribution, MKS Industries, The Fretz Corporation and Westye Group East attending, Best by Broan® continued its All Stars training camp from July 15-19 at the Doubletree Hotel Newark Airport, New Jersey. The training camp allowed Northeast dealer and distributor salespeople to learn about Best by Broan products, features and applications as well as the importance of proper ventilation, according to Fred Rogers, director of sales. “These training camps are a success because they educate our distributors and their dealers on how to effectively sell kitchen ventilation profitably,” said Rogers. “With the competitive information we provide them, they are armed with the correct information to help consumers make good buying decisions.” Attendees participated in four compressed training modules.

The Ventilation Basics module demonstrated venting options and differences and how to select the right kitchen ventilation system. It also detailed the importance of kitchen ventilation in today’s home by exploring the anatomy of a grease particle and how it can act as a harmful home contaminant.



Kevin McGauley, northeast regional sales manager, Best by Broan, demonstrates the features of Best by Broan range hood inserts and liners to attendees.

The Built-In Collection module discussed the importance and popularity of hidden ventilation, especially in today’s homes where kitchens are the social center of the family, and how to easily install a Best by Broan system. The Professional/Fashion module presented the complete Best by Broan line, with special focus on the new WP29 Professional-style hood. Also covered was the ease of use of the Best by Broan catalog for retailers and their customers.

The Competitive module provided demonstrations that emphasize the importance of utilizing blowers that develop power as well as CFM. In addition, Best by Broan’s unyielding position regarding HVI certification and its commitment to only publishing accurate data were affirmed. Also demonstrated was the reality of the “ease-of use” claims from competitive products that do not use filters. The superiority of filters was obvious as was the ease of cleaning those filters. The final Best by Broan All Stars training camp will be held in Chicago. Earlier this summer, training camps were held in Seattle, San Francisco, Dallas, and Atlanta. **RO**

## Almo Brings the Panasonic Living in HD Mobile Tour to select Fall Dealer Expos.

Almo’s Consumer Electronics & Appliance Expos are bringing product trainings, a technology showcase, prizes and the Panasonic Living in HD Mobile Tour to select regions nationwide.

Earlier this year, Almo Corporation announced a major expansion of their dealer events. Now called the Almo Electronics & Appliance Expo, these regional dealer events, were restructured as an exposition bringing new features to each event including expanded seminar and vendor training schedules, larger show floors integrating electronic and appliance manufacturer displays into a single venue, door buster show specials from all participating vendors and more ways to win with Almo-Mania—the new scratch-off game with prizes sponsored by Peerless, Frigidaire, Panasonic and more! On September 1st, Panasonic kicked off their Living in HD Mobile Tour. These fully outfitted digital homes on wheels, will give people across the country a hands-on demonstration of Panasonic products in their digital living suite. The vehicle features three activity zones: content creation, home theater and plasma display. In these three zones, visitors can interact with and experience

digital living first hand. The Panasonic Living in HD Mobile Tour will be visiting the following Almo Expo’s this fall in St. Louis, Missouri on Thursday September 27th and Kansas City, Missouri on Wednesday October 3rd. Almo’s 2007 Expo season kicked off with a bang in Philadelphia at their corporate headquarters and has since been seen in Texas, Michigan, Minnesota, Illinois, Ohio, Wisconsin and North Carolina. Trainings have been packed and winners have been abundant like Basil Weatherly who won a 60” Philips plasma and Judy and Randy Monk who won a Frigidaire dishwasher of their choice.

There are only four chances left to catch the Almo Consumer Electronics & Appliance Expo.

- September 27 St. Louis, MO
- October 1-2 Baltimore, MD
- October 3 Kansas City, MO
- October 9-10 Verona, NY

For complete expo details and to register, visit <http://cess.almo.com/Expo2007>.

Events are open to all Almo and EHP Direct Customers. Other interested dealers should contact Richard Neumer at 800-345-2566 x4203. **RO**





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# COMING EVENTS CALENDAR 2007

## SEPTEMBER

- 13 **Minnesota NKBA-**  
Design Competition Gala
- 18 **United Stores Expo Event-**  
Norwalk Marriott, Norwalk, CA
- 20 **NKBA Puget Sound Chapter-**  
Albert Lee Specifier's Night Seattle, WA
- 20 **NKBA Alaska Chapter-**  
Bayshore Clubhouse Anchorage, AK
- 25 **NKBA Northern California Chapter-**  
Artisans Showcase,  
Palo Alto Country Club, Palo Alto, CA
- 27 **NARI SFBA-**  
2nd Annual Golf Tournament  
Metropolitan Golf Links, Oakland, CA

## OCTOBER

- 5-7 **Minnesota NKBA Chapter-**  
Garage Sale, Minneapolis  
Fall Home and Garden Show
- 8-11 **Fall NARI Board of Directors Meeting-**  
Mandalay Bay, Las Vegas, NV
- 9-12 **The Remodeling Show-**  
Mandalay Bay Convention Center,  
Las Vegas, NV
- 11 **NKBA Northern California-**  
Standards of Excellence,  
San Jose, CA
- 17 **NKBA Sierra Nevada Chapter-**  
R Supply, Reno, NV
- 25 **NKBA Alaska Chapter-**  
Allen & Peterson, Anchorage, AK

*NOTE: Attention Buying Groups, NKBA and NARI Chapters, Distributors and Manufacturers: Please submit your meeting schedules to [info@retailobserver.com](mailto:info@retailobserver.com) ASAP so they may be included in our Coming Events Column. If you would like to receive the Retail Observer please go to [www.retailobserver.com](http://www.retailobserver.com) to subscribe.*

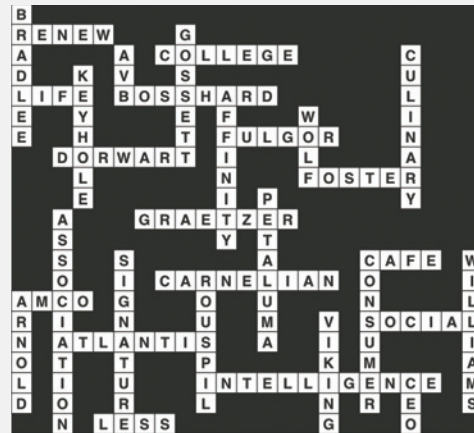
## NOVEMBER

- 6-7 **Brand Source Michigan Chapter-**  
Soaring Eagle Resort & Casino,  
Mt. Pleasant, MI
- 13-15 **Brand Source Northwest-**  
Embassy Suites Southcenter,  
Tukwila, WA
- 14 **NKBA Sierra Nevada Chapter-**  
M Home Supply,  
Reno, NV
- 29 **NKBA Alaska Chapter-**  
Allen & Peterson,  
Anchorage, AK

## DECEMBER

- 12 **NARI San Jose Chapter-**  
META Awards,  
Doubletree, San Jose, CA

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# Attention Independent Retailers

BY LEE BOUCHER



As most of you know who have read my editorials for the past 16 years, my main thrust has been for the survival and prosperity of the independent major appliance dealer. In the past 25 years we have seen our market share plummet from 60% to around 30%. That is because of the big box stores like Sears, Home

Depot, Lowe's, Best Buy and Costco. We are not alone. The independent bookstore market share has gone down 50% in the past 10 years because of Borders, Barnes & Noble and Amazon.com.

I am asking for your consideration. Do you still shop and buy at Wal-Mart? Of course you do, because their prices are so low. Think about it. Wal-Mart has put more independent retailers out of business than all the other corporate firms in U.S. history. It is the biggest retailer in the history of the world. Wal-Mart forces itself into towns and cities that don't even want them. I don't shop Wal-Mart because they employ overseas workers in China and other countries at less than minimum wage, do not pay for overtime and force some to work 7 days a week. The Wal-Mart owners are billionaires. That doesn't seem fair to me. I would never be found in a Wal-Mart store.

What has that got to do with you, Mr. and Ms. major appliance dealer?

It has to do with supporting other independents just like you. When you go on a trip don't go to Denny's or Olive Garden for dinner, go to a local restaurant. The food will be just as good or better, the service will be good and the prices more reasonable. Don't order Bud or Coors if you are a beer drinker, instead try the local micro-brew. I guarantee it will taste better and you will be supporting that local community. If you are an independent, support other independents.

A few months ago I went to Reno, NV, to cover the Heath, Patio and BBQ convention and to interview Czyz Appliance for a feature article in the *Retail Observer*. On the way back home on highway I-80 I stopped in Auburn CA. for lunch. I found a family-owned restaurant and ordered soup and salad. To my surprise the waitress brought me a few slices of bread to go along with my lunch. It was the BEST bread I had tasted in years! I asked the waitress, "Where do you buy this bread?" She answered, "We bake

it fresh in our ovens every morning." My point is: You, as independent major appliance dealers, designers, builders or contractors, also offer that kind of special service that you can't find elsewhere.

I admire Ace Hardware. I am lucky to have one of their stores close by. Ace's prices are competitive and according to their e-mails, quite financially successful. I love local stores and restaurants. I get to know the names of the owners and a few of their employees as opposed to the big box stores where there is constant employee turnover.

Our town and cities have become homogenized. In each one you can find a Wal-Mart, Staples, Best Buy, Sears, Border's, Safeway, McDonald's, Burger King, Taco Bell, Olive Garden, Circuit City—the list goes on and on. The way to get variety is to patronize independent retailers and restaurants.

Boucher's first store was in Menlo Park, CA, with a population of about 30,000. Only two miles away from our downtown shopping district is the Stanford Shopping Center. It is beautiful, well landscaped and is very large. It appeals to those who like to take out-of-town visitors to show them this spectacular shopping center and to also shop at Bloomingdale's, Neiman Marcus and other upscale stores. The mammoth parking lot is almost always full.

The Stanford Shopping Center is the biggest competitor to the small independent stores in both Menlo

Park and nearby Palo Alto.

The independent store owners, like myself on Santa Cruz Avenue, did everything we could to get shoppers into our stores. We formed a Merchant Association and worked closely with the Chamber of Commerce. We had a jeweler, two men's clothing stores, numerous women's dress shops, an Ace Hardware, 3 banks, 2 drug stores, a stationery store, an antique store, a major appliance store and a couple of boutiques. The largest store had a square footage of 5,000 SF.

The main thing we did was to refer our customers to other independents on the street when they asked where a good store was that carried the products that we didn't. We also bought from each other.

The big box stores will always be with us and so will independent retailers, but if we can buy from each other and recommend other independent stores to our customers it can only help to improve the market shares for all of us. **RO**

---

BUY FROM  
YOUR LOCAL  
INDEPENDENTS  
AND THEY'LL  
BUY FROM YOU.

---



A close-up photograph of a terracotta plate filled with manicotti pasta. The pasta is a large, ridged, tube-shaped variety, filled with a creamy white cheese sauce and topped with a rich, red meat sauce. The plate is set against a dark, textured background.

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# Whatever Happened to the Human Voice?

BY CHUCK EDMONDS

I have just put phone down after spending 45 minutes trying to adjust a problem with a multi-national company and I have decided that what our country needs are some good old-fashioned human beings on the telephone.

**MNC-***Thank you for calling MNC. To better help you, we would like to know the reason for your call. Please answer the following five questions and we can then forward you to the correct department.*

*1) Are you calling because you have a problem?*

*2) Have you heard the latest Irish joke? Epitaph on a tombstone:*

*This stone is erected in memory of Tim Dooley who was drowned in the Lakes of Killarney by a few of his friends!*

*3) In the interest of helping quickly we have eliminated 4 and 5*

**CE-**I just want to talk to a human being about my problem.

**MNC-***Please note that at anytime you can press the pound key and we will hang up.*

**CE-**You don't understand—I bought this gizmo from you and it didn't work!

**MNC-***Please be advised you may experience long delays due to the high volume of calls that we don't have time to answer.*

**CE-**I just want to talk to a responsible person!!

**MNC-***This is not a valid response. We will need more information to direct your call to the right person.*

**CE-**Just who is the right person?!!!

**MNC-***I'm sorry, but I do not understand your question. Be advised you may experience longer delays because we honestly don't care and we feel your problem is your own.*

**CE-**Would you just direct my call to anyone human?!!!

**MNC-***Your call has been directed to our outsource facility in somewhere not in your country. Please speak clearly so that the agent there might better understand your question even if they don't understand what you're saying completely.*

**CE-**You don't understand. Last week I told my wife that we needed a home improvement loan—she gave me the \$5000 to move out.

**MNC-***I'm sorry we don't fly to Mexico City. Can you please choose another destination, sir?*

**CE-**Perhaps you can transfer me to someone with authority in your company.

**MNC-***To improve the quality of our service, this call may be monitored or recorded for training purposes.*

**CE-**I would like to speak to a manager, please!!!

**MNC-***I'm sorry, but I do not recognize the name. Are you sure you want to fly to Mexico City? How about Miami?*

**CE-**OK, OK- you win. I'll fly to Miami—when does the plane leave?

**MNC-***Please be advised sir, we will not tolerate strong language.*

**CE-**I'm not using strong language. I am getting very angry and I want someone to help me.

**MNC-***Before we switch you over to our Miami agent, we would like to know if you would answer a brief customer service survey we are taking.*

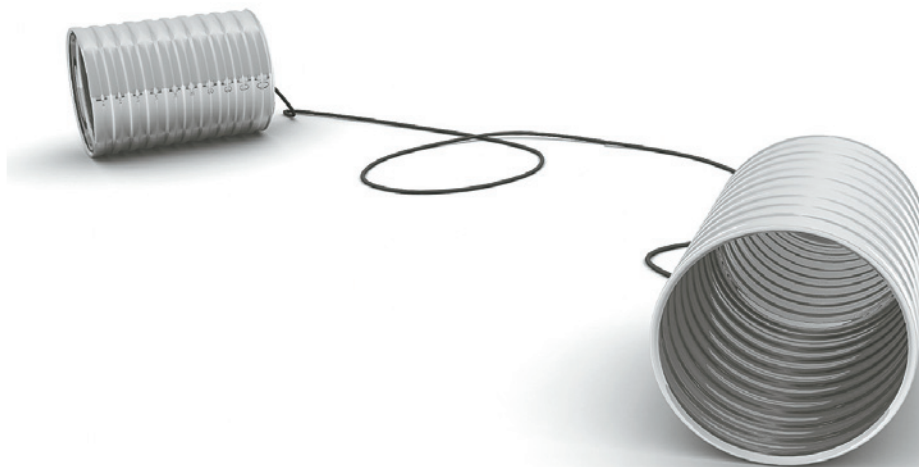
**CE-**This gizmo I bought from you just doesn't work. I want a replacement or my money back. Is that too much to ask of your company?!!!

**MNC-***All travel agents are currently helping others. Please stay on the line and the next available agent will help you.*

**CE-**I DON'T WANT A TRAVEL AGENT—I WANT SOMEONE TO HELP ME WITH A GIZMO I BOUGHT FROM YOU THAT DOESN'T WORK!!!

**MNC-***Sorry, you have reached this number after normal business hours. Please call back between the hours of 8am and 5pm and someone will be able to assist you. Recording number 504a725z52968-2.*

**CE-** Hello? Hello? Hello? Aw, \$&^@%\$#! **RO**





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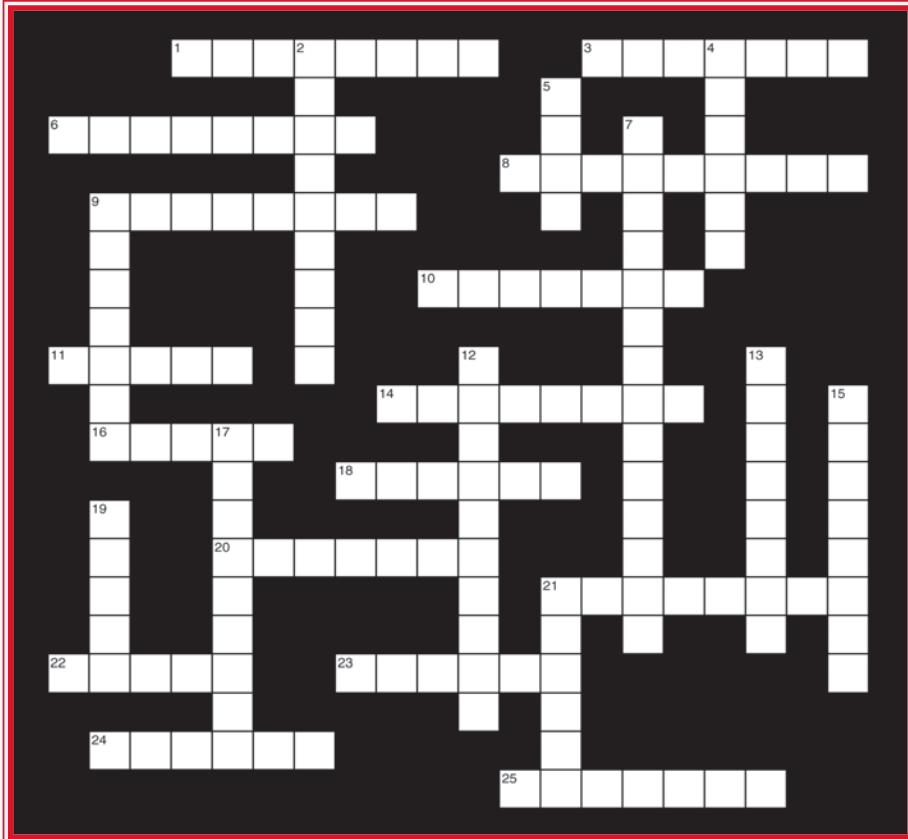
FOR MORE INFORMATION CONTACT YOUR MARKET MANAGER OR ACCOUNT MANAGER

Market Sales Manager Pacific Northwest Lower Don Wilson 800-446-2574 x1754	Market Sales Manager Pacific Northwest Upper Mark Collier 800-446-2574 x1775	Market Sales Manager Southern Pacific West Mike Notes 800-446-2574 x1758	Market Sales Manager Mountain Stores Maureen Boody 800-446-2574 x1442	Market Sales Manager Southwest Lower Mel Heintz 800-446-2574 x1090	Market Sales Manager Southwest Upper Erin Smith 800-446-2574 x1159	Market Sales Manager Great Lakes East Sherry Clem 800-446-2574 x1880	Market Sales Manager Great Lakes West Gary Grant 800-446-2574 x1755
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# Re-Observe the Word

—SEPTEMBER CROSSWORD—

( PUZZLE ANSWERS ARE FOUND IN THE EDITORIAL AND AD PAGES OF EACH ISSUE OF THE RETAIL OBSERVER. )



## ACROSS

- 1 peppers for BBQ Sauce
- 3 partner with Brand Source Service Convention
- 6 NARDA is in
- 8 Culinary \_\_\_\_\_ Institute selected EVO
- 9 Fuego's new partner
- 10 "BigRed"
- 11 LG \_\_\_\_\_ Washer
- 14 the best dishwasher you have never heard about
- 16 GE gift
- 18 Lance \_\_\_\_\_=Brew Express
- 20 Chairman of Sears
- 21 Nationwide was held at this hotel
- 22 city Chuck agreed to fly to
- 23 speaker for NARI Dacor event
- 24 created new granite composite sinks
- 25 Pennsylvania for Speed Queen

## DOWN

- 2 Capitol's new line
- 4 Appliance \_\_\_\_\_ bought Leon's
- 5 Miele's award
- 7 product \_\_\_\_\_ provide valuable knowledge for consumers
- 9 Roth served these cakes at event
- 12 Dura Supreme, Plain & Fancy, Wood-Mode, \_\_\_\_\_, Wm Ohs, Bulthaup, Poggenpohl, American Woodmark, SieMatic andSnaidero.
- 13 New GM of Retail sales BSH
- 15 playground in Dubia mall
- 17 Bosch #1 ranked duel-fuel
- 19 Best award designer
- 21 Imported by EuroChef

(LOOK FOR THIS MONTH'S PUZZLE SOLUTION IN THE UPCOMING OCTOBER ISSUE)

## PRIZE PUZZLE

### Test your power of observation

The online functionality of the crossword has been delayed, so starting with the October issue of the *Retail Observer*; you will be able to go on-line to complete the crossword. The first 50 puzzles submitted through the online process will be entered into a drawing for the sponsored product that month. For this month, please enjoy the reading, and we'll see you next month for the prize puzzle online at [www.retailobserver.com](http://www.retailobserver.com).

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