

The Retail Observer

September, 2010

YOUR RESOURCE GUIDE TO THE INDUSTRY

Vol. 21, Issue 9

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“What Doesn't Kill You Makes You Stronger”

German philosopher-Friedrich Wilhelm Nietzsche

This is probably one of Nietzsche's most memorable quotes—as it reflects the human condition and motivates us to become resilient. “Stronger” is my son's ring tone when he calls me, by Kanye West, updated for today's times. Something about the song inspires a feeling inside me—a harnessing of potential in the face of adversity.

Challenges help us to identify our wants from our needs, which initiates creativity and innovation, and inspiring solutions—which is how we have gotten everything we take for granted today from our food, homes, medicine, movies to technology—our computers, tv's and all the toys that come with it. Necessity is truly the Mother of Invention. It helps us to redefine all that we do and inspires us to come up with new and creative solutions to revitalize the underperforming aspects of our lives and businesses.

We are currently emerging out of a crisis as a nation, which has affected us all in many different ways—as individuals, as families and as business owners. Not one of us, or our company or organization can ever anticipate every possible crisis to come. And when crisis is here, instead of standing idly and waiting for someone else to decide our future, we need to develop strength through goodwill and ingenuity, which lasts, and helps us emerge from crisis stronger. Getting back on track demonstrates our organizational resilience.

Then there is Nietzsche's other quote—“He who has a strong enough why can conquer almost any how”.

A Concentration Camp Victim and a Holocaust Survivor lived to tell the world, how holding on to a future possibility by having a strong enough “why”, makes all the difference in one's life. His “why” was much bigger than himself, and he decided “not to die” and became much stronger.

The mind is stronger than anything. So strong in fact, that it can kill you, or strengthen you. Survival, and strengthening our place in life, is completely up to us. Developing an inner strength is what's responsible for producing an outer source of strength, and that outer source of strength is what keeps us from “getting killed”.

This is reflected in our businesses —right now it's “do or die” time. That means doing something different than you've been doing in the past. Create a positive picture of the future in order to stay alive. So, “what does not kill” some, and makes them “stronger”, like all life's challenges, can be applied to you and your business.



Here's to Becoming Stronger!

Eliana Barriga

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The
RetailObserver

SEPTEMBER 2010

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CELEBRATING OUR 21ST YEAR

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Holistic Marketing for Your Business

HOLISTIC MARKETING DEFINITION: A MARKETING STRATEGY WHICH IS DEVELOPED BY THINKING ABOUT THE BUSINESS AS A WHOLE

Many small businesses look at their marketing and select marketing plans that they feel comfortable with, and therefore, omit to undertake or incorporate marketing actions that are less comfortable for them.

When using a holistic marketing strategy, every aspect of the business must be carefully considered. The company must think about how a consumer will interact with its product, its website, its advertising materials, and everything else.

WHAT IS HOLISTIC MARKETING?

Let's say you are in the business of selling bread, do you market the benefits of the whole loaf or the benefits of the slice?

- If you market a slice, what affect does that have on the whole loaf?
- Do your clients and customers want a loaf or a slice or two?
- How do you know who your clients are?
- How do you know what your clients want?
- Where will you find your ideal clients and customers?
- What is your loaf made from?
- What else can you make from the same ingredients to benefit your clients and customers?
- How do you know that your clients and customers would not benefit from other products?

Not only do you need to communicate with your clients and customers, you need to do so in a way that can benefit them, you and your business.

By sending your clients, customers and prospects valuable and useful information via email marketing, web, radio, TV or direct mail you can keep them updated and informed about a wide range of events happening within your business.

Although this type of marketing is not a cheap option for some businesses, you can take a look at various marketing groups, local PR companies or even your local college business students to see what they can do to help you get the word out.

The more information you acquire to help you understand how to communicate with your clients and customers, the more you will improve your holistic marketing efforts.



Happy Retailing

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The
RetailObserver

SEPTEMBER 2010

VOLUME 21, NUMBER 9

CELEBRATING OUR 21ST YEAR

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



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IT PAYS TO BE A **FAGOR**  **DEALER!**



Become a Fagor reseller and discover firsthand all of the benefits that make carrying our product line a **most profitable venture**.

To support our dealer network and stimulate sales growth we've recently implemented an exciting **GREEN BUCKS BACK** rebate campaign.

Between now and December 31, 2010, consumers who purchase select Fagor appliances or appliance packages will be eligible to receive between \$100-\$300 cash back via mail!

CONTACT US TODAY TO LEARN MORE

www.fagoramerica.com

1.800.207.0806

infoappliances@fagoramerica.com

2010

Gold Nugget[®]

Grand Awards Winners



BEST PUBLIC/PRIVATE SPECIAL USE**Chino Hills Government Center**

Builder: Barnhart

BEST PUBLIC/PRIVATE RECREATIONAL USE FACILITY**Martis Camp**

Truckee, CA

Builder: Hayhoe Construction Corp.

Miramar 6500 Community Center

San Diego, CA

Builder: Clark Builders Group

BEST OFFICE/PROFESSIONAL BUILDING**Moffett Towers**

Sunnyvale, CA

Builder: Rudolph and Sletten

BEST RETAIL PROJECT**Target**

Sunnyvale, CA

Builder: W.L. Butler Construction

BEST REHAB COMMERCIAL/ INDUSTRIAL PROJECT**865 The Alameda**

San Jose, CA

Builder: Garden City Construction

BEST CUSTOM HOME – UNDER 5,000 SQ. FT.**Montecito Residence**

Montecito, CA

Builder: Caputo Construction

BEST CUSTOM HOME – 5,000 TO 7,500 SQ. FT.**Gores Beach Villa**

Malibu, CA

Builder: Albino Construction

BEST CUSTOM HOME – OVER 7,500 SQ. FT.**Padaro Lane Residence**

Santa Barbara, CA

Builder: Young Construction

BEST ON THE BOARDS CUSTOM HOME**The “ARC” House**

Los Angeles, CA

Architect: Landry Design Group, Inc.

BEST RENOVATED OR RESTORED HOUSE OR PROJECT**Calistoga Cottage**

Calistoga, CA

Builder: John Gonzales

BEST ADAPTIVE RE-USE PROJECT**Century Plaza**

Phoenix, AZ

Builder: Summit Builders

BEST MIXED USE PROJECT**1Mission**

San Diego, CA

Builder/Developer: CLB Partners &

RS Lawrence Development, Inc.

BEST AFFORDABLE PROJECT – UNDER 30 DU/ACRE**Petaluma Avenue Homes**

Sebastopol, CA

Builder: Midstate Construction

BEST AFFORDABLE PROJECT – 30 DU/ACRE OR MORE**Mosaica**

San Francisco, CA

Builder: James E. Roberts-Obayashi

BEST MULTI-FAMILY HOUSING PROJECT – UP TO 3 STORIES**Mirador**

Durango, CO

Builder/Developer: Durango

Development

BEST MULTI-FAMILY HOUSING PROJECT – 4 TO 6 STORIES RENTAL**550 Moreland**

Santa Clara, CA

Builder: Douglas Ross Construction,

Inc.

BEST MULTI-FAMILY HOUSING PROJECT – 4 TO 6 STORIES FOR SALE**Pacific**

Vancouver, BC Canada

Builder/Developer: Adera

Development

BEST MULTI-FAMILY HOUSING PROJECT – OVER 6 STORIES**Acoma**

Denver, CO

Builder/Developer: The Hanover Company

BEST CAMPUS HOUSING PROJECT**Washington State University -****Olympia Ave. Student Housing**

Pullman, WA

Builder: Graham Construction Co.

BEST ON THE BOARDS MULTI-FAMILY PROJECT**230 Broadway**

Seattle, WA

Developer: SRM Development LLC/

Merrill Gardens

BEST SENIORS HOUSING**Moran Asian Gardens**

Westminister, CA

Developer: Bridgecreek

Development

BEST COMMUNITY SITE PLAN – UP TO 20 ACRES**Westgate Apartments - Phase I**

Pasadena, CA

Builder/Developer: Sares-Regis

BEST COMMUNITY SITE PLAN – 20 ACRES OR MORE**Martis Camp**

Truckee, CA

Developer: DMB/Highlands

Management

Wesbrook Place

Vancouver, BC Canada

Developer: UBC Properties Trust

BEST INFILL, RE-DEVELOPMENT OR REHAB SITE PLAN**Truckee Railyard**

Truckee, CA

Developer: Holliday Development

BEST ON THE BOARDS SITE PLAN**Patterson Ranch**

Fremont, CA

Developer: Kennan Land Company

and Brookmat Corporation

| continued on page 10 |



PCBC IN REVIEW

| continued from page 9 |

Gold Nugget[®]
AWARDS

BEST SINGLE FAMILY DETACHED HOME ON A COMPACT LOT – (UNDER 3,200 SQ. FT.)

Stapleton - The Stanley Balboa Plan 251
Denver, CO
Builder: Infinity Home Collection

BEST SINGLE FAMILY DETACHED HOME ON A SMALL LOT– (3,200-4,500 SQ. FT.)

Belmanson - Plan 2
San Ramon, CA
Builder: Shapell Homes

BEST SINGLE FAMILY DETACHED HOME ON A CONVENTIONAL LOT (UNDER 2,000 SQ FT.)

SPACES - 4007
Gilbert, AZ
Builder: Shea Homes

BEST SINGLE FAMILY DETACHED HOME ON A CONVENTIONAL LOT (2,000 TO 3,000 SQ FT.)

Madison Place - Oak Knoll
Fresno, CA
Builder: McCaffrey Group

BEST SINGLE FAMILY DETACHED HOME ON A CONVENTIONAL LOT (3,000 SQ FT OR MORE)

Sedona at Dos Vientos Ranch - Plan 2
Thousand Oaks, CA
Builder; Davidon Homes

GREEN SUSTAINABLE COMMUNITY OF THE YEAR

Brought to you by:
Southern California Gas Company/
San Diego Gas & Electric
Los Vecinos
Chula Vista, CA
Builder: Wermers General Contractor
Developer: Wakeland Housing & Development Corporation
Lopez Common Ground
Lopez Island, WA
Builder: On the Level

NET ZERO ENERGY HOME

Brought to you by:
Southern California Edison
Grand Award
Lancaster Net Zero energy Live/Work Town Home
San Francisco, CA
Builder: ZETA Communities

GREEN POINT RATED COMMUNITY OF THE YEAR

Brought to you by:
Build it Green
Arden Estates
San Francisco, CA
Builder: Raiter Construction Incorporated
Jack London Gateway Senior Housing
Oakland, CA
Builder: Branagh, Inc.

BUILDING INDUSTRY COMMUNITY SPIRIT AWARD

Brought to you by:
Bassenian/Lagoni Architects,
Dahlin Group Architecture & Planning and JZMK Partners

RESIDENTIAL DETACHED COMMUNITY OF THE YEAR

Martis Camp
Truckee, CA
Builder: Hayhoe Construction Corp.

RESIDENTIAL ATTACHED COMMUNITY OF THE YEAR

Wesbrook Place
Vancouver, BC Canada
Builder: VanMar Constructors



Eco-Friendly Solutions!



Time to Educate Customers on Their Water Footprint!

As an eco-conscious retailer, you are most likely finding more and more consumers seeking to make a difference with their choice of appliances. But how much do you know about the real issues of water consumption and in particular, as it relates to washing machines. Your customers look to your expertise to help them save water at home, here's how we can make a HUGE difference TODAY!

THE WORLDWIDE WATER CRISIS

The world's demand for fresh water is forever increasing while its useable supply diminishes, a situation the United Nations has deemed as nothing short of a water crisis. The average person in the United States uses anywhere from 80-100 gallons of water per day. Our water footprint, however, extends far beyond the water we directly use at home. The total volume of fresh water used to produce the goods and services we consume is an indirect, and much

greater, contributor to our home's water footprint.

3,600 GALLONS TO MAKE 1 OUTFIT

It requires a mind-boggling amount of water to both harvest and produce everyday items. In fact, it takes more than 3,600 gallons of water to produce a single cotton t-shirt and pair of jeans. (It also requires two pounds of pesticide, which can end up back in our water supply.)

PRESERVE YOUR CLOTHES. PROTECT OUR PLANET.

One truly significant way to make a difference in our water footprint is to protect and preserve our clothing, rather than treat it as a semi-disposable commodity. Most wear and tear on clothing and other materials is ironically done when we are washing them. Some machines are extremely aggressive on fabrics and their spinning drums essentially act like giant cheese graters. By contrast, the washers and dryers made by Miele are clearly designed to protect clothing.

Miele washers employ a patented Honeycomb Drum™ designed to extend the life of fabrics at least four times longer and save more water than any other washing machine with a conventional drum. This unique design

creates a very thin layer of water that actually cushions clothes as the drum rotates, preventing the tearing and pulling that

many drums can cause. The less we need to replace clothing, the more water is saved in the manufacturing and production of raw materials. Which means we will be doing even more to ease the worldwide water shortage.

WATER SAVING LAUNDRY TIPS

- Choose a washing machine with an automatic load recognition sensor to ensure minimum water consumption.
- Choose a front-loading, water efficient washing machine—The Miele W4842 uses less than 13 gallons of water per cycle, which is less than any other Energy Star®-rated washer.

HOW MUCH IS BEING USED?

There's a hidden contributor to our water footprint. The water it takes to produce our garments and fabrics.

Item	Gallons of water it takes to produce one
T-shirt	766
Towel	1,450
Bed Sheets	2,800
Jeans	2,900

Bottom Line: Preserving Fabrics = Water Savings



To calculate our water footprint and learn more visit www.mieleusa.com. To learn more about the world water crisis, check out water.org and unicef.org/wash.

Hand-washing. Reinvented.

Miele washing machines have a patented Honeycomb Drum™ that's even more delicate on your delicates than you - meaning your clothes will last up to 4 times longer. With over 100 years of professional fabric care experience to draw on, we've certainly had time to practice.



mieleusa.com

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Miele

Anything else is a compromise

CALL TO ACTION



SEND US YOUR SHOTS

LOOKING FOR RETAILERS, DISTRIBUTORS AND MANUFACTURERS engaged in their element while at trade shows, special events, showroom openings or just plain group get-togethers.

The Retail Observer is interested in featuring you in our new snap-shot page, "Retailers Observed", where you can see what your industry buddies are up to. Please e-mail us your hi-res photos in .jpg format. Include the captions with the photos you send for consideration and be sure to put "Retailers Observed" in the subject line. Send to: production@retailobserver.com

FEATURED THIS MONTH:
NATIONWIDE WEST



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—LOOKING TO—

Change your
delivery address?

Put a hold on your
delivery?

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

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Mailbag

E-MAIL BAG – NOTES FROM OUR ONLINE SUBSCRIBERS:

- I am interested in receiving both the print and online editions. Love the articles...
- I am an NKBA student at Century College and find your magazine very informative...
- I am the founder of ApplianceRebate.com. We have both a customer facing site as well as a business to business offering, where we partner with leading manufacturers and retailers to offer a unique rebate solution - allowing consumers and sales people to identify zip code level energy efficiency rebates at the manufacturer, retailer, state, federal, municipality and utility company levels and match the respective rebates to actual eligible models of appliances. You have some great articles and ideas...
- Totally enjoy the informative *The Retail Observer*... Thanks
- Heard about *The Retail Observer* at an NKBA meeting. Very educational...
- We're going Greener... We currently receive the paper subscription and would like to change to online only. Great Job!...
- Paper please. Showroom Spotlights are the highlight!...
- Looks so good, we don't just keep it in the break room anymore...



HOW TO REACH US

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We welcome your thoughts & comments, questions & suggestions. Letters may be edited as necessary for clarity and space

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The New Science of Retailing: HOW ANALYTICS ARE TRANSFORMING THE SUPPLY CHAIN AND IMPROVING PERFORMANCE

To thrive in retailing, retailers must decide today what their customers will want tomorrow. In a volatile economy, a retailer may literally be forced “to bet the store” on its inventory and supply chain decisions.

In the past, mom-and-pop retailers had the benefit of daily face-to-face interactions where they could learn all about their customers’ likes and dislikes. They, thus, could match their supply of goods to a strong “gut” sense of consumer demand. Today, many major retailers still operate in that traditional mold. They use a hunch-driven gut sense to make their important decisions—but their buyers and planners are now removed from the customer. Their forecasts have become statistically poor guesses that come loaded with intolerably high error rates and severe financial dangers. Fortunately, today, there is a better way to walk the supply-and-demand tightrope.

In a groundbreaking book, authors Marshall Fisher and Ananth Raman, argue that the time is ripe for “rocket science retailing.” Just as Wall Street was transformed in the 1970’s by the influx of physicists, engineers, and “rocket scientists” with mathematical techniques that allowed the harnessing of vast, complicated transaction data, so too retailing is now ready, and in fact beginning a “rocket science revolution.”

The authors draw on examples from a diverse group of international companies to show how smart retailers are

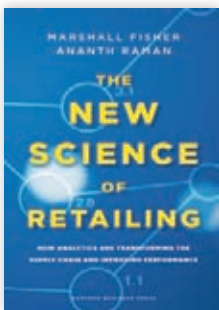
using analytics to transform their supply chain. How they are bringing costs down while driving revenues higher—in effect turning their supply chain into a brand enhancer, a speed enabler, and a true competitive advantage.

In a thorough step-by-step manner the book outlines how you can develop your own rocket science practices in key areas, and how you can:

- Better decide how much inventory of each product to carry in each of your stores.
- Develop tools for assortment planning that can help you determine which products to carry, and how best to price them.
- Mine your existing data for hidden “home run” products, and use early sales data to predict demand for the life cycle of a product.
- Craft a more profitable way to deal with markdowns.
- Create a flexible supply chain that can respond quickly to demand signals.
- Develop new practices to better handle a range of retail management challenges including: How to drive incentives, improve store-level execution, evaluate the merits of new information technology, structure organization and implementation plans, and much more.
- Improve retail forecasts and learn how to forecast the impact of store labor increases.

The New Science of Retailing will show you how to create a high-tech system supported by a modern, flexible supply chain, and how you can successfully mix your company’s traditional retailing art with the best practices of the new, analytical, “rocket science” revolution to gain greater profitability and operational excellence. **RO**

*Authors: Marshall Fisher and Ananth Raman
Publisher: Harvard Business Press*





American Standard

AMERICAN STANDARD UNVEILS CAST IRON KITCHEN SINK OFFERINGS

Offset drains and deep bowls are among the must-have features in three new cast iron kitchen sinks and a cast iron island/bar sink from American Standard.

POPULAR CONFIGURATIONS AND FINISHES

The self-rimming, single bowl 25" enameled cast iron sink is designed for a busy kitchen. This top-mount sink features four faucet holes and a glossy porcelain finish to enhance any kitchen. Suggested list price ranges from \$325 to \$455.

Two 33-inch double bowl cast iron kitchen sinks provide ideal space for the at-home cook. The offset sink features a unique trapezoid bowl design that offers large, deep bowls for cleaning oversized pots and pans. The double sink features two spacious 13-7/8 inch by 16-1/2 inch x 8 inch bowls. Both models include offset drains that provide more flat space in the bowls for safer handling of delicate glasses. Suggested list price on the two models range from \$400 to \$620.

A 16 inch by 20 inch enameled cast iron island sink with a 10 inch deep bowl makes a perfect island or prep sink, as well as glossy bar sink. The self-rimming, top-mount sink features three faucet holes on an eight-inch center. The estimated list price is \$260 to \$360. All sinks are available in the most popular colors: white heat, bisque and black.

For more information on American Standard products, visit www.americanstandard.com or call (800) 899-2614.

KOHLER INTRODUCES THE PURIST KITCHEN FAUCET WITH A CLASSIC SLEEK, YET SOPHISTICATED DESIGN

THE BOLD LOOK OF **KOHLER**® THE MOST POPULAR CONTEMPORARY FAUCET DESIGN OF THE KOHLER RANGE MOVES INTO THE KITCHEN

The Purist® collection of bathroom faucets and fixtures has long been one of Kohler's global success stories in bringing the spa concept into the home. The universally popular upscale faucet design is now also available in the kitchen with the launch of the new KOHLER Purist kitchen faucet at the 2010 Kitchen and Bath Industry Show. Capturing the inherent strength and style of design that's pared down to its essence, the new faucet is destined to please the tastes of the sophisticated consumers and design professionals. The new Purist kitchen faucet boasts the same sophisticated, minimal look as the other components of the broad Purist offering in a slightly more substantial form to adjust to the kitchen setting.

An ergonomic single-lever handle positioned on the side of the faucet body and a pullout spout with a push-button diverter to easily switch between the water stream and spray provide essential kitchen functionality to the stylish looks of the new Purist faucet. The signature tubular, softly rounded design will harmonize with many transitional and contemporary kitchen designs and elegantly complement modern appliances. To create a unified aesthetic in the overall kitchen design, the Purist faucet is available in four Kohler finish options: Polished Chrome, Vibrant® Polished Nickel and Matte Black, and Vibrant® Stainless.

The new KOHLER Purist kitchen offering includes a full range of faucets, including primary and secondary kitchen faucets with and without swing spouts. All models are equipped with ceramic disc valves that twice exceed industry-longevity standards. Installation is



made easy with 31½-inch-long supply lines and a rough-in that accommodates surfaces with a thickness of up to 3¼ inches.

For more information on the KOHLER Purist kitchen faucets or other KOHLER products, consumers may visit the Kohler Co. website at KOHLER.com or call toll-free at 1-800-4-KOHLER.



FAGOR ROLLS OUT "GREEN BUCKS BACK" APPLIANCE REBATE CAMPAIGN



Fagor America is pleased to announce the official launch of their "Green Bucks Back" campaign dedicated towards encouraging consumers to purchase energy efficient appliances.

Consumers who purchase select Fagor appliances or appliance packages between now and December 31, 2010 will be eligible to receive between \$100-\$300 cash back via mail.

"We want consumers to see both the immediate and long term benefits of selecting efficient appliances" said Sara de la Hera, VP of sales & marketing at Fagor. "In this way they see cash back savings in the short term and continue to enjoy efficient use of resources over the lifespan of the appliance-again translating to less spending and better living."

A summary of rebates offered are as follows:

- Receive a \$100 rebate on the purchase of any Fagor 65 or 73 series dishwasher, 12" induction cooktop, 36" gas cooktop or stainless steel refrigerator.
- Receive a \$200 rebate on the purchase of any Fagor 30" or 36" induction cooktop, 86 series dishwasher or 30" convection oven.
- Receive a \$200 laundry rebate on the combined purchase of a Fagor washing machine & dryer.
- Receive a \$300 rebate on the combined purchase of a Fagor 30" convection oven + 28" gas cooktop OR any Fagor 30"-36" induction cooktop + any Fagor Range Hood.

For more details, please see your local authorized Fagor dealer or call or email Fagor at 1.800.207.0806 / infoappliances@fagoramerica.com

THERMADOR COMPLETES ITS RANGE LINEUP WITH 48" PRO HARMONY® ALL GAS RANGE

Thermador® Thermador introduced the 48" Pro Harmony® All Gas Range, adding an all-gas option to the luxury appliance brand's line of counter-depth cooking products.

The new model offers the same features and exclusive innovations that have made Thermador the brand of choice for culinary enthusiasts, including:

- Superior Star® Burners performing at 18,000 BTU/hr are capable of high heat cooking, providing the industry's fastest time to boil and more even heat distribution. (Thermador exclusive)
- Two ExtraLow® burners electronically cycle the flame on and off at 375 BTU/hr for precise simmer control. ExtraLow can easily simmer a delicate sauce at 100 degrees all day without scorching. (Thermador exclusive)
- Quick Clean Base™ with a raised pedestal burner and porcelain maintop that allows for effortless cleaning. (Thermador exclusive)
- Full Access™ telescopic racks with integrated handles for safe, easy access that can hold up to 45 pounds.
- Cast-aluminum, titanium-surface griddle or grill options offering even heating and are easy to wipe clean.
- Unmatched oven capacity with an 18" oven large enough for everyday cooking, and a 30" oven to accommodate the largest holiday meals.

| continued on page 18 |



VENT-A-HOOD INTRODUCES M SERIES LINER

NEW RANGE HOOD BROADENS COMPANY'S PRODUCT OFFERING

Vent-A-Hood



Vent-A-Hood, the company that created the modern residential range hood, has unveiled the new M Series liner. It is a new contractor model in the liner category that broadens and enhances the company's ability to fulfill its goal of offering liner products in multiple price points.

"The M Series completes our positioning as the go-to company for all liner ventilation needs. We now

offer the Best of Class in three quality liner categories. Our top of the line Magic Lung B series meets the needs of the luxury customer, the M Series for price conscious customers and high-volume contractors, and the K Series for the entry level customer," said Skip Woodall, CEO of Vent-A-Hood. "We are giving customers a choice so they can achieve a tailored look and dramatic canopy without compromising on good cooking ventilation in any of our three categories."

Vent-A-Hood popularized the liner category years ago when it designed the high-end and versatile appliance that brought luxury to a new level in the kitchen with its Magic Lung version of the liner. The ability to cover it in a variety of materials and finishes [brick, stone, stucco, cabinetry and more] stretched the boundaries of kitchen design. Today, liners have become popular features in the kitchen appliance industry, used to create a hearth look or to make a bold design statement over a cooking surface.

To make that look available to a larger audience, Vent-A-Hood introduced the K Series version with a lower air flow volume system in 2007. Now the M Series joins the lineup and substitutes the company's signature Magic Lung filtration system with a baffle filter/blower system with high air flow volume.

Priced less than its standard liners, the M Series is available in widths of 28' 3/8", 34' 3/8", 40' 3/8", 46' 3/8", 52' 3/8", 58' 3/8" and 64' 3/8". The liners are Quick Ship items that can be ordered in large quantities and distributed throughout the U.S. and Canada, effective immediately.

"It's the perfect solution for price conscious contractors, homebuilders, remodelers or homeowners who want a high end look on a stricter budget," Woodall said.

Prices range from \$818 for the smallest width with a single blower to \$2,100 for the largest width with a double blower. To find a dealer near you, visit www.ventahood.com/buildspecs/dealers/search/.

| continued on page 22 |

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NEW ONLINE PRODUCT DIRECTORY CONNECTS CONSTRUCTION PROFESSIONALS WITH PROPANE APPLIANCES, TRAINING OPPORTUNITIES



The Propane Education & Research Council (PERC) recently launched a new online product directory, offering construction professionals a one-stop-shop for information on a wide range of propane appliances. The directory serves as an extension of comprehensive training programs from PERC that equip construction professionals with the product information needed to transform their knowledge into successful installations.

With products and appliances from more than 25 manufacturers, the easy-to-use directory features information on propane products, related training courses, installation and application resources, and new technology. Product categories include water heaters, hearth products, generators, kitchen and laundry appliances, furnaces and boilers, and outdoor products.

“The Propane Council is committed to helping construction professionals sharpen their competitive edge by providing them practical solutions and information on new, innovative propane technologies,” says Tracy Bureson, director of residential programs for PERC. “The resources provided by PERC, including the new online product directory, represent the key ingredients for more energy-efficient homes, comfortable outdoor living spaces, and ultimately satisfied homeowners.”

To view the product directory, construction professionals can visit www.buildwithpropane.com/productdirectory.

For more information on propane-related online continuing education courses backed by the National Association of Home Builders and the American Institute of Architects, visit www.buildwithpropane.com/training

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According to a recent Harris Interactive survey commissioned by Whirlpool Corporation, the majority of consumers (68 percent) want to live “green,” but only if it is convenient to their lifestyle. The same research shows nearly two-thirds of consumers continue to prefer the look and function of top load laundry appliances. Now, consumers can get superior performance and high efficiency most known in front load washers in top loaders- and at a price that meets every budget with the newest generation of the Maytag® Bravos® washer.

Built from the ground up to ensure long lasting performance and durability, every Maytag Bravos washer includes commercial-grade | *continued on page 24* |



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components and a 10-year limited warranty on the motor and the stainless steel wash basket to provide worry free maintenance for years to come.

All Maytag Bravos washers are ENERGY STAR® qualified and use an IntelliFill™ sensor to regulate the amount of water being used, making automatic adjustments based on the size of the load and type of fabric. By using less water, consumers will save money and natural resources while delivering improved cleaning performance. With up to 11 different wash cycles and 18 options, the newest generation of Bravos washers is up for a number of cleaning challenges from sleeping bags to workout clothes. The dryer minimizes the risk of overdrying and shrinking with the IntelliDry® sensor by monitoring the moisture level of clothes as they tumble.

MECHANICAL, CHEMICAL AND THERMAL

The Whirlpool® Institute of Fabric Science (WIFS) says three things (mechanical, chemical and thermal action) need to come together for excellent cleaning. The new Bravos washer combines all three for the ultimate cleaning performance.

The Power Wash cycle combines a commercial-grade impeller and stainless steel wash basket to create the best cleaning performance by moving independently of each other, creating more mechanical action and scrubbing for extra clean clothes. The extra cleaning action loosens stains and ground-in dirt while enhanced stain removal utilizes hot water to fight difficult stains such as coffee. A thorough rinse flushes out any remaining detergent or lingering soils.

Automatic detergent and fabric softener dispensers, as well as a gravity-fed bleach dispenser, evenly distribute the additives into the load and different soil level options select the appropriate soil level and wash time for each cycle. Variable temperature settings provide wash and rinse temperature options for a variety of load types. Ensure customized drying performance with the Bravos dryer's multiple temperature controls, which allow consumers to select from a variety of temperature options based on the type of load. Consumers won't need to think twice about their laundry.

In addition to the automatic settings, Bravos washers come equipped with a 4.3 cu. ft. I.E.C. capacity equivalent, which accommodates larger loads, for fewer total loads per week. The dryer's 7.4 cu. ft. capacity provides enough space to easily dry large loads, such as sleeping bags and comforters. Please visit www.maytag.com for more information.

LIRA REPORT INDICATES REMODELING SPENDING EXPECTED TO ACCELERATE MOVING INTO 2011



A recovery in home improvement spending will soon be underway according to the Leading Indicator of Remodeling Activity (LIRA) released today by the Remodeling Futures Program at the Joint Center for Housing Studies of Harvard University. Remodeling spending is expected to increase on an annual basis by the end of the year, and the LIRA points to growth accelerating to the double-digit range in the first quarter of 2011. | *continued on page 28* |



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The fact that Liebherr's 36" French door CBS 2062 has sleek, European styling is really just a bonus. At the heart of this extraordinary refrigerator is BioFresh; a patented technology designed to maintain the optimum balance of humidity and temperature. Not only do foods stay fresh up to 3x longer in precisely controlled BioFresh drawers, but vitamins and minerals are maintained for the healthiest enjoyment. An impressive Energy Star® rating, LED lighting throughout and large capacity storage options round out a long list of high performance features.

For another fresh take on design options, Liebherr's freestanding single or side-by-side units from 24" up to 72", are cabinet depth, giving the option for units to sit flush in an opening or out in the open with all stainless sides.

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What's the Big News in Kitchens? Well, Besides Big Kitchens...

GE'S RESPONSE TO SOME OF THIS YEAR'S BIGGEST KITCHEN TRENDS

One recessionary trend we might expect to see is a growing popularity in “bulk” purchasing—and we are. One we might not expect to see is large kitchens that can accommodate that “bulk.” But people want big kitchens, and even as homebuyers look to downsize, kitchens continue to consume a larger and larger percentage of the overall floor plan.

“The kitchen has become the new living space, and it’s expanding in both size and comfort to accommodate everyday life and entertaining,” said Marc Hottenroth, manager of GE Appliance’s Industrial Design Organization. “The attention to detail that once went into the selection of the leather sofa, plasma television, and Oriental rug in your family room is now going into the selection of appliances, countertops and accent lighting.”

• **Size Matters.** Big kitchens and open floor plans are hot sellers in today’s housing market, and people are trading the once-popular home theaters and traditional dining rooms for bigger kitchens and open floor plans. They are also adding unexpected elements—like furniture, televisions and area rugs.

“When people are entertaining at home, they want to be where the action is, and the party is moving into the kitchen,” Hottenroth said. “Even during the week, the kitchen is the hub of family activity, whether it’s the children doing homework at the kitchen island or the family sitting down for dinner.”

Speaking of dinner, families are still eating together. An AP poll found that 60 percent of those living with families sat down with the family for dinner at least five nights in the week before the poll was taken.

Whether families are stocking up for a week of family dinners or weekends of entertaining, GE offers big solutions to meet their needs. GE’s new 29.1 cubic-foot side-by-side refrigerator is the largest free-standing refrigerator in America*, with extra space to keep pounds of produce fresh. Similarly, the GE Profile™ Double-Oven free-standing range offers 6.6 cubic feet of total cooking space, enabling home chefs to cook two meals at two temperatures at the same time.

• **Flexible Work Zones for Flexible Families.** The popularity of kitchen islands and other work zones within the kitchen is also growing, as are the under-counter refrigerator drawers, like the GE Monogram® suite of under-counter refrigeration. Additionally, under-counter wine refrigerators—like those in both GE Profile and Monogram—have recently been specified by half of kitchen designers.

“In addition to island spaces, more kitchens are including dedicated ‘zones’ for special hobbies, such as wine tasting or baking,” Hottenroth said. “With flexible appliances, like GE’s under-counter refrigeration and wine chillers, consumers can create more custom spaces.”

• **Convenience is King.** Families with two working parents now represent the majority among married couples with children. Busier lives call for faster cooking and faster clean-up. The new GE Profile 30-inch free-standing range with induction cooking offers both.

The induction cooktop saves precious minutes by bringing water to a boil faster than gas or electric cooktops, and it saves clean-up time after dinner because spills won’t cook onto the stovetop. Because of its efficiency, induction is also growing in popularity with consumers.

• **Smarter Than My Parents’ Appliances.** People want more than just easy clean-up and faster cooking; they want to ditch the guess-work. GE’s new dishwasher with SmartDispense™ technology offers the gamut. The dishwasher’s steam pre-wash feature eliminates the need for pre-rinsing and soaking. It also stores contents of an entire 47-ounce bottle of liquid or gel detergent and dispenses based on water hardness, cycle selection, and soil in the load. With two months of washing before refills, this is also great for families buying in bulk.

GE offers many solutions for customers to tap into their inner creativity, realizing their unique design inspiration—whether it’s the more professional look offered by GE Monogram, the sleeker and more contemporary look offered in the GE Profile Series, or the restaurant-inspired look provided by GE Café. **RO**

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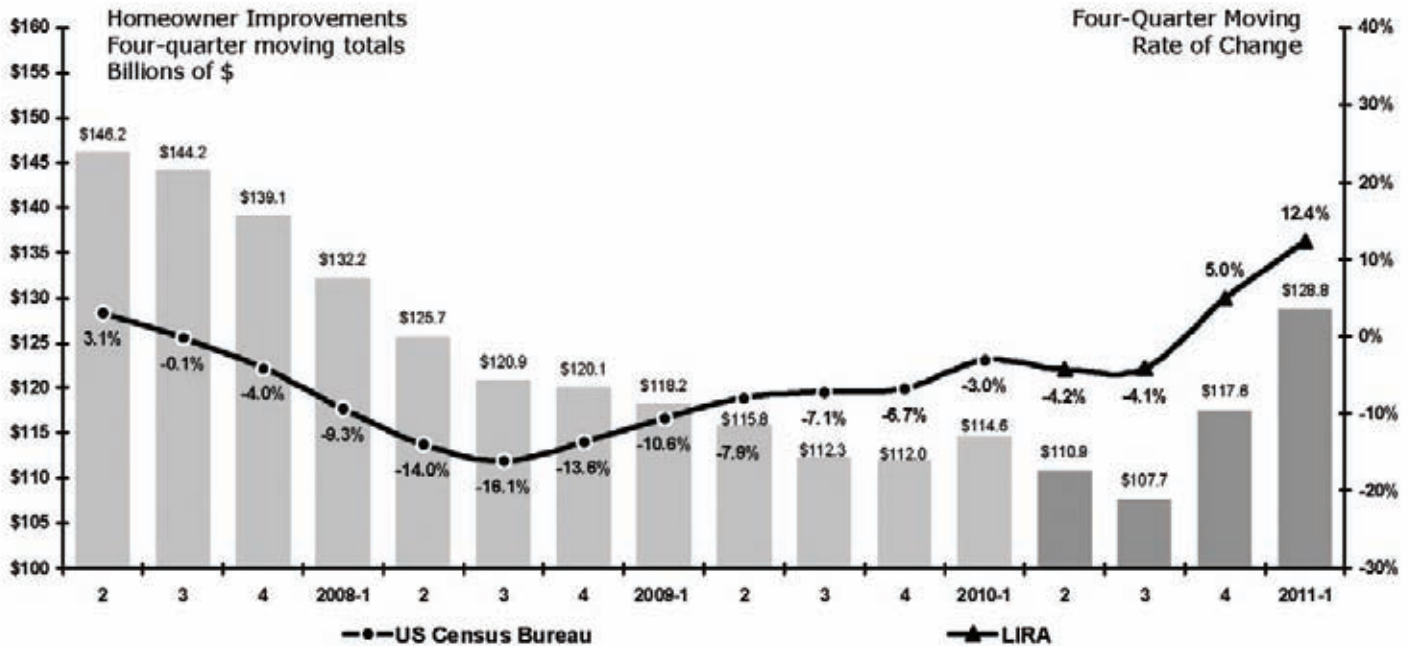
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Leading Indicator of Remodeling Activity - Second Quarter, 2010



Source: Joint Center for Housing Studies of Harvard University Note: Historical data and LIRA weights are revised annually in July.

“Absent a reversal of recent economic progress, there should be a healthy upturn in home improvement activity by year-end and into next year,” says Eric S. Belsky, managing director of the Joint Center for Housing Studies.

Homeowner optimism is bolstering a trend toward investing in the home again. “The recovery in home improvement activity appears to be moving beyond simple replacement projects and energy retrofits to broader remodels and upgrades,” says Kermit Baker, director of the Remodeling Futures Program at the Joint Center for Housing Studies. “A wider activity base would help generate the expected growth in the quarters ahead.”

The Leading Indicator of Remodeling Activity (LIRA) is designed to estimate national homeowner spending on improvements for the current quarter and subsequent three quarters. The indicator, measured as an annual rate-of-change of its components, provides a short-term outlook of homeowner remodeling activity and is intended to help identify future turning points in the business cycle of the home improvement industry. The development of the LIRA is detailed in “Developing a Leading Indicator for the Remodeling Industry” (JCHS Research Note N07-1). In July 2008, the LIRA was re-benchmarked due to changes in the underlying reference series. These changes are explained in “Addendum to Research

Note N07-1: Re-Benchmarking the Leading Indicator of Remodeling Activity” (JCHS Research Note N08-1). The LIRA is released by the Remodeling Futures Program at the Joint Center for Housing Studies of Harvard University in the third week after each quarter’s closing. The next LIRA release date is October 21, 2010.

The Remodeling Futures Program, initiated by the Joint Center for Housing Studies in 1995, is a comprehensive study of the factors influencing the growth and changing characteristics of housing renovation and repair activity in the United States. The Program seeks to produce a better understanding of the home improvement industry and its relationship to the broader residential construction industry.

The Joint Center for Housing Studies is Harvard University’s center for information and research on housing in the United States. Established in 1959, it is a collaborative unit affiliated with the Graduate School of Design and the Harvard Kennedy School. The Joint Center analyzes the dynamic relationships between housing markets and economic, demographic, and social trends, providing leaders in government, business, and the non-profit sector with the knowledge needed to develop effective policies and strategies. For more information, please visit www.jchs.harvard.edu. **RO**

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The 500 Series wall ovens are available in both single and double-oven models, all measuring a standard 30 inches wide. Electrically powered, they all offer true European dual convection (which provides two heating elements that can be used simultaneously throughout all convection cooking functions). As one of very few manufacturers offering dual convection in North America, Fulgor Milano provides the industry's leading dual convection system for more exacting cooking performance. These ovens come standard with dual 1,300 Watt true European convection heating elements, for a total of 2,600



Watts that, unlike other systems, can be used simultaneously throughout all convection cooking functions.

On the exterior, the 500 Series ovens depict supreme beauty, since they are hand-crafted in Fulgor Milano's facility in Gallarte, Italy. The look is Euro-modern, with clean planes, large windows, and simple controls, with models available in black, white, and stainless steel finishes. These new Fulgor Milano ovens perform as beautifully as they look, offering accessory handles for custom-configuration, cool-touch doors, variable-time self-cleaning, and eleven different cooking presets, covering everything from Convection Roast to Warming to Pizza.

"Not only do these ovens boast one of the largest cavities in the industry," notes Enrico Sasso, director of sales & marketing for Fulgor Milano, "they also boast the industry's best-in-class warranty, which extends for a full two years on parts and labor." **RO**

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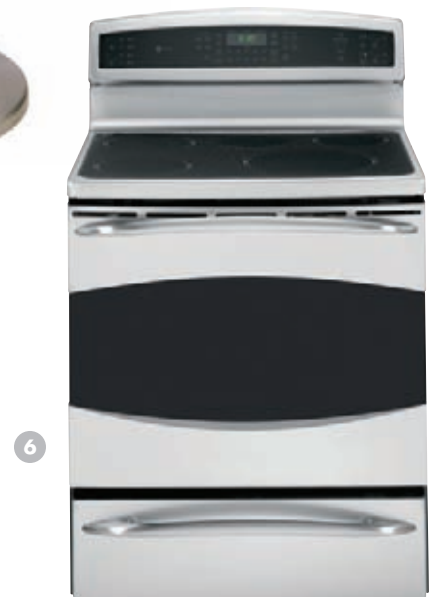
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● PRODUCT HIGHLIGHT



7



8



9



10

11



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12



13

Duct-free Hood **8** Scholtès Wine Cooler (coming to North America) **9** KitchenAid Freestanding French Door Refrigerator **10** Hoover FloorMate 3-in-1 Hard Floor Cleaner **11** Samsung Counter Height 4-Door Refrigerator **12** Daewoo Front Load Washer **13** 5.4 cu ft Capacity Slide-In Range by LG | continued on page 36 |



INNOVATION PROVE PCBC

THE GOLD NUGGET AWARDS A
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Combining the prestige of the awards themselves with the excitement of its Academy Awards-style presentation, these ceremonies feature music, entertainment and the exceptional visual presentation of winners. The ANNUAL GOLD NUGGET AWARDS recognizing builders, developers, architects, and land planners with communities and projects in the 14 Western States and ALL international countries. A re-imagining of the exhibit floor, coupled with expanded educational sessions and programs designed to provide participants with the knowledge and tools needed to navigate through the current marketplace and beyond, helped contribute to what show organizers can only describe as a successful PCBC 2010. While still battered by a tumultuous housing market, over 9,500 housing industry professionals gathered for PCBC 2010, slightly less than the 11,000 that assembled the previous year, but a solid turnout for these times.

“Given the fact that housing construction dropped nearly 50 percent in 2009, we’re extremely pleased with our attendance,” said Linda Baysari, CBI’s senior vice president of conventions and meetings. “The quality of the traffic was up, the mood at the show was much more upbeat, and we’ve had a lot of positive feedback on the new programs and features that were developed for 2010.”

One of the most popular additions to the show floor this year was the Green Standards Pavilion, a section of the show floor designed specifically to educate attendees. The Pavilion featured handouts and checklists and also featured educational sessions led by some of the top energy efficiency and code experts in the state.

The Exhibitorium, which featured three themed days on energy retrofiting, the science behind the building, and the smart energy series, also proved to be popular according to Cara Watson, PCBC’s Director of Education.

At the center of the exhibit floor, the Town Square was bustling with activity and featured live radio tapings where exhibitors were

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ARE A CENTERPIECE OF PCBC
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interviewed about their latest and greatest product offerings. The Town Square also served as the starting point for the curator-led product tours, which Watson said were a big hit.

“All of the curator-led tours were fully booked, and there were some that were overbooked,” said Watson. “We had a tremendous response on the tours and that’s definitely something we’ll be talking about bringing back for next year.”

The HybridCore Home, the complete concept house featured on the exhibit floor, was also a big draw, said Ann Bivens, PCBC’s exhibit’s director. She noted that the people responsible for the home had contacted her shortly after the show began to let her know that their goals for coming to the show were met within the first few hours that the show floor was open.

In addition to the successes on the new show floor, PCBC’s family of conferences and educational sessions also proved successful and enjoyed strong attendance. The PCBC Executive Conference boasted strong numbers while PCBC’s two specialty conferences, the Multifamily Trends Conference and the newly added Capital Markets Forum, pulled in roughly 400 and 300 participants, respectively. The Opening Lunch with Michael Lewis was completely sold out, and a pre-conference social media workshop was full of participants on Tuesday. The newly-added PCBC Sales Superstars was also well attended, boasting over 100 participants.

“Based on the reception and mood at the show, and from continuously positive feedback from participants, PCBC turned out to be a great success and we couldn’t be happier with the way all of our new programs and features turned out,” said Baysari. “We’re already contemplating how to improve upon the added features and bring even more innovation to next year’s show.”

PCBC 2011 is scheduled for June 22-24 at San Francisco’s Moscone Center. **RO**

PHOTOS BY DAWN STRANNE



J.D. Power and Associates Customer Satisfaction Study Laundry and Kitchen Appliances

“ SAMSUNG RANKS HIGHEST IN CUSTOMER SATISFACTION WITH CLOTHES WASHERS, DRYERS, AND REFRIGERATORS; WHILE MIELE RANKS HIGHEST IN DISHWASHERS AND WOLF RANKS HIGHEST IN COOKING APPLIANCES ”

Awareness of ENERGY STAR certified appliances has increased among owners of new appliances, compared with 2009, as has the percentage of owners who purchased a certified appliance, according to the J.D. Power and Associates 2010 Laundry Appliance Satisfaction StudySM and the J.D. Power and Associates 2010 Kitchen Appliance Satisfaction StudySM.

More customers who purchased their appliances in 2010 indicated that they purchased an ENERGY STAR certified appliance compared to purchases made in 2008 and 2009. The most notable increase occurs with dishwasher purchases made in 2010, where nearly nine in 10 (86%) customers reported that their appliance was ENERGY STAR certified, a five percent increase from 2009 and a nine percent increase from 2008.

“More customers are aware of the ENERGY STAR program than they have been in the past,” said Christina

Cooley, senior manager of the real estate and construction industries practice at J.D. Power and Associates. “The federal rebate program has likely contributed to the increase in awareness of the ENERGY STAR program as 20 percent fewer customers reported that they did not know if their appliance was ENERGY STAR certified in 2010 compared to those that purchased their appliance in 2008 or 2009. Manufacturers and retailers continue to have an opportunity to tout the energy efficiency of the appliances they offer and the specific, tangible benefits tied to energy efficiency, which in turn impact customer satisfaction.”

The study finds that satisfaction with appliance performance is strongly influenced by the owner’s perception of the appliance’s water and/or energy efficiency. Customers who report that their appliance is ENERGY STAR certified are more likely to be more satisfied with their appliance than customers who do not indicate that their appliance is certified.

“The timing of the Cash for Appliances Rebate Program is great for consumers, since some may have been delaying necessary appliance purchases due to tough economic times,” said Cooley. “The combined benefits of receiving the rebate and purchasing an appliance that is energy efficient definitely helps to add value to the appliance and positively impacts the customer experience.”



Customer Satisfaction Rankings: Appliance Manufacturers

LAUNDRY APPLIANCE SATISFACTION STUDY

The Laundry Appliance Satisfaction Study measures customer satisfaction with clothes washers and dryers based on performance in six factors: ease of use; features (such as the number of settings available and appliance capacity); performance and reliability (including energy efficiency, noise level and how well the appliance functions); styling and feel; warranty; and price.

Clothes Washers

For a second consecutive year, Samsung ranks highest in satisfying clothes washer owners, achieving a score of 832 on a 1,000-point scale. Samsung performs particularly well in four of six factors: performance and reliability; ease of use; features; and styling and feel. Following Samsung in the ranking are Kenmore Elite (817) and Electrolux (816).

Clothes Dryers

Samsung ranks highest in customer satisfaction with clothes dryers for a third consecutive year with a score of 833, and performs particularly well in four of six factors: performance and reliability, ease of use; styling and feel; and features. LG (814) and Kenmore Elite (809) follow Samsung in the ranking.

KITCHEN APPLIANCES STUDY

The Kitchen Appliance Satisfaction Study measures customer satisfaction in three product categories: dishwashers; refrigerators; and cooktops/ranges/ovens. Customer satisfaction is measured based on performance in six factors: performance and reliability (including how well the appliance functions, noise level and energy efficiency); features (such as the number of settings available and appliance capacity); ease of use; styling and feel; price; and warranty.

Refrigerators

For a sixth consecutive year, Samsung ranks highest in satisfying refrigerator owners. Samsung (803) performs particularly well in three of six factors: ease of use, performance and reliability; and features. Following Samsung in the ranking are LG (781) and Kenmore Elite (776).

Dishwashers

Miele ranks highest in customer satisfaction with dishwashers with a score of 806 and performs particularly well in four of the six factors: performance and reliability; styling and feel; features; and warranty. Bosch (801) follows Miele in the ranking.

Cooktops/Ranges/Ovens

Among manufacturers of cooktops, ranges, and ovens, Wolf ranks highest with a score of 812, and performs particularly well in five of six factors: ease of use; performance and reliability; styling and feel; features; and warranty. Following Wolf in the ranking is Samsung (809).

The 2010 Laundry Appliance Satisfaction Study is based on responses from more than 5,100 consumers who purchased clothes washers and more than 5,100 consumers who purchased clothes dryers from a retail store or received one through other means (such as a new-home builder or a gift) during the past 24 months. The study was fielded between March and April 2010. **RO**



National 3D Demo Days Powered by CEA and ESPN Coming to Local Retailers—September 2010

COLLABORATION WITH AT&T, COMCAST, DIRECTV
HELPS BRING CONTENT TO THE CONSUMER

Consumer Electronics Association (CEA)[®] and ESPN announce a weekend of 3DTV programming events and demonstrations in retail locations nationwide. During National 3D Demo Days, September 10-12, 2010, knowledgeable sales staff will showcase the latest in 3DTV, as ESPN provides continual 3D programming from 10 a.m. to 11 p.m. ET.

A recent study conducted by CEA found 64 percent of sales associates said shoppers are expressing a desire to experience sports in 3D (CEA's 3D at Retail, June 2010). ESPN will provide this desired content directly to stores:

On Saturday, September 11 at 3:40 p.m. ESPN 3D will feature the live telecast of defending Big Ten Conference champion No. 3 Ohio State hosting No. 19 Miami of the ACC in the first meeting between the perennial powers since the Buckeyes defeated the Hurricanes 31-24 in the 2003 Tostitos Fiesta Bowl to win the 2002 BCS National Championship. This marks the second time that Ohio State has been featured in 3D by ESPN as the team's game against USC on September 9, 2009, served as a test telecast for the network.

Between Friday, September 10 and Sunday, September 12 additional ESPN programming highlights in stores will include coverage from the 2010 FIFA World Cup, X Games 16, college football's Boise State vs. Virginia Tech game from September 6, 2010, as well as entertaining footage from the Harlem Globetrotters in an appearance at the ESPN Wide World of Sports in Orlando, Fla.

"Bringing ESPN 3D to retailers across the country is a great step forward for the rollout of 3D," said Bryan

Burns, vice president, ESPN business strategy and development and member of the CEA Board of Industry Leaders. "We know that when sports fans see how the action looks in 3D, they will seriously consider upgrading to 3D and working with AT&T U-verse[®] TV, Comcast, DIRECTV and other content providers to bring the 3D experience to their living rooms."

Eight in ten (80 percent) sales associates report the level of interest in 3D technologies has increased in recent months. No matter where consumers live, they will be able to take part in National 3D Demo Days. Participating retailers across the country will tap into that excitement by holding 3D demos at their locations to give their customers an experience they cannot get anywhere else.

"With a complete 3D system in place – from products to content and distribution – 2010 is the year for this exciting new technology to take off," said Gary Shapiro, president and CEO, CEA. "As we have seen with the introduction of other new technologies, one of the toughest and most important pieces of the puzzle is consumer education. We are so pleased to work with retailers across the country, which are on the frontline with consumers, to ensure they have all the tools they need to deliver this exciting message."

CEA retail members who join the campaign will have special access to a variety of marketing and communication resources to help highlight their participation in National 3D Demo Days, including promotion on DigitalTips.org. Retailers who are interested in joining the promotion can find more information on www.CE.org. **RO**



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Snow White Never Disappoints

Imagine this. You've waited as long as you could to tell your six-year-old daughter about your upcoming trip to Disney World. She watches Cinderella nearly every day and wants to be a princess like Snow White when she grows up. She's so excited; she anxiously crosses the days off on the kitchen calendar. Finally, the big day comes and she insists on wearing her Snow White gown on the flight to Orlando. Even though you get in late in the afternoon, she begs you to take her to the Magic Kingdom.

You start to walk up Main Street and your daughter sees Snow White at the top of the hill. Despite your warnings not to leave you, she starts running toward Snow White with her own blond hair trailing behind her. She gets up to her hips just as the princess lights a cigarette and starts drinking a Coke. As your little one approaches her, Snow White says "Not now, honey, I'm on break. I'll be back on duty in fifteen minutes." Your daughter bursts into tears.

It's possible that your customers face similar disappointment when they come into your store. After shopping your website, or viewing your TV spots or newspaper ads, your customer may ultimately come into your store looking for the wide selection of models, in every size, with all the new technologies, with virtually unlimited choices to look at. They've created mental pictures of what your store will look like and how they will be treated when they get there.

But once in your store, that same

customer may see holes in your displays where floor models have been sold, empty shelves due to credit line crunches, or out of stock items due to lack of servicing from your rep. Maybe you've decided to hold off placing orders on new merchandise until you sell through models that have been discontinued. Whatever the reason, the customer who thought they'd have too many choices instead has a more limited selection than they'd hoped to see.

Perhaps customers have seen your "10 Reasons to Buy from All American Appliance and Video" list in your newspaper advertisement. You've included in that list "professionally trained sales associates" a benefit not available from your big box competitors.

But once in your store, they have a different experience. They may wander around aimlessly for five minutes or longer before being approached by an associate, who skips through any real greeting or questioning by saying "Looking for a TV? That one you're looking at there is a great buy." When asked the difference between 120 Hz and 240 Hz the associate says "Most customers don't notice the difference. You'll probably be happy with the cheaper one unless you've got great eyesight." Or when a buyer asks about Energy Star® ratings the associate says "You know you don't really save that much money every year." After twenty minutes, the associate says, "Here's my card, let me know if you're interested in buying that range." Not very professional.

Maybe the in-store signage and ads

all promote low pricing, but your sales tags reflect a price much higher than those in other stores. Instead of honoring the customer's desire for value, you hope for the occasional prospect who might not know what fair prices are. Believing that all customers insist on a "deal," every customer has to negotiate to get the lowest price they can. But customers who have had to work to get a "discounted" price do not feel that they've gotten the best deal. They usually feel that they left something on the table.

It's not easy to build loyal shoppers. Exceeding—or at least meeting—their expectations is a good first step. Your website, ads, store front, associates, delivery trucks and community involvement all create your image. Customers expect you to deliver on your brand promise.

To that end, Disney parks are spotlessly clean. Disney cast members are "in character" whenever they're on stage. Kids never see Mickey without his head and Snow White is always ready to have her picture taken with a mini-Snow White. She'll never disappoint your daughter.

There's no excuse for your store, your selection or your associates to disappoint your customers. **RO**

Elly Valas is the Marketing Services Director for Nationwide Marketing Group. She can be reached at elly@ellyvalas.com or at 303-316-7569. Visit her website at www.ellyvalas.com.



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A Tale of Three Investments and the Power of a Service Strategy

In May 2003, I made three investments. I invested \$1,000 in Amazon.com, \$1,000 in Dell Computers, and \$1,000 in Wal-Mart. I had two reasons for doing so: I hoped to realize a good return on those investments, and I wanted to track how the three companies performed against each other.

As of July 6, 2010, my Amazon.com stock had grown to \$3,587. The other two did not do so well. My investment in Wal-Mart had grown to an unimpressive \$978, while Dell Computers had performed miserably and dropped to a measly \$388.

The reason for the difference in the performance of the three stocks was the difference the three companies place on customer service.

Amazon is one of the most customer-service driven companies in the world. The company continues to reap tremendous rewards, thanks to its service strategy. Everything the folks at Amazon.com do is based on customer service, speed, and technology. It had sales of \$24.51 billion in 2009, an increase of 28 percent over the previous year.

On the other hand, the 2005 retirement of Michael Dell and his replacement's lack of customer focus as driving down Dell Computers' stock to such a pathetic level. Dell built its entire business around the customer experience. Then, with the change in top management, it lost that focus—along with millions of dollars in revenue.

After Dell retired and the company started to outsource its customer service operations to India, the company's stock dropped more than 60 percent in value.

Things went south for Wal-Mart, after H. Lee Scott took over as president and CEO in 2000, a position he held for the next nine years, even though the company doubled its revenues, it lost more than \$94 billion in market value.

Companies throughout the world have experienced similar declines in revenues and stock value as they focus more on price than on providing their customers with great service, like Wong, a supermarket chain in Peru as an example.

Wong used to be the most customer-driven company in Peru and had a 63 percent market share. No company could come close to it in terms of the customer experience. That changed when the company was sold for \$900 million in 2008 and the new management decided that customer service was no longer a priority.

A service strategy is the single most powerful tool a company can have. Most companies focus on price as a strategy to attract customers, when it is service that will get—and keep—customers. For example, if Leo's Automotive Repair charges \$25 more for a specific service than Burt's Garage does, but offers the customer a free loaner for a day, so customers are more likely to do business with Leo. People are willing to pay a little more—and are more loyal to—companies that go the extra mile in

providing good service.

Another major mistake many companies make is putting financial people at their helms. Those people are too focused on numbers; they have no concept of what motivates a customer to do business with Company A over Company B. If they think customers make their purchasing decisions based solely on price, they are sorely mistaken.

A service strategy consists of doing whatever is necessary to provide the customer with a positive experience. That includes treating customers with respect, hiring knowledgeable and personable employees, treating employees the way you want them to treat your customers, and empowering those employees to make decisions on the spot that will favor the customer over the company.

Once you have implemented a service strategy, track your revenues, profits, and stock value, and compare those numbers with the previous year. You will be amazed at the difference. Regardless of your size, if you provide a customer experience that is superior to anything your competitors can do, you will own the market. **RO**

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



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Don't Skimp on your Web Site

In these tough economic times, businesses are cutting corners wherever they can. There are many places within a marketing budget that are important to business, and one area where you should think hard about before you do any cutting to the budget is your Web site.

Every retailer knows that the store is important in setting impressions. If your retail space is professional, well-designed and easy to find, it will go a long ways toward helping you be successful. The same goes for your Web site. Most of the time, the Web site is your customers' first experience with your brand. It is where the vast majority of people conduct research prior to making a purchase, so it behooves you to put your best foot forward.

DESIGN, CONTENT, PHOTOGRAPHY

You don't need an expensive, whiz-bang site to do the job, and there are lots of tools and resources available to help you maximize your budget and even do some things yourself. To get the most out of your site, there are three main areas where you should focus: design, content and photography.

DESIGN

A simple, clean site is easy to read, easy to navigate, and pleasing to the eye. Avoid over-doing it with cheesy animation or huge blocks of copy.

These things give the site an amateurish look that detracts from your brand.

The best thing you can do is hire a Web developer who can work within your budget to create a template that you can maintain yourself. Insist on an easy content management system (CMS) that allows you to update the site. Some developers will make the site overly complex so you have to come back to them to make even the smallest change. That gets expensive.

There are several resources to help you with this. Open-source Web site development tools like WordPress and Joomla make site building and maintenance a snap. You can even do it all yourself, if you're ambitious. But know your limits. A good Web designer is usually well worth the investment.

CONTENT

The contents of your site will help let customers know who you are. It will set you apart from your competition, and affects customers' ability to find you on Google. The important thing is to keep your content fresh. This keeps people coming back to your site to learn more. The easiest way to do this is by including a blog on your site. Even if you don't have a blog, you should keep the site updated with the latest products, sales and promotions you offer. This, again, is where a good CMS comes in handy.

It is also important to know where to put information on your site. Be sure to not overwhelm people with too much information on your home page; save the details for the secondary pages.

PHOTOGRAPHY

Professional-quality photography is essential, especially when dealing with design-oriented products. The bad news is it's expensive. The good news is there are ways to maximize your investment.

Think quality over quantity. It is better to have one really good photo than 100 bad ones. Set aside a couple thousand dollars every year for photography, and try to spend it all at once. A good photographer can get you several shots in a day or two of work, and that should take care of you for the year.

Manufacturers will often make photography available to their dealers and retailers, so be sure to tap that resource. Also, amateur photography has its place. Getting snapshots from customers is a great way to keep your site interesting. Just don't feature it on the home page. **RO**

BUILD

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





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“You’ve got to be very careful if you don’t know where you are going, because you might not get there.”

- Yogi Berra

Time flies when you’re having fun, or maybe I am just getting old—but it has been a year since I began writing this column for the Retail Observer. Some of my “fans” have marked the occasion with words of encouragement like: “really, just a year... seems like A LOT longer” (ouch, that one stung a bit!). Believe me, I would love the opportunity to write just one piece on sales and marketing...or the gold standard of topics—FOOD! The only thing that could possibly conjure up any more yawns than this column might be lengthy musings about ERP implementations—hey, wait a minute? As my nine-year-old so eloquently comments about anything unrelated to either Spongebob or cars... B-O-R-I-N-G!

NEED SOME NEW TIRES?

This column is much like the old advertising axiom: The only time you notice the ever-present tire ad in the sports section, is when you actually need some tires. Process analysis and technology implementation become pretty darn fascinating when you’re faced with cutting cost or upgrading your ERP. As our economy continues its painfully slow climb from the depths of recession, now is a prime opportunity to invest in technology to enhance your efficiency. Hardware, bandwidth, storage and

software are all better, faster and CHEAPER than ever before—if not now...then maybe never?

REALITY CHECK

Since I began writing this column, I have had numerous people ask me for the abridged version of the ERP script. In other words, just give us the shortcut Kelly...I don’t have time for all of this analysis nonsense. Just when I thought someone was actually reading my column—I wonder if my insurance covers whiplash as a result of being snapped back to reality? I’m sorry, there are no shortcuts. The road to a successful ERP implementation is paved with detailed analysis of your current business processes. It is through this analysis that the best ERP solution is identified and the implementation optimized. Hmmm, could there be some pearls of wisdom from Yogi?

THROW US A BONE, PLEASE!

There may be no shortcuts, but I do have a basic philosophy that guides every technology implementation. Regardless of the ERP solution you choose, the software and resulting process improvements must allow you to: 1) Automate as many manual processes as possible; 2) Simplify what you can’t automate; and 3) Manage by exception. Using these guidelines may not equate to the proverbial epiphany moment, but in my experience, if you can’t automate, simplify and manage key metrics by exception, you’re wasting your time and your money.

CREATE A COMPETITIVE ADVANTAGE!

We operate in a high cost to serve low margin industry. It requires a lot of brick-and-mortar, equipment, and people. We face increasing competition in an already crowded field... all competing for consumers who demand more for their hard earned buck. Faced with these business realities in an uncertain economic climate, you must be more vigilant than ever in streamlining your business. Rationalizing your ROI is not a simple correlation between expense and head count reduction. The true ROI is realized through automation and/or simplification of complex processes, and repositioning valuable resources from the backroom to customer touch points. This not only reduces cost to serve by simplifying transaction complexity, but allows you to create a competitive advantage through better customer service. Finally, to satisfy my son Jake, I end with a quote from Spongebob Squarepants, “You know, if I were to die right now, in some sort of fiery explosion due to the carelessness of a friend...well, that would just be ok.” No real meaning here, just wanted to avoid hearing him say B-O-R-I-N-G! **RO**

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





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Seven Ways to Get Your Retail Website to Pop

Websites today can become exciting with simple techniques. Having said that, we are focusing on the look of the site, the graphics as opposed to the backend technical navigation and “mumbo jumbo” which is still the backbone to every website. It still amazes us that relatively basic looking sites can do exceptionally well because technically they work. The bottom line is we need the fun and exciting stuff along with the basics.

1. *Think USA Today*

The reason for the success of USA Today is because it has lots of headlines, short stories with short paragraphs and graphics that support the story. This sounds simple enough to do and yet as you surf the web, you will see site after site with long paragraphs that no one will ever read.

2. *Think Headlines*

Although we just mentioned the use of headlines when we refer to USA Today, spend some time writing a captivating headline that people want to learn more about.

3. *It's About the Reader, Not You*

So many times when people write their websites, it is I, I, I or it is just focused on your company or yourself. Think in terms of benefits to the reader. Think in terms of the website that says “we have been in business a hundred years”. The owner of the business is very proud of that and uses

the argument that because we have been in business, we must be good. The reader reads that and says “what does all that mean to me”.

4. *Make It Personal*

Always have an about us section and share pictures and your personal philosophy. On an award winning website, the owner of the company is pictured sitting on a stool, holding a beagle and beside that is a short message to the reader that has a script signature to make it appear as if it is a personalized signature. Within the body of the owner's message, there is a click through to send her an email.

5. *The Use of Fonts*

Generally speaking, homemade websites or less professional looking websites have a tendency of using overused fonts such as Arial or Times Roman. Select the font that you like which has the same feel and look of your company and stick with it. One of the biggest errors people make is they go font crazy and they begin to put three or four different fonts on the same page. You can use the same font but use the italicized version of it and/or all capitals.

6. *Color Contrast*

So many times we will see sites that use colors that are beautiful but unfortunately not readable. I recently reviewed a site that was in gray with a darker gray lettering. I couldn't read the site. Mauve and gray are great for a living room, but not for a home page.

Businesses that use all black backgrounds must be careful with the use of the color red. Red is a great accent color on a black and white site, but don't use a red font consistently.

7. *The Convenience Factor*

Websites are about convenience. They allow us to save time and money by truly letting our fingers do the shopping. We block the convenience factor when we have Flash openings with words or images flying in from every direction and music blaring in the background. All of these sites have a button that says “skip intro”. 93% of the people who go to these sites hit “skip intro”. That stuff is not necessary or as I like to put it, it is the graphic designer having a [design]orgasm.

THE BONUS

I said the 7 steps, but I am giving more than expected. Make sure on your website you give more than the viewer expects. In New Orleans, they just call it “lagniappe”. What it means is a small gift to the customer by a merchant, such as the thirteenth donut. My extra point is this—use small graphic calls to action to interest your reader to stay on this site longer. **RO**

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



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The Dark Side of Green

At a recent design show, I had the opportunity to see firsthand, the highly touted sustainable all-glass kitchen from a very high profile Italian manufacturer. At first glance, it appeared to be the “holy grail” of environmental kitchen design. The doors, drawers, box, counter top and toe kick were all made of glass and it was this over use of glass that got me thinking, “Just how green is glass?”

When we think of glass, the first thought that comes to mind is its ability to be recycled and reused over and over again, but more often than not, the creation process is often overlooked.

It is understood and appreciated by the populous at large, that glass, in most cases, is 100% recyclable and can be used in the process to create new glass, but in recent years, several environmental organizations as well as government agencies, are beginning to take a closer look at how glass is created.

The formula and process to create glass has changed very little over the centuries. Sand, soda ash, limestone, dolomite and feldspar are mixed together and then baked in a blast furnace. This process of bonding and melting can play out over several hours or even days before the glass even begins to cool.

The intense heat required to manufacture glass, 2,750°F takes a tremendous amount of energy consumption, resulting in enormous greenhouse gas emissions. It has been calculated that producing 1 ton of glass will create 2 tons of CO₂. The manufacturing of glass releases high doses of health threatening pollution into

the atmosphere, like nitrogen oxide, sulfur dioxide, as well as toxic particulates made of metals, chemicals, acids and dust, small enough to easily enter the nose and throat and reach the lungs.

Mining for sand, the primary ingredient of glass, is a practice that is becoming an ecological nightmare as the demand for glass increases on a global scale. Sand is mined from beaches and inland dunes and dredged from ocean river beds. Sand mining is a direct and obvious cause of beach erosion, which has a direct impact on wildlife and local communities.



So we must ask ourselves, just how “green” is an all glass kitchen? As discussed in the beginning, the beauty of glass is its ability to be recycled over and over again. Its fatal flaw is the cost to the environment in its primary and recycled production.

Besides glass being embraced by the green community without question or forethought, we must look at other glorified green materials, such as bamboo. Like glass, bamboo has taken on unquestioned attributes due to its strength and durability as well as a quick growth cycle. But due to the high demand for bamboo by American consumers, some bamboo is coming to

market harvested prematurely, long before it has reached its mature state to be used in the production of products like flooring and sheet goods, thus resulting in devastating product failure.

It should be noted as well, that in a recent UN study, several South East Asian communities that once survived for generations on rice production for trade and commerce have replaced this traditional food staple with the growing of bamboo, leaving entire communities without a food or revenue source due to a lack of demand for their eco-centric cash-crop because of a global economic downturn, thus leaving once sustainable communities dependent upon humanitarian relief efforts.

In closing, I want to make it very clear that this is not about green-bashing as much as it is about education and personal responsibility. We need to ask questions about the products we purchase and use and not to take anything at face-value and to look beyond the little green symbols in the corner of the advertisement or on the back of the label, because “green” is constantly evolving and what was considered “green” yesterday, may not be “green” tomorrow and with that said...don't get me started on the hidden dangers of compact fluorescent light bulbs. **RO**

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





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The Wisdom of Mom & Pop: Bond with Customers

Connecting to your community and your customers has always been essential to the success of small businesses, never more so than today.

The shopkeepers featured in my book told me many stories of how they survive and thrive by maintaining a bond with their patrons and neighbors. I think that “community connection” in all its manifestations, is so important that I will be devoting my next few columns to that topic.

Let’s start with three simple, inexpensive ideas that can be applied to every small business:

Know Your Customers—Lora Lewis, who owns Hotwire Online Coffeehouse in Seattle, works with her baristas to remember customers’ names.

“Collectively, they knew every regular customer’s name” said Lewis. “But we had never shared that with each other. Now, when a customer comes in, if one of the baristas knows the customer’s name, he or she will greet the customer by name and the other barista will take note of it. Eventually, we all know all customers’ names.”

Hotwire offers a punch card that gives customers a free drink after 10 paid drinks. When a customer indicates that he or she already has a punch card, the barista will ask the customer’s name, and concentrate on remembering it.

As a result of this simple initiative, Lewis has seen “a big bump in our customer retention.” More importantly, “My employees are driving their interactions with their customers’, promoting a greater ‘buy-in’ to my

business and giving them a deeper sense of ownership.”

Listen To Your Customers—Over three generations, the Uyesugi family, who own the AA Jewel Box jewelry store in Tustin, California, look at their patrons not as customers, but as family. Searching for fresh ideas to generate business, they asked their customers for suggestions.

“A couple of customers didn’t quite have the funds to do a custom piece for themselves,” said Pua Uyesugi, whose husband Steve is the third generation of the family to work in the shop. “When Steve asked them, ‘What if we become your manufacturer?’ Their eyes lit up! The idea evolved from there. Now, customers bring in their concepts or designs of jewelry pieces to Steve and my father-in-law, Allan, discussing design, materials, price points, etc. as we work closely with our manufacturers to put the pieces together.”

Although the concept is new and the final results are not yet in, the family feels that the program is already a success because it shows their customers that the Uyesugis are listening.

Be A Good Neighbor—Maintaining contributions (both money and in-kind services) to local causes is a challenge these days. But your continued involvement demonstrates a commitment to the community that will be reciprocated.

That’s the philosophy of husband and wife Alan Robson and Linda Sutherland and their three grown children, who own and operate The Great British Pine Mine, importers of antique pine furniture from Great Britain and Europe, in

Kensington, Maryland.

“We keep on giving to groups such as Montgomery County Firefighters, Mothers Against Drunk Driving, and Special Olympics,” said Alan. Every year, we and the other stores [in the West Howard Avenue Antiques District] contribute part of the profits we make at our Fall sale to Children’s Hospital or Best Buddies. We continue to run our advertisements in the local high school yearbook.”

The Pine Mine gives its business to a local company that employs handicapped people and senior citizens, who produce personalized company logos on items such as pens, pocket planners and business card magnets.

When a neighboring supplier of green building materials organized a drive to collect used denim clothing that would be converted into insulation, Pine Mine donated its company truck for the effort.

“We are trying to keep our name out there,” said Alan. “so that when the economy comes back, we’re still on peoples’ minds.”

Be a friend, run a customer-focused business, contribute to your community. Although these lessons are as old as retail, they continue to be relevant, because they are the keys to surviving and thriving. **RO**

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



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BSH HOME APPLIANCES CORPORATION ANNOUNCES NEW DIRECTOR, GAGGENAU USA



Chris Kaeser

BSH Home Appliances Corporation officially announces that Chris Kaeser assumed the position of Director Gaggenau USA, effective July 6, 2010.

Kaeser recently held the position of Vice President Sales & Marketing, BrandSource Las Vegas Valley, before rejoining BSH in this newly created position within the BSH Home Appliances North America structure. Kaeser's background

includes past roles as Director of Product Marketing at BSH for Bosch, Thermador and Gaggenau.

As the new Director for Gaggenau USA, Chris Kaeser has the overall responsibility for all Gaggenau activities throughout the United States. He reports directly to John Lacoviello, Senior Vice President of Sales, BSH Home Appliances North America, who states, "Chris Kaeser's extensive appliance industry experience and his brand and product marketing skills uniquely equip him to lead Gaggenau to the next level in the U.S. market."

AHAM ADDS DIRECTOR OF REGULATORY AFFAIRS

The Association of Home Appliance Manufacturers (AHAM) is pleased to announce the hiring of Jennifer E. Cleary as director of regulatory affairs, as it supplements its Government Relations Department with additional expertise.

Jennifer is familiar with AHAM's mission and scope through her prior role as AHAM legal counsel where she was an associate practicing in the Antitrust and Federal Regulation Section of Mintz Levin. Jennifer also was a clerk for the Department of Justice, Office of Information and Privacy.

"Jennifer will manage AHAM's increasingly complex

regulatory agenda, reporting to Kevin Messner, Vice President, Government Relations. Her skills and legal expertise will greatly benefit the industry as it addresses public policy issues. We are very happy to have Jennifer on board at AHAM," stated Joseph M. McGuire, AHAM president.

She received her B.A. in English from the Pennsylvania State University and received her J.D., from American University's Washington College of Law. Jennifer is admitted to practice in the District of Columbia and New York.

Jennifer can be reached by email at jcleary@aham.org or by phone at (202) 872-5955 x314.

PEERLESS-PREMIER ADDS NEW SALES TEAM FOR TEXAS AND OKLAHOMA

Peerless-Premier Appliance Company, a manufacturer of gas, electric and commercial-style ranges, partners with a seasoned rep group to provide sales and service coverage in Texas and Oklahoma.

To support growing customer and consumer demand for residential ranges, Peerless-Premier Appliance Company is bringing aboard JD Sales to represent the company's product lines in Dallas, Texas. This sales rep group will also cover the rest of Texas in addition to the state of Oklahoma.

"With a 33 year history of sales and service excellence, JD Sales is a well-respected sales organization in this area of the country. Consequently, we are elated to have them representing us to distributors, appliance dealers and the builder/developer trade," explains Dennis Daniels, national sales manager for Peerless-Premier Appliance Company. "Dallas / Fort Worth is the 3rd

largest metropolitan area in America and we are partnering with them to expand residential range sales in this geography as well as the rest of Texas and Oklahoma too."

Michael Triegeer, Partner of JD Sales states, "We consider it quite a privilege to be representing one of the oldest manufacturers of ranges in the U.S. Similarly, we also see consumers wanting both quality and value in their home from a manufacturer based here in the states . . . Made in America does make a difference!"

Visit www.premierrange.com for more information on gas, electric and commercial-styled ranges manufactured by Peerless-Premier Appliance Company.

For product illustrations: Please contact Tracy Volansky at Peerless-Premier Appliance Company, (800) 858-5844, tvolansky@premierrange.com for high-resolution, downloadable photos of Premier ranges. **RO**

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3-8

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13-14

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14-17

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www.theremodelingshow.com

22-26

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OCTOBER '10

ENERGY AWARENESS MONTH
NATIONAL KITCHEN & BATH MONTH

2-5

APDA'S FALL 2010 MEETING
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www.APDA.com

15-17

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JANUARY '11

6-9

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Driving Network Traffic

BRAND SOURCE SERVICE USES MULTI-PRONGED APPROACH

The mission statement of Brand Source Service is “Bring profitability to the independent servicer through training and education. Build a marketable national service network by capitalizing on Brand Source’s brand recognition”. Since its inception in 2007 Brand Source Service (BSS) has delivered on those goals and continues to find unique and innovative ways to drive consumers with a service need into the BSS network of independent service companies.

BRAND SOURCE ADVERTISING CIRCULARS

Brand Source retail locations distribute approximately 1 billion advertising circulars in newspapers throughout the country every year. Each of these circulars includes the tag line “For service, contact your local Brand Source store or dial 877-GO-BRAND”. Consumers who dial the toll free number reach a live operator who takes the service call information and matches it with the BSS member company that is best qualified to meet the service need. BSS members pay no fee for this service and are free to charge their normal rates for the repair.

BRANDSOURCE.COM STORE LOCATOR

Consumers may also find a Brand Source Service location by using the Store Locator at www.brandsource.com. By simply entering their ZIP code and selecting “Appliance Service” from the locator drop down menu, visitors are presented with a list of BSS members within a defined radius of their home.

The consumer can then request service from the BSS member by completing and submitting an online service request. The BSS member then contacts the customer, schedules the call and charges their normal repair rates. There is no cost to BSS members for this service.

BRANDSOURCE.COM SERVICE CALL SALES

Non-servicing, retail only Brand Source members now have the opportunity to sell service calls through www.brandsource.com. When a customer with a service need comes into the store the dealer may simply take the customer to a computer and place an order for the service call through the website. The customer will pay a flat fee for the trip and diagnosis and Brand Source Service will use the network to fill the service need. The dealer earns a commission on the sale and the BSS member is paid a good rate for the trip and diagnosis. The repair is billed separately by the BSS member directly to the consumer at their own local rates.


BRAND SOURCE REFERRAL REWARDS

Brand Source Service has developed a program to reward service companies for referring consumers in need of a product replacement to Brand Source retail locations. A referring service company will earn a \$20 referral fee if a customer whom they have serviced replaces their product at a Brand Source store. The customer will receive an incentive of extended interest free financing. This

new program gives consumers one more reason to choose independent service and retail companies for their needs rather than competing national service organizations and big box retailers.

WEB BASED APPLICATIONS

Brand Source Service recently finalized programs with ServiceLive.com and ServiceMagic.com. The two web based platforms market a variety of in-home services, including appliance repair, to consumers in unique ways. While at a glance the two companies could appear to be competitors, they use distinctly different approaches. ServiceLive allows the consumer to select the servicer they prefer based on the company’s profile and then agree to the terms of the repair. The jobs are pre-paid through the platform so service companies can be sure the lead is genuine and that they will be paid.

ServiceMagic is a fee for referral service that allows consumers to request repairs and the requests are subsequently sent to BSS members using the ServiceMagic platform. The BSS member then contacts the consumer, gathers the repair details and quotes the job. Brand Source Service has negotiated exclusive terms with ServiceMagic for BSS members. 

*J.R. Zirkebach, Director of BrandSource Service.
BSS: Bringing profitability to the independent services.
For more information, call 714.502.9620 or e-mail services@brandsource.com*



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BrandSource Recognizes Dealers of the Year

Brand Source would like to congratulate each of these worthy Dealer of the Year award recipients and wish them many years of continued success. For more information

about Brand Source please email information@brandsource.com or dial (800) 430-0282. Here are the 2010 BrandSource Dealer of the Year award recipients, listed alphabetically:

ASIEN'S APPLIANCE—Santa Rosa, CA

Owners: Paul Gwilliam and Chris Wilhelmsen—www.asiensappliance.com

Fact: Opened in 1948, Asien's passed through three generations of the Asien's family until Paul Gwilliam and Chris Wilhelmsen partnered with Larry Asien in 2004.

BOBBY DOLLAR APPLIANCE AND

BEDDING SHOWROOM—Thomasville, GA

Owner: Bobby Dollar—www.bobbydollar.com

Fact: Bobby started business in 1983 with \$3,700 cash and a \$12,000 loan. Today he is one of the largest independent dealers in northern Florida and southern Georgia.

CASTON'S TV & APPLIANCE—Newhall, CA

Owner: Jerry Caston—www.castonsappliance.com

Fact: After retirement 4 years ago and a business transition that didn't go as planned, Jerry and his son Rick are back and better than ever before with a fresh remodel, expanded product offerings, an outside-sales staff and 7 day a week delivery.

CENTRAL APPLIANCE, INC.—Greenfield, MA

Owner: Darryl Belval

Quote: "We have customers that look for the Brand Source brand. We couldn't do what we do today without it."

DAN'S APPLIANCE—Fairmont, MN

Owners: Dan and Ann Terfehr—www.dansappliance.com

Quote: "I can make this work". *This is Dan and Ann's mindset when presented with a new program or business idea from Brand Source. This speaks volumes about their success!*

DENNINGS SHOWCASE—Idaho Falls, ID

Owner: Rick Denning—www.denningsappliance.com

Quote: "I wouldn't be in business without Brand Source". *Thank you Rick, and Brand Source wouldn't be in business without you!*

GEIS ELECTRONICS AND APPLIANCES—Batesville, IN

Owner: Chris Geis—www.geistv.com

Fact: Started in 1961 as a radio shop with money borrowed from a family member, Geis has grown to what is today a full line electronics, appliance and mattress dealer.

JESSUPS MAJOR APPLIANCE CENTERS—Venice, FL

Owner: Tom Jessup—www.jessupsappliances.com

Quote: "We're not really that unique or different from what others do, but we're better at what we do than others are at what they do." *Tom's response what asked what makes his company unique or different from his competitors.*

MILLER'S OF MILL HALL—Mill Hall, PA

Owner: Jerry Blanchard

Fact: Every Miller's customer receives a box of home-made candy packaged in a hand-crafted box after the sale.

MURDALE TRUE VALUE—Carbondale, IL

Owner: George Sheffer—www.murdale.com

Quote: "The BrandSource name, #1." *George's response when asked what business his business most as a BrandSource member.*

NODAK SUPPLY— Fargo, ND

Owners: Shawn and Teresa Driscoll—www.nodakstores.com

Quote: "Tell them to call me if they want to know how the Brand Source programs help!" *Shawn's response when asked what he would like others to know about his business.*

PATTERSONS HOME APPLIANCE CENTER—Kingston, TN

Owners: Steve and Elaine Patterson—www.pattersonsappliances.com

Fact: Pattersons was selected as the Roane County Small Business of the Year in 2009 and Best Appliance Store of Roane County 12 years straight.

RADIO LAB BRAND SOURCE—Lubbock, TX

Owner: Jeff Griffith—www.radiolabbrandsource.com

Fact: When Jeff's father and uncle started the business in 1946 radios were big business and television was virtually unknown.

RICHARDS BRAND SOURCE—Charlotte, MI

Owner: Robin Richards—www.richardsappliance.com

Quote: "A good name is worth more than great riches." *A favorite passage of Robin's from the book of Proverbs and the philosophy upon which he has built his business.*

WALT'S SHERWOOD APPLIANCE—Sherwood, OR

Owners: Tom and Carol Vincent—www.waltsherwoodappliance.com

Quote: "We love our customers and treat them in such a way that they hesitate to walk out our door and face the harsher world." *Carol's description of the relationships she and Tom build with their customers.* **RO**

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PrimeTime! Delivering Deals and Opportunities

Last month Nationwide Marketing Group (NMG) hosted another successful PrimeTime!, North America's largest buying show and conference for appliance, electronics and furniture independent dealers. NMG reported that 2,900 manufacturers and dealers from across the country representing over 800 companies attended the 3-day event, held at the Gaylord National Hotel and Convention Center located in National Harbor, Maryland just minutes from D.C.

Independent dealers who attended PrimeTime! took advantage of millions in Cash Back Now and other Show Special Offers on merchandise purchased at the show. There were also additional opportunities to save even more at pre-show sales events. NMG's furniture division, Furniture Smart, and their rental division, RentDirect, both offered deep discounts on limited quantities of inventory before the show floor opened.

"For decades, PrimeTime! has been known for being the premier marketplace for independent dealers across the country. That's because NMG has proven the services and programs we provide our members at the show cannot be

PrimeTime!

Getting the Best and Savings Opportunities

found anywhere else,” said Robert Weisner, Executive Vice President of Nationwide Marketing Group.

PrimeTime! by Nationwide a Training Ground for Successful Businesses

PrimeTime! is also a valuable educational resource for many dealers. Their PrimeTime! University business courses are specifically tailored for independents. These courses were taught by industry experts who shared their expertise on how to build a stronger business by learning ways to compete tougher in the challenging marketplace. Topics included website development, email marketing, sales and management strategy.

“All independent retailers should take advantage of PrimeTime!,” said Jim Clarkson, CEO of Hudson Appliance Center. “I have never walked away from a show without little gold nuggets of information that I can implement immediately to produce more profit like how to develop a website or take advantage of co-op dollars.”

The NMG leadership team also presented on the latest industry trends in merchandising and marketing initiatives. According to NMG, the information | *continued on page 62* |





presented at these meetings is vital for independent dealers to understand the regulatory issues and trends in the industry in order to effectively compete against larger retail chains.

Other presenters who shared their expertise included Monster Cable Products founder Noel Lee, Sam Allman CEO of Allman Consulting and Training, Bob Negen founder of Mackinaw Kite, Paul Mac Donald owner of Factory Appliance Service and Chris Chinnock President of Insight Media.

“The endless resources available to you through Nationwide Marketing Group will create a business environment that is difficult to fail in,” said Clarkscon.

NEW VENDORS BENEFIT FROM PRIMETIME!

New appliance, electronics and furniture vendors walked away from PrimeTime! with more business from the independent channel.

LaCrosse Furniture Co. exhibited at PrimeTime! for the first time showcasing their diverse line of furniture products. “We decided to partner with Nationwide because they are the more aggressive independent buying group in the industry,” said George Rutledge of LaCrosse Furniture. “The response has been good at the show, we opened several new accounts.”

New appliance vendors EuroPro, Rug Doctor and Greenworks also exhibited. While appliance giants Electrolux, Whirlpool, GE and Fisher & Paykel held learn and earn presentations. These mini product demonstrations allowed dealers to check out brand new lines and features while giving participants an opportunity to win giveaway prizes.

Funai Corporation exhibited their line of consumer electronics. “The reception at PrimeTime! has been very good, we are getting positive feedback on our exclusive program with Nationwide and guidance as well which is always welcome,” said Ernie Padalino of Funai Corporation. Nationwide announced the new program with Funai at PrimeTime! which according to Padalino provides dealers with a good, better, best strategy with low freight requirements.

The next PrimeTime! buying show and conference will be held on February 20 - 23, 2011 at The Venetian in Las Vegas, Nevada.

For more information on PrimeTime! by Nationwide, please visit www.nationwideprimetime.com. To learn more about the many benefits of membership with Nationwide Marketing Group, go to www.nationwidemarketinggroup.org. **RO**



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1. *Hobie Earnhart of Nationwide Marketing Group gets ready to disembark as the cruise ship docks in the harbor at the end of Day 2 at PrimeTime!*
2. *PrimeTime! guests get a glimpse of the Washington Monument and other D.C. landmarks on board the Odyssey during PrimeTime! in National Harbor.*
3. *Ron Romero, of Nationwide West, welcomes guests aboard the Odyssey. PrimeTime! offered many networking opportunities during the 3-day buying show.*
4. *Nationwide West member dealers and vendor partners enjoy a dinner cruise aboard the Odyssey on the Potomac in D.C.*
5. *Dealers and vendors watch the sunset over the Potomac on a special dinner cruise hosted by Nationwide West.*
6. *The group from SED enjoying a relaxing moment.*

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CEDIA 2010 PREVIEW

CEDIA EXPO TECHNOLOGY COUNCIL PANEL DISCUSSIONS FOCUS ON HOT TOPICS

PANELS OFFER IN-DEPTH LOOK AT HDMI, HOME HEALTH, AND THE FUTURE OF RESIDENTIAL ENTERTAINMENT AND COMMUNICATIONS

Four panel discussions presented by the Custom Electronic Design & Installation Association (CEDIA) at CEDIA EXPO 2010 will shed light on some of the most talked-about issues in the electronic systems industry. Expert-led panels on the future of HDMI, digital home health, entertainment and communications will offer attendees an inside look at the opportunities and challenges in these key areas.

The panel discussions are offered by CEDIA's Technology Council in conjunction with the all-new Future Technology Pavilion at CEDIA EXPO 2010. The Future Technology Pavilion will showcase cutting-edge technologies that are expected to impact the electronic systems industry in the coming months and years. The panel discussions will give CEDIA EXPO attendees a more in-depth perspective on the technologies and trends represented in the pavilion.

The first panel, *HDMI Hot Seat*, 3 p.m. – 5 p.m. Wed., Sept. 22, will help attendees better integrate HDMI into system installations and upgrades. Moderator Michael Heiss of M. Heiss Consulting will lead a panel that includes Steve Venuti, president, HDMI Licensing LLC, and Leslie Chard, president, Wireless Home Digital Interface (WHDI).

The second panel, *The Future of Home Entertainment*, 11 a.m. – 1 p.m. Thurs., Sept. 23, will examine trends in the home entertainment industry, including gaming and 3D. Also led by moderator Michael Heiss, panelists will include representatives from Pioneer Electronics and Insight Media as well as Mike Abary, senior vice president of Sony's Home Division.

Digital Home Health: What It Is and How It Affects Us All, 2 p.m. – 4 p.m. Fri., Sept. 24, will cover the closely watched topic of home health care technology. Moderator Laura Mitchell of GrandCare Systems will lead the panel.

For the fourth panel, *The Future Opportunities of Residential Communications*, 1 p.m. – 3 p.m. Sat., Sept. 25, moderator Gordon van Zuiden of cyberManor and panelists from Verizon, Crestron and Freescale Semiconductor will explore current and future trends in residential communications.

Online registration for CEDIA EXPO is open at www.cedia.org/expo until Fri., Sept. 17. CEDIA EXPO will be held at the Georgia World Congress Center in Atlanta Sept. 22–26.



CEDIA'S 2010 ELECTRONIC LIFESTYLES® AWARDS

THREE DESIGNER AWARD WINNERS AND ONE MANUFACTURERS' EXCELLENCE AWARD WINNER WILL BE DECIDED BY VOTE.



CEDIA is offering professionals and homeowners a chance to make their voices heard through two new vote-based competitions in the annual Electronic Lifestyles Awards competition. The CEDIA/HGTVPro.com Audience Choice Awards will allow HGTVPro.com visitors to cast their votes for their favorite home technology projects completed by CEDIA members, and the Attendees' Choice awards will allow electronic systems contractors to vote for their favorite product at CEDIA EXPO 2010 in Atlanta.

CEDIA has partnered with HGTVPro.com to showcase entries in the Large Home Theater, Integrated Home and Media Room categories in CEDIA's Designer Awards competition. The entries will be voted on by visitors to HGTVPro.com, which serves the design and build professional and home enthusiast community. One winner in each category will be honored at the annual Electronic Lifestyles Awards Banquet Sat., Sept. 25 during CEDIA EXPO, alongside the top winners for the Designer Awards competition selected by a panel of expert judges.

In addition, CEDIA EXPO exhibitors have entered their products into the Attendees' Choice Awards competition, which will be voted on by electronic systems contractors attending CEDIA EXPO. One winner will be recognized at the Electronic Lifestyles Awards Banquet alongside the winners in the Best New Product, Horizon Award and Sustainable Lifestyle Product Innovation categories.

Awards competition is open until September 10 at www.hgtvpro.com/cedia. Voting for the Attendees' Choice Awards will be held during CEDIA EXPO Sept. 23–25. The list of Attendees' Choice Awards entries is available at www.cedia.org/attendeeschoice2010. **RO**

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The Body Glove System represents the annual savings of over 9,000 plastic bottles. Enjoy the convenience and taste of refreshing filtered water on-demand, knowing that you are contributing to a cleaner, greener environment.

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- All of this goes into a green and responsible alternative to plastic water bottles, which continue to overload landfills and pollute oceans.

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KitchenAid Introduces Pro Line® Kitchen Appliances

In the market for kitchen appliances that echo the look and feel of professional equipment without the hard-edged, industrial appearance and high energy demands of restaurant grade gear? If so, consider the new Pro Line® Series from KitchenAid, designed to provide both premium performance and professional styling that feels right at home in residential kitchens.

“More and more home cooks are drawing inspiration from professional chefs, cooking shows and great restaurant experiences,” notes Debbie O’Connor, senior manager of brand experience for KitchenAid. “This new line gives home cooks a way to cook and feel more like a professional without going overboard on power consumption or compromising on the aesthetics that make for a warm, inviting kitchen.”

Aside from premium performance and features, a key element of the line’s professional style appeal is a newly designed handle featured across all appliances that reflects the heft and sturdiness of professional kitchen equipment, notes O’Connor.

Available this fall, the new stainless steel line includes three range models, a refrigerator, dishwasher and microwave hood combination. Prices have not been announced. Range options include 30-inch slide-in gas, electric and duel fuel models. All models feature ovens with the Even-Heat™ True Convection System. This true convection system has a hidden oven element and an innovative bowtie shaped design that promotes better circulation and more even air flow from the convection element throughout the oven cavity for consistent temperature management and even cooking on all racks. An EasyConvect™ Time and Temperature Conversion System converts conventional times and temperatures to their convection equivalents.

All the ranges have warming drawers to help keep cooked food and plates warm for serving. A temperature probe is included to measure the internal temperature of dishes such as meat and poultry. Gas and duel fuel models have a powerful TripleTier® burner with output ranges from 600 to 15,000 BTUs while electric models feature a two double-ring round elements and a double-ring oval element to accommodate a variety of cookware sizes.

The counter depth configuration of the new line’s French Door bottom mount refrigerator combines the professional look of a built-in with the ease of installation of a freestanding model. It features 22 cubic feet of easily accessible space and a single-hand interior water dispenser that is hidden from view yet provides quick, easy access to filtered water.

Rounding out the line are a 30-inch, 1,000-watt microwave hood combination and 4-cycle dishwasher with a fully integrated console that hides all controls from view for a clean, professional look. Since the introduction of its legendary stand mixer in 1919 and first dishwasher in

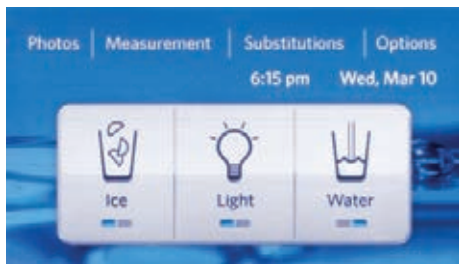
1949, KitchenAid has built on the legacy of these icons to create a complete line of products designed for cooks. Over 90 years later, the KitchenAid brand now offers virtually every essential for the well equipped kitchen with a collection that includes everything from countertop appliances to cookware, ranges to refrigerators, and whisks to wine cellars. To learn why chefs choose KitchenAid for their homes more than any other brand*, visit www.KitchenAid.com.

Based on a September 2010 survey, KitchenAid was found to be the home kitchen appliance brand chosen most often by members of the International Association of Culinary Professionals and the American Culinary Federation when asked about refrigerators, ovens, cooktops, ranges, dishwashers, microwave ovens, electric mixers, blenders, food processors, kitchen gadgets and toasters. **RO*



The Most Shelf Space*

Our latest refrigerator, model KFIS27CX, features more storage capacity than ever before with deeper shelves and extra usable space equivalent to four gallons.* An enhanced LCD display offers a variety of resourceful functions including ingredient substitutions and unit conversions, while a USB port allows for photo uploads.



*Versus ice and water external-dispensing French door refrigerators without ice storage in the door.



FOR THE WAY IT'S MADE.®

For additional information about KitchenAid® appliances, visit KitchenAid.com

®Registered trademark/™Trademark/the shape of the stand mixer is a registered trademark of KitchenAid, U.S.A.
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The **clear choice** in undercounter refrigeration.

Undercounter refrigerators are the ultimate in convenience. Place a refrigerator wherever it's needed: next to a food prep area, your child's playroom, in your bar or home gym - even in your bathroom to keep cosmetics and medications cool. Featuring the widest selection of refrigerators, U-Line offers the most usable refrigeration capacity, bright and open interiors, flexible shelf locations and generous in-door storage. Committed to environmental sustainability, U-Line offers the largest selection of ENERGY STAR® efficient undercounter refrigerators.



U-LINE GLASS DOOR REFRIGERATOR FEATURES:

- Touch glass digital control featuring easy view command center
- Digitally controlled convection cooling system
- Refrigeration capacity of 5.4 cubic ft
- Three 6mm tempered glass shelves
- Dual-lighted black interior
- Standard commercial stainless steel handle is interchangeable with professional handle option
- LowE coated, argon gas filled thermopane glass door
- ENERGY STAR® and CEE Tier 1 rated

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