

The Retail Observer

September, 2013

AN EYE ON THE INDUSTRY SINCE 1970

Vol. 24, Issue 9

NARI ANNOUNCES 2013 NATIONAL COTY AWARD WINNERS

EVENING OF EXCELLENCE™ WINNERS RECOGNIZED

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PLANNING:
EPILOGUE**

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*Among conventional double oven ranges with dual bake and broil elements. **Compared to conventional electric radiant cooktops.
†Based on boiling 6 liters of water with 11" 3,700-watt induction element versus 12,500-BTU gas burner.

End of Summer Check-Up

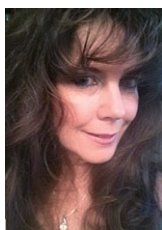
Ahh... the month of September. Out of vacation mode and back to school and routines, new directions, holiday considerations, fiscal year wrap-ups and planning. I especially like to use this time as a yearly check point for *The Retail Observer* before the days get shorter and the holiday frenzy sets in.

Here is our end of summer check-up list with an independent retailer twist:

- **Inventory**—Now is the perfect time to revisit your inventory and run a cost benefit analysis to make sure you are making a profit and see what changes or additions need to be made. It's also the perfect time to sample new products and add new items to your store.
- **Housekeeping**—Just like your car, the operational equipment and systems in your store need to be kept up and maintained. From point of purchase to website links, make sure everything is working.
- **Marketing**—Come fall, everyone will return to their normal routine of school and work, both of which should result in more frequented visits to your store. Student discounts and fall specials are great ways to get your customer base back into the swing of things.
- **Finances**—Check in with your accountant to go over your balance sheet, income and cash flow statements. Also, use this time to update your budget and don't forget to evaluate your current tax strategies!
- **Goals**—Evaluate your goals from last year and if necessary make adjustments for the remainder of the year. Did your business accomplish what you set out to do so far?
- **Hiring and Training**—Make sure your store is well staffed for the busy season to come. Also, make sure your staff is properly trained and ready to go before fall arrives.

Elly Valas' *Work Smarter, Not Harder* article in this issue shares how to keep a more engaged team, better managed inventory, more effective promotions, competitive prices, and more profits all year! While John Tschohl's *In the Beginning, There Was the Plan* and Paul Mac Donald's *Avoid the Rut* show you how to make sure you keep a handle on providing superior customer service.

So, whether you decide to spend September basking in the warm, relaxing rays of the sun reading this issue of *The Retail Observer*, giving your business a check-up or both, enjoy these last days of summer.



Stay happy and productive,

Eliana Barriga
letters@retailobserver.com

The Retail Observer

SEPTEMBER 2013

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CELEBRATING OUR 24TH YEAR
AS *THE RETAIL OBSERVER*

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What Extras are in it for Me?

Today's consumer wants that extra something and being up against MSRP, UMRP and the Internet, retailers are expected to give away gifts or offer incentives. Consumers have more confidence these days and seem to think - If I purchase from you, what extras are in it for me?

With pricing below set standards being against the "rules", you now have to come up with better ways to entice customers to make a purchase, most importantly a purchase with you. A few retail chains around the country are offering various size TV's with the purchase of a complete Kitchen, Mattress or Bedroom/Living Room set. As the prices of consumer electronics drop, this seems to be a small marginal blow to the bottom line if purchased at the right price.

At many of the shows and buy fairs I have visited this year, the opportunities to find unique incentive and promotional items were boundless. Some ideas I came away with seemed so obvious but many retailers are still not using them like Pillow and Comforter sets with Mattress and Bedroom set purchases; Kitchen Utensil and Decor Packages with Kitchen Purchases or even Pots and Pan sets or Small Appliances were used as examples for enticements.

Recently we toured Lake Industries (www.lakeindustries.com) to see some of their Premiums Solution Products—Pots and Pans, Knives and Countertop Appliances. Dacor Appliances and Pacific Sales have both used these products in their own promotions with great success. I remember many instances when I used to sell kitchens where the cook of the household would inevitably remark on how they now needed new Pots and Pans to make the purchase complete. How many more customers would we have lured in if we had advertised that very thing as an incentive?

I would like to hear what your store does to make the buying decision sway to your favor. What kind of promotions do you run? What incentives do you offer your customers that have aided in the buying process? Is Customer Service still all you offer and is it working for you with today's "WEAIIFM" (what extras are in it for me) mentality? Please send your replies to me moe@retailobserver.com



Thank You and Happy Retailing,

Moe Lastfogel
moe@retailobserver.com

The RetailObserver

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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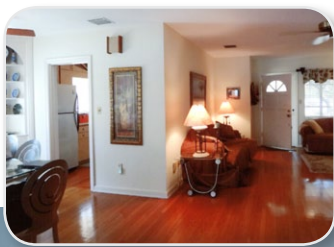


SUPPORTING PARTNERS:





**RESIDENTIAL KITCHEN
UNDER \$40,000**
DAVID WILKES BUILDERS
Austin, TX



**RESIDENTIAL KITCHEN
\$40,000 TO \$80,000**
STROBEL DESIGN BUILD
Saint Petersburg, FL



NARI ANNOUNCES

COTY A

EVENING OF EXCELLENCETM WINNERS

WIN

The 2013 Evening of ExcellenceTM reception took place in April during a three-day event for the National Association of the Remodeling Industry (NARI), which also included its Spring Business Meeting, held at the Intercontinental Kansas City at the Plaza, in Kansas City, Mo.

This year, NARI brought the Evening of ExcellenceTM to the remodeling industry as a whole, via an online Webcast announcement that was also broadcast to those who were in attendance in person at the reception. The presentation highlighted both Regional and National winners totaling 133 projects in 26 categories ranging from kitchens, baths, additions, exteriors, whole house and commercial remodels.

NARI thanks its Evening of Excellence sponsors, Pella Corporation and The Home Depot.

Contractors from seven regions nationwide vie for the awards on an annual basis. All projects submitted for judging were an improvement or an addition to an existing structure, with the exception of one category, "Residential Exterior Specialty." Otherwise, new construction projects were not eligible.

In addition, the projects entered were completed between July 1, 2011, and November 30, 2012, and were not submitted

2013 NATIONAL WARD NERS

RECOGNIZED VIA ONLINE WEBCAST



RESIDENTIAL KITCHEN
\$80,001 TO \$120,000
JACKSON DESIGN &
REMODELING
San Diego, CA

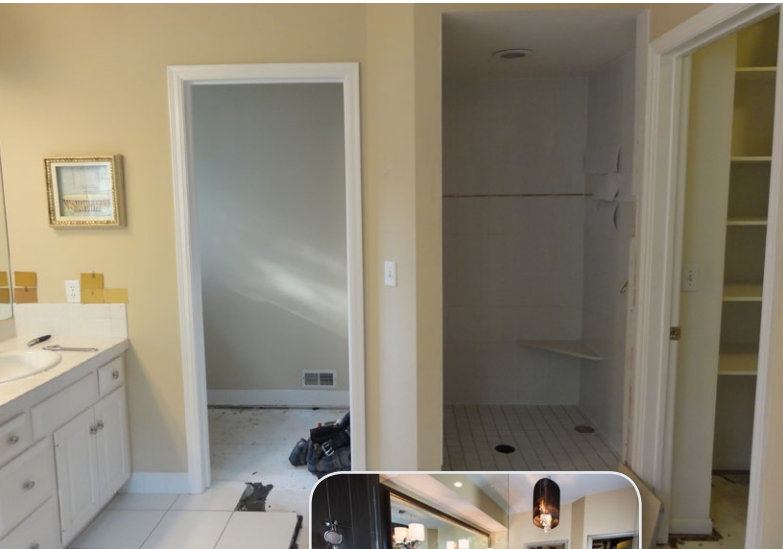
in prior NARI National contests. An impartial panel of judges, who are experts within the industry and associated fields, selected winners based on each entrant's binders, which include "before and after" photography and project descriptions. Judging focused on problem solving, functionality, aesthetics, craftsmanship, innovation, degree of difficulty and entry presentation.

Twenty-six national CotY winners were named at this year's ceremony. Preliminary judging took place in Des Plaines, Ill., in early January, after which regional winners were announced in each of the categories. These regional winners advanced as finalists at the national level. Three projects were honored under the Universal Design Project Recognition program, and 11 projects were honored under the Green Project Recognition program.

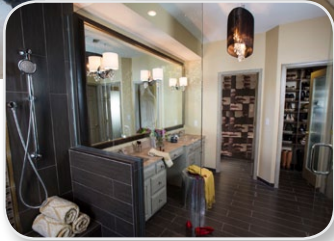
To be considered for a CotY Award, a company must be a NARI member in good standing. The entries of this year's competition totaled over \$71 million worth of remodeling projects. NARI members represent an elite group of the approximately 800,000 companies and individuals in the U.S. identifying themselves as remodelers. | *continued on page 10* |

RESIDENTIAL KITCHEN
OVER \$120,000
REALTY RESTORATION
WITH TEAM MEMBER,
TWELVE STONES DESIGNS
Austin, TX





**RESIDENTIAL BATH
UNDER \$30,000**
PURE DESIGN
ENVIRONMENTS
Eden Prairie, MN



**RESIDENTIAL INTERIOR
\$100,000 AND OVER**
PAUL DAVIS RESTORATION
& REMODELING
Gaithersburg, MD



RESIDENTIAL KITCHEN UNDER \$40,000

David Wilkes Builders
Austin, TX

To accommodate an expanding family, the homeowners wanted to open up their first-floor living space by relocating the kitchen to the front of the home and upgrading with budget-friendly fixtures and finishes.

RESIDENTIAL KITCHEN \$40,000 TO \$80,000

Strobel Design Build
Saint Petersburg, FL

The homeowner's dream of a contemporary gourmet kitchen with ocean views came true with removal of a wall and modern amenities, including bamboo cabinetry and stainless steel appliances.

RESIDENTIAL KITCHEN \$80,001 TO \$120,000

Jackson Design & Remodeling
San Diego, CA

East Coast colonial style meets California in this kitchen remodel, with additional storage in wood countertops and strategically placed peninsulas, all against an ocean view backdrop.

RESIDENTIAL KITCHEN OVER \$120,000

**Realty Restoration with team member,
Twelve Stones Designs**
Austin, TX

A chef requests a commercial-grade kitchen makeover, expanding into unused guest room and living room areas. Despite structural and ventilation obstacles, the expanded kitchen is now an entertaining and teaching hub with a large working island, spacious work isles and plenty of room for 10 with wheelchair accessibility.

RESIDENTIAL BATH UNDER \$30,000

Pure Design Environments
Eden Prairie, MN

With damage from a leak and resale in mind, this master bathroom was a mix of basic improvements covered by insurance and personal style. An underused tub was switched out with a luxurious shower system, and an old shower enclosure was transformed into a boutique-like accessory closet to house the client's jewelry and shoe collections.

RESIDENTIAL INTERIOR \$100,000 AND OVER

Paul Davis Restoration & Remodeling
Gaithersburg, MD

Owners of this 1740s home needed to update the amenities to accommodate a young growing family that fit their 21st century lifestyle. Remodel include lead abatement, electrical, plumbing, geothermal heating and cooling upgrade, and secret compartments such as a secret phone charging zone under the staircase, for ample storage.

RESIDENTIAL ADDITION \$100,000 TO \$250,000

Bartelt-The-Remodeling Resource

Delafield, WI

A four-season sunroom addition connects indoor/outdoor entertaining with a hydronic heating and gas fireplace with zoning in the existing furnace to warm in colder months. The new space features a full bar, with wine cubbies and beverage refrigerator, seating around a fireplace and sliding door exit into the outdoor patio.



**RESIDENTIAL ADDITION
\$100,000 TO \$250,000**
BARTELT-THE-REMODELING
RESOURCE
Delafield, WI

RESIDENTIAL EXTERIOR UNDER \$100,000

Albrecht Wood Interiors Inc.

Centerville, OH

A high-maintenance treated deck was due for a remodel. The homeowners turned the eyesore into an outdoor living retreat, with complete outdoor kitchen, including granite countertops, refrigerator, built-in grill and trash can. The cabinetry, custom bar and new decking were made out of Ipe wood. The homeowners added a trellis with a remote-controlled awning, to shade outdoor TV viewing area and kitchen.

**RESIDENTIAL EXTERIOR
UNDER \$100,000**
ALBRECHT WOOD
INTERIORS INC.
Centerville, OH



ENTIRE HOUSE \$500,001 TO \$1,000,000

Titus Built LLC

West Redding, CT

Neighborhood zoning restrictions and hurricane codes were adapted to this coastal home renovation. The scope of the project required gutting the first floor and the addition of two more levels.

ENTIRE HOUSE OVER \$1,000,000 (GREEN RECOGNITION PROGRAM HONOREE)

Allen Associates

Santa Barbara, CA

A 1960s home on hillside with the view needed a modern, energy-efficient update while preserving as much of the homes features as possible. The remodel included a 110-square-foot addition onto the master bedroom, and two new structures, a guest house and garage.



RESIDENTIAL HISTORICAL RENOVATION/RESTORATION (GREEN RECOGNITION PROGRAM HONOREE)

Dovetail Construction Co. Inc.

Richmond, VA

| continued on page 12 |



ENTIRE HOUSE
\$500,001 TO \$1,000,000
TITUS BUILT LLC
West Redding, CT



ENTIRE HOUSE
OVER \$1,000,000 (GREEN
RECOGNITION PROGRAM
HONOREE)
ALLEN ASSOCIATES
Santa Barbara, CA



Built in 1914, this home was utilized as a recreational senior center until 2008 when new owners wanted to change it back into a home. Under guidance of commissioners to keep the historical nature of the home intact, and utilizing required lead paint/asbestos abatement, the interior and exterior of the home was updated. Energy-efficient improvements reduced monthly utility expenses from a few thousand to a few hundred.

HOME THEATER & MEDIA ROOMS \$150,000 AND OVER

Media Rooms Inc.
West Chester, PA

Clients desired a Japanese-style home theater and wine cellar requiring all colors, textures, materials and layout to be focused on the harmony and characteristics of traditional Japanese design. Features included Shoji screen doors, motorized video screen and custom bar with roof tile imported from Japan.

ACHIEVEMENT AWARD WINNERS

In addition to the CotY Awards, there were eight categories of Achievement Awards handed out in Kansas City. The Achievement Awards are bestowed on an annual basis, and in most cases, the recipient must be nominated. The categories are designed to recognize outstanding achievement by an individual, company or chapter that serves to promote and enhance the professional remodeling industry.

The complete list of national Achievement Award winners for 2013 is as follows:

CHAPTER PRESIDENT AWARD

Presented to a local chapter president who has demonstrated outstanding leadership capability in the broad range of service to his or her chapter during his or her term of service.

—Aaron Bryant, Greater Omaha NARI

CHAPTER COMMUNITY PROJECT AWARD

Presented to a chapter for a community project to enhance the community and increase the awareness of NARI in the community, both locally and nationally.

- Greater Omaha NARI
- Milwaukee/NARI Home Improvement Council
- NARI of Greater Dallas
- NARI of Central Ohio
- NYC/LI NARI

CHAPTER EXCELLENCE AWARD

Presented to a chapter for work (other than a specific community project) which impacted the chapter's local area or state in a positive manner, gave the association higher visibility within the community and enhanced the image and awareness of NARI through local activities, membership campaigns, awards programs, community service, etc.

—NARI of Greater Charlotte

2013 DISTRIBUTOR OF THE YEAR

Recognizes distributors who have demonstrated a strong commitment to NARI, the professional remodeling industry and the community or communities in which they do business.

—The Hamilton Parker Company, Columbus, Ohio

PROFESSIONALISM AWARD

Presented to a non-paid NARI member who has shown exceptional leadership, devotion, dedication and accomplishment through his or her efforts to promote NARI as a professional organization at the local level.

—Tom Callen, Muskego, Wis.

HAROLD HAMMERMAN SPIRIT OF EDUCATION AWARD

Established in 1978 by the late Harold Hammerman, this prestigious award recognizes excellence in training and education in the construction industry.

—Ken Connor, CR, Menomonee Falls, Wis.

LIFETIME ACHIEVEMENT AWARD

Recognizes accomplishments, awards, local community involvement and NARI National involvement in both appointed and elected offices.

—Jim Klappa, Milwaukee, Wis.

—Michael S. Hydeck, MCR, CKBR, Telford, Pa.

THE PRESIDENT'S AWARDS

Bestowed upon individuals who, in the opinion of the president, have done the most to assist in reaching goals.

—Paula Cozzi Goedert, Chicago, Ill.

—Anthony Tripp, CR, CKBR, CLC, UDCP, Chicago, Ill.

—Robert Didier, Hauppauge, N.Y.

—Jan Burchett, Merriam, Kan.

—Mike Waite, Charlotte, N.C.

Registration is now open for the 2014 CotY Awards.

NARI National Awards Programs are now online! To enter, go to: www.nari.org/awards/coty. **RO**



RESIDENTIAL HISTORICAL RENOVATION/RESTORATION (Green Recognition Program Honoree)

DOVETAIL CONSTRUCTION CO. INC.
Richmond, VA

HOMETHEATER & MEDIA ROOMS \$150,000 AND OVER
MEDIA ROOMS INC.
West Chester, PA



CALL TO ACTION



SEND US YOUR SHOTS

We are 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 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.

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Book Review

SmartStorming:

The Game-Changing Process for Generating Bigger, Better Ideas

In today's fast-paced, innovation-driven economy, chaos and disruptive change are the new "business as usual." Organizations, business owners, entrepreneurs, and even individuals have no choice but to reinvent themselves and their product or service offerings on an ongoing basis.

Innovation is fueled by a constant stream of new ideas; and group brainstorming is the most widely utilized process for generating that fresh, original thinking. However, brainstorming as typically practiced is a fundamentally flawed process—loosely structured, poorly facilitated, lacking in effective techniques. And it often produces too few, truly innovative ideas.

Throughout their careers, Mitchell Rigie and Keith Harmeyer have personally experienced thousands of brainstorming sessions and witnessed firsthand how frustrating and unproductive the process can be. Their SmartStorming methodology presented in the book is based on their 50+ years of experience and expertise, their extensive research on the subjects of idea generation and creative problem solving, and practical application in the areas of innovation, peak creative performance, and interpersonal communication.

Not just another creative-thinking technique, SmartStorming is a comprehensive brainstorming system, combining the essential structure, leadership skills, tools, and techniques necessary for success.

With SmartStorming, you will learn...

- 6 steps critical to brainstorming success
- The secret to helping any group "think outside the box"
- How to quickly create group alignment to achieve a common goal
- How to inspire and masterfully guide groups through "blue sky" idea explorations
- 10 game-changing rules of play
- The art of powerful questioning
- How to keep a group's productivity high and on-track
- How to engage the "silent thinkers"
- How to manage "wet blankets" and "attention vampires"
- How to quickly and objectively select the very best ideas

SmartStorming is one of the most comprehensive "how-to" manuals and idea generation toolkits ever published on the subject of brainstorming. It can help anyone learn how to consistently plan and lead highly effective brainstorming sessions, and unleash the creative problem-solving genius of any group. To learn more visit www.SmartStorming.com. **RO**

Authors: Mitchell Rigie has been a top creative professional for over 25 years, expertise in art, design, communications, strategic marketing, and human development.

Keith Harmeyer has over 25 years in advertising & strategic marketing, sales & business coaching, advanced presentation & communication skills training.

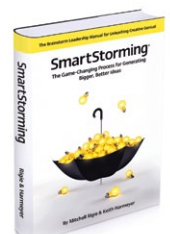
Publisher: Dog Ear Publishing



Mitchell Rigie



Keith Harmeyer



THERE'S NOTHING FISHY HERE.



WHISPERTECHNOLOGY 

OTHER COMPANIES MAY “CLAIM” THEIR RANGE HOODS ARE QUIET ... BUT WE’RE THE QUIETEST IN THE INDUSTRY – 40% QUIETER THAN THE COMPETITION. AND WE CAN PROVE IT. SEE AND HEAR THE VENT-A-HOOD DIFFERENCE FOR YOURSELF. ASK YOUR DISTRIBUTOR TO SHOW YOU OUR IPAD® DEMONSTRATION.

ONCE YOU DO, WE PROMISE, THE CHOICE WILL BE TRULY CLEAR.



Vent-A-Hood

COYOTE OUTDOOR LIVING EXPANDS OUTDOOR LINE



The hybrid game isn't just limited to luxury cars. Coyote Outdoor Living, a Dallas-based innovator of high-quality stainless steel grills and accessories, recently introduced the first hybrid grill priced at less than \$3,000. Known as the Coyote Centaur, it includes a double-walled, 50 inch stainless steel split hood. Perfect for outdoor cookouts, the hybrid design provides the ability to grill and smoke simultaneously—with two high-powered Coyote iBurners on one side for gas grilling and a commercial, fully adjustable charcoal and woodchip friendly tray for smoking on the other.

The stainless steel charcoal drawer comes with crank assembly to control the height and heat of charcoal. Burning at up to 40,000 BTU's, a warming rack and performance enhancing Heat Control Grids keep flame-ups at bay. Its interior hood also lights up so you can grill to perfection at night.

The company also recently introduced a 14 inch drop-in griddle. With a removable drip tray, the griddle is perfect for flipping pancakes, making eggs, cooking desserts and sautéing vegetables.

Other recent additions to Coyote's product line include a 30-inch warming drawer which comes fully decked out with internal electric heating elements to keep grilled food from getting cold and a Coyote Outdoor Rated Refrigerator which is designed to be built-in and is front vented with an internal dial for precise temperature control to keep beverages cool while firing up the grill. The new Coyote Outdoor Drop-in Cooler provides a quick and easy way to keep food and drinks on ice and always accessible while the Coyote Outdoor LED Back-Lit Knobs allow night owls to enjoy their grill at night. The knobs are an optional feature on all Coyote S-Series models. All Coyote products are engineered in the U.S. For more information visit www.coyoteoutdoor.com.

Coyote Outdoor Living was founded in 2010 by Jim Ginocchi, a former construction attorney who learned the business while working for the commercial arm of Home Depot. Later, he launched a b-to-b division for specialty chain Barbeques Galore. After 15 years of industry experience in the indoor and outdoor building, Ginocchi identified a need for an outdoor kitchen



manufacturer that produced high-quality products at accessible prices. He noticed that it was becoming increasingly difficult for contractors and customers to find a complete suite of grill and accessory lines that would last and be competitively priced. Thus Coyote Outdoor Living was born. The brand now manufactures high-quality grills and related accessories at a price point and quality standpoint accessible to all outdoor living connoisseurs. All Coyote products are engineered in the U.S.



NEW GE SLIDE-IN DOUBLE OVEN GAS RANGE FILLS VOID IN INDUSTRY

- Built-In Griddle and Seamless Grates Rocket First and Only Slide-In Double Oven Gas Range to Heartthrob Status for Aspiring Cooks
- Additional Features, Such as a Double Broiler and Seamless Grates, Mean More to Love About Cooking
- Slide-In Model Gives Kitchen a Polished, Custom Look Without the Custom Price Tag

Most consumers have more of an emotional attachment to their

range than their dishwasher or refrigerator.* “The range is the hub of the kitchen,” said Heather Koyama, product manager for GE Appliances. GE is giving consumers more to love in the kitchen by expanding its cooking lineup to include the first and only slide-in double oven gas range in the industry.

“A slide-in range with its built-in custom look gives your kitchen a more seamless appearance,” said Koyama. As an added benefit, the slide-in makes for easy cleanup, thanks to the absence of crevices between the cabinets and countertops.

Double-oven ranges continue to grow in popularity for the upscale kitchen. “As the leader in the cooking industry, we are continuously looking to expand our line to meet consumers’ needs in the kitchen,” said Koyama.

DOUBLE OVEN PULLS DOUBLE DUTY

Consumers have gotten hooked on the double oven, since two items can be cooked at different temperatures at one time. The GE model provides this benefit, along with the largest slide-in capacity at 6.8 cubic feet. Frequently, however, consumers cook meals in only the top oven. The smaller space requires less time for pre-heating and is popular for baking everyday dishes such as a casserole, pizza or single sheet of cookies—especially on busy weeknights.

Enhancing the oven’s profile is an exclusive double broiler. Previously, ovens had one broiler, or heating element, that browns from above and runs down the oven’s center. With the double broiler, two heating elements run along the top of the cavity for even cooking. “This is the only oven in the industry with a double broiler, which will make that entire dish of chicken irresistible,” said Koyama.

Other features include:

- An integrated griddle simplifies frying hamburgers and preparing pancakes. The griddle fits perfectly on the top of the range and can be cleaned with hot water.
- Continuous grates make it easy to slide pans.
- A tri-ring, 20,000-BTU burner furthers the slide-in’s flexibility, allowing you to slowly melt a small saucepan of chocolate or quickly boil a large pot of water for spaghetti.

The PGS950SEFSS oven is available in August 2013 at most major retailers and independent GE dealers. The MSRP is \$3,299.** Visit www.ge.com/appliances for more information on GE Appliances.

*Based on consumer research conducted by GE Appliances.

**Retailers set their own pricing.

| continued on page 18 |



STREAMLINE HOODS OFFERS NEW CONCEPT IN DECORATIVE RANGE HOODS CATERING TO TODAY'S DESIGN TRENDS

streamlineHOODS
Setting a New Standard in Designer Range Hoods

WITH CUSTOMIZATION IN DIFFERENT ENAMEL COLORS

Why settle for plain metal stainless steel finishes for your range hood when Streamline Hoods can create a "Wow Factor" and make a statement of your design style? The Model I-1300 range hood side fins can be customized in different enamel color finishes from the RAL chart (hundred of choices). The height is equally custom made so that it can be integrated into any kitchen ceiling. High intensity LED lighting is available for cooking as well as courtesy lighting in the upper side with a stunning mirror effect created by the inner metallic flue. Stainless Steel AISI 304 is standard on the Model I-1300. The Easy Cleaning System includes a lower tray made of AISI 304 stainless steel to facilitate cleaning as well as a double function internal protection grille. All Streamline Hoods include a Soundproof System which includes a Metal Wheel (not plastic) and silent block on center shaft for super quiet operation. The motor housing box is insulated with soundproof, fireproof and grease resistant foam. These highest quality, super quiet motors are made in Germany. For ease of use, a remote control is included to operate the range hood.

Streamline Hoods is the only manufacturer of range hoods in the U.S. to match any color you can dream up. Our unique process opens up the world of range hoods, previously limited to only a handful of finishes and colors, to a world of unlimited color.

The designers and architects we have shown this model to have raved about this new design," states Ramona Panus, President of Streamline Hoods, "Whatever your design taste, you can customize your Streamline hood color to match your color theme and bring your ideas into reality." To view the complete Product Line, visit www.streamlinehoods.com.

PERLICK ADDS CLEAR-TRANSITION WHITE AND BLUE LED INTERIOR LIGHTING TO ALL SIGNATURE SERIES MODELS



All 15-, 24-, and 48-inch Perlick Signature Series models now include clear-transition interior lighting as a standard feature. With just the flip of a switch, the light inside Perlick's Signature Series units can be transformed from the fresh glow of crisp white to a stylish, cool blue LED (light-emitting diode) interior lighting.

"Perlick's Signature Series line of undercounter refrigeration offers unmatched options and industry exclusive features," states Jeff Wimberly, vice president of sales for Perlick's residential products. "The new, standard availability of clear-transition white and blue LED interior lighting in every Signature Series model provides customers with more options while adding to Perlick's luxurious design aesthetic."

In addition to clear-transition white and blue interior lighting in each unit, Perlick's renowned Signature Series line of undercounter refrigeration also includes the following industry exclusive features:

- Front-vented RAPIDcool™ forced-air refrigeration system circulates cool air, chilling room temperature product placed inside the unit in under 30 minutes – the fastest in the industry
- Whisper-quiet variable speed compressor uses half the energy of a standard compressor
- Adjustable full-extension pull-out shelves and easy-gliding drawers with stainless steel ball bearing glides ensure smooth usage
- High quality vinyl-coated grid shelving for optimal airflow ensures that airflow is not blocked and the temperatures throughout the unit are consistent
- Three-year warranty plus an additional three years on the sealed system provides the best warranty in the industry
- Perlick's pioneering standard feature of commercial-grade stainless steel interiors and exteriors are durable, attractive, easy to clean, and resistant to odors, stains and mold.

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streamlineHOODS

Setting a New Standard in Designer Range Hoods



Streamline Hoods offer modern and contemporary range hoods. Whether your kitchen design calls for an ultra-slim contemporary stainless-steel hood, a more traditional design or a glass accent color, Streamline Hoods can complement your style.



Glass front panels can be made in any RAL color or can be made in the same finish as your appliances or cabinetry. Streamline Hoods can customize your colored glass front with your photos or stock designs from Streamline.



Perlick's new crisp white and cool blue LED interior lights are also a new feature of the recently launched Signature Series 24" Dual-Zone undercounter refrigerators. As the industry's first indoor and outdoor 24" units to feature two independently controlled temperature zones within the same unit, the new line includes a 24" Dual-Zone Refrigerator/Freezer Drawers, a 24" Dual-Zone Refrigerator/Wine Reserve, and a 24" Dual-Zone Wine Reserve. All units are UL rated for outdoor use, including units configured with glass doors. Visit www.perlick.com to learn more.



MIELE VENTILATION GOES INCOGNITO
SLEEK AND SOPHISTICATED VENTILATION, MOVING AIR IN STYLE

Miele Miele offers one of the largest selections of ventilation hoods on the market. The latest introduction, Incognito, is an icon of style, performance and sophistication. As its name suggests, the Incognito features three inner panels that discreetly conceal the grease filters, providing the optimal balance for a hood between air extraction and style.

"Kitchens are a main source of pollutants in a home, producing grease, smoke, odors, gas, cooking by-products and moisture. Without proper ventilation, pollutants cling to walls, ceilings, carpeting, upholstery and drapes," explained Kathrin Pfeifer, product manager for Miele. "With its unique multi-zone panels (available in both stainless steel and glass), the Incognito retains odors - keeping your kitchen smelling clean and fresh. All three panels can also be easily removed and are dishwasher-safe, ensuring the hood maintains its pristine appearance."

Available in both Wall and Island models, the Incognito comes standard in a stainless steel finish or can be customized with more than 200 RAL color options to transform it into an impressive visual statement and centerpiece to any kitchen.

As with all Miele Ventilation Hoods, the Incognito is handcrafted and assembled with superior components while offering extremely powerful extraction rates to keep the kitchen clean and properly ventilated. With Miele hoods that last up to twenty years, homeowners can rest assure their kitchen is equipped with ventilation offering flawless design and long lasting quality. To enhance your experience and learn more about Miele, visit www.mieleusa.com.



WALL-MOUNTED TOILETS ON THE RISE
NORTH AMERICAN MARKET LEADER DURAVIT ADDS NEW OPTIONS TO ROBUST OFFERING

DURAVIT 20 years ago, Duravit and Geberit spearheaded the introduction of wall-hung toilets—an untouched and virtually unheard of segment—to the North American market. Since then, the companies have enjoyed great success with an increasingly vast wall-hung toilet offering, which spans a dozen collections and is available for every taste and budget ranging from "jeans to dinner jacket." Recently, Duravit added five new models (DuraStyle and Happy D.2) to its ever-expanding offering.

| continued on page 24 |

Preserve your good taste.

The demand for the perfect wine or the freshest and healthiest food assortment is of particular importance in the home. These items are best stored utilizing Miele's patented MasterCool™ controls, easily and precisely maintaining their ideal environment. And for the ultimate in peace of mind, Miele's RemoteVision™ WiFi technology, monitors your 'investments' 24/7 — sending an alert if there's ever a problem. Miele... smart design, delivering fresh results.



©800.843.7231
mieleusa.com

Miele
IMMER BESSER

Vinotemp Launches the New Designer Series 50-Bottle Seamless Wine Cooler

Vinotemp, a recognized leader in the wine storage and refrigeration industry for nearly 30 years, launched the new Designer Series 50-Bottle Seamless Wine Cooler. Part of Vinotemp's new independent dealer exclusive Designer Series product line, the cooler was recently recognized with a Silver Award for Design Excellence (ADEX), and features industry exclusive, patent pending, gliding metal shelves with black wood trim.

"Vinotemp's new Designer Series includes products that provide excellence through performance while maintaining a high standard of visual aesthetics," states President of Vinotemp, India Hynes. "In addition to the ability to properly store a small to medium sized wine collection, the new Designer Series 50-Bottle Seamless Wine Cooler includes features like patent pending, gliding metal shelves with black wood trim and a seamless stainless steel trimmed dual-pane glass door for effortless integration into any kitchen design."

Features of Vinotemp's Designer Series 50-Bottle Seamless Wine Cooler (VT-DS24SB50):

- Patent pending, gliding metal shelves with black wood trim
- Dual-pane glass door with seamless stainless steel trim
- Blue LED (light-emitting diode) interior lighting
- Front-vented for undercounter or free-standing installation
- Option of right or left hinged door
- Temperature range: 45 – 65 F
- Approximate bottle capacity: 50
- Dimensions: 23.8" W x 22.7" D x 34.3" H

The new Designer Series complements Vinotemp's growth by providing quality refrigeration options through independent dealers. For more information about the new Designer Series 50-Bottle Wine Cooler, and to find a dealer, please visit www.vinotemp.com. To become a dealer please contact Robert Magro of the Product Solutions Group at 888-522-9947.

For nearly 30 years Vinotemp International has manufactured



custom wood wine cabinets, wine racks, wine cellars, and cooling systems and has been the leading distributor of wine coolers, beverage coolers, wine dispensers, wine accessories, and more. Close attention to market demand and non-standard ideas have resulted in Vinotemp's ability to offer diversified wine storage solutions utilized by renowned resorts, restaurants, hotels, and the yachting industry.

For more information about Vinotemp contact 800-777-VINO (8466) or visit www.Vinotemp.com. Find Vinotemp on Facebook.com/Vinotemp and Twitter @vinotemp. **RO**

Introducing Vinotemp's Designer Series

An Independent Dealer Exclusive



Great taste extends beyond the bottle.

Vinotemp introduces the Designer Series 50-Bottle Seamless Wine Cooler

Exclusive, patent-pending, gliding metal shelves with black wood trim

Dual-pane glass door with seamless, stainless steel trim

Option of right or left hinged door

Front-vented for undercounter or free-standing installation

Soft glowing blue LED interior lighting

Temperature range: 45° - 65° F

50 Bottle Seamless Wine Cooler
VT-DS24SB50

Learn more about the benefits of being a Vinotemp dealer by contacting **The Product Solution Group** at 1-(888)-522-9947

www.vinotemp.com

Both companies' commitment to green and innovation is as strong as their commitment to design, a fact apparent in Duravit and Geberit's range of wall-hung toilets and flush plate designs, respectively. This comprehensive availability of over 30 varieties saves both space and water, and boasts WaterSense approval.

Duravit USA President Tim Schroeder comments, "At Duravit, we do not compromise style for function. Our wall-hung toilets showcase just how robust Duravit's product lines are: encompassing sleek design, environmental consideration, and tech innovation. We are proud to be leaders in this market segment and look forward to continuing to drive its innovation and expansion. Our collaboration with Geberit, pioneering wallhungs 20 years ago and showing our forethought that they would become a standard in the well designed bathroom before many other manufacturers, further proves this thirst for innovation and constant focus on the 'what's next' for bathrooms everywhere."

"Geberit's continued focus is on providing innovative products to our customers," says Andreas Nowak, Geberit North America President and CEO. "Our concealed tank and carrier are dual-flush enabled and allows the Duravit products to truly be the focal point in the bathroom."

All Duravit wall-hung toilets are WaterSense approved. The Environmental Protection Agency (EPA)-sponsored WaterSense partnership makes it easy for Americans to save water and protect the environment. This endorsement means that these Duravit products comply with the EPA's rigorous performance mandate for High Efficiency Toilets (HET), which is 1.28 or fewer gallons per flush (gpf). Duravit's wall-mount toilets, featuring dual-flush technology, allow for an effective 1.1 gpf. This lower than average amount still maintains high performance results and would save a family of four 11,000 gallons of water per year.

Geberit's wall-hung carriers feature a concealed installation system by The Geberit Group, the European leader in plumbing technology. The in-wall carrier keeps the water tank in the wall, maintaining a clean and modern aesthetic with no visible piping. Only the sleek decorative actuator plate attached to the wall is visible. The Geberit also supports up to 880 pounds, resulting in a sturdy toilet and carrier combination.

The advantages to wall-mounted toilets extend beyond the technical and environmental. Wall-hung toilets save up to two square feet of space in the bathroom and can be mounted back-to-back, an ingenious solution for residential and commercial projects alike. Duravit's wall-hung toilets are also highly adaptable and may be customized to sit between 15" and 19" to comply with ADA requirements and are available in depths ranging from compact (19 1/8") to standard (21 5/8") to elongated (24 3/8").

Duravit's selection of wall-hung toilets includes those from collections both classic and new, such as: 1930; Starck 1, 2, and 3; Caro; Happy D. and Happy D.2; Vero; 2nd Floor; Foster; Darling New; D-Code and DuraStyle. For more information on Duravit or to find a local distributor, visit www.duravit.us or call 888-DURAVIT.

ELECTROLUX INTRODUCES NEW INDUCTION FREE STANDING RANGE

DELIVERING SUPERIOR RESULTS IN LESS TIME, WITH BETTER PRECISION AND COOL-TO-THE-TOUCH SURFACES

Electrolux

Transform meals and reduce prep time with Electrolux's new Induction Free Standing Range. Now available for the first time to the mass consumer market at a lower price point, the new unit features the latest in induction technology and new time-saving capabilities that help deliver the results of a professional chef at home.

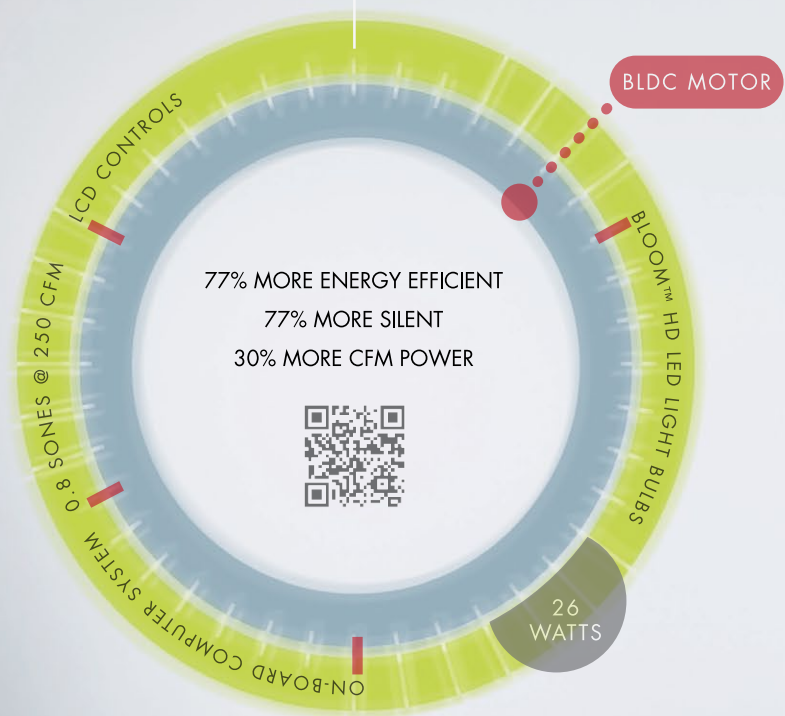
"Induction meets consumers' desire to achieve top chef results at home," says John Terzo, senior vice president and general manager of Cooking Products for Electrolux North America. "We are excited to take this technology, incorporate it into a free standing range with a new, innovative self-cleaning oven system and deliver it to the marketplace at nearly \$1,000 less than previous induction ranges."

The Electrolux Induction Free Standing Range boasts the ultimate in precision, ensuring that chocolate melts perfectly and

tuna has just the right amount of sear every time. Common in kitchens across Europe's culinary capitals, induction cooking offers greater temperature control and more even cooking. A signature feature of induction cooking—the ability to boil water in just 90 seconds—is offered on the new range via the Power Assist® feature. Induction cooking is also more energy efficient than gas or electric. The transfer of heat directly to the cookware via magnetic energy also keeps the cooktop cooler to the touch, making it safer and easier to clean.

The range's oven is outfitted with Perfect Convection3®, convection technology that produces consistently even results, up to 30 percent faster cooking times, and even more baking options via a third convection element. The Rapid Preheat feature | *continued on page 28* |





The Future is Wow

Zephyr's Next Generation Europa Collection features the industry-first DCBL Suppression System,™ which results in the most silent, energy efficient and performance-driven range hoods today. Cutting edge green technology makes this collection a modern kitchen must—today, tomorrow, and forever.

Learn more about all our Zephyr products at www.zephyronline.com/RO



Liebherr's ActiveGreen Commitment



Liebherr is committed to offering solutions that help consumers conserve energy and improve the quality of our environment

- Leader in Green Manufacturing
- RoHS Compliant
- 100% Energy Star Rated
- 100% Recyclable Packaging Materials
- ISO 14001 International Environmental Management Standard
- ISO 9001 International Quality Standard

LIEBHERR
Quality, Design and Innovation

Environmentally friendly, energy efficient products continue to be a top design trend. Liebherr Refrigeration is committed to offering solutions that help consumers conserve energy and improve the quality of our environment.

ActiveGreen is their corporate mission to achieve the highest ENERGY STAR® rating, and best describes Liebherr's ongoing commitment to finding greener ways to design and manufacture environmentally sustainable, as well as quality products.

In fact, Liebherr's entire product line of refrigeration meets and exceeds the guidelines for ENERGY STAR, making Liebherr the only brand in the North American marketplace to achieve these standards. Liebherr's 30" freestanding models have attained ENERGY STAR Most Efficient designation, representing the leading edge in energy efficiency.

High quality sustainable materials, perfectly detailed finishes, precise electronic control systems, elite cooling components, variable speed compressors and the latest production processes ensure energy efficiency and performance for years to come, in a timeless design.

ActiveGreen ensures the continuation of Liebherr's longstanding history of responsible production initiatives, such as:

- Liebherr was the first appliance manufacturer worldwide to remove CFC's completely from the production process in 1993
- Since 2000, Liebherr's considerable investment to ensure environmental compatibility has resulted in the reduced use of chemicals, solvents and energy consumption
- Liebherr has established central waste and resource collection stations at their manufacturing facilities
- Liebherr's packaging materials on all products are 100% recyclable
- The water used in the production process is purified and pollution-free
- The energy released during production is recovered and utilized again in heating the manufacturing

As a result of these initiatives, by having a Liebherr in your kitchen, you can reduce your monthly utility bills and protect the environment.

Driven by innovation and characterized by sophisticated, fresh design, Germany-based Liebherr Corporation brings the best of Europe to the refrigeration category in North America. As the worldwide leader in environmentally responsible refrigeration, Liebherr provides outstanding built-in, freestanding, and fully integrated refrigeration and wine storage units. To learn more about Liebherr's ActiveGreen, visit www.liebherr-appliances.com. **RO**



Splurge **Wisely.**

It's not how much you spend on your kitchen – it's how intelligent you are while doing it. Just ask any Liebherr owner. Our stainless refrigerators resist fingerprints, hold more food, keep it fresher longer, and come with a warranty that meets or beats other brands you're considering. It's the premium refrigerator that makes your kitchen look beautiful – and you look brilliant. Be wise and follow the QR code below.



www.liebherr.us/hg

LIEBHERR

Quality, Design and Innovation

expedites warming 25 percent faster than traditional ovens, and clean-up is made even simpler with the new, innovative Fresh Clean™ self-cleaning system that cleans ovens with virtually no odor or smoke of a conventional self-cleaning oven.

The new range, which fully shipped to retailers in July, is available in stainless steel and retails for \$2,099. Please visit www.electroluxappliances.com for more information.



ITALIAN STYLE WITH AN AMERICAN ACCENT



Smeg applied over 65 years of experience and mastery to create a pro-range specifically dedicated to the US market. Designed and manufactured in Italy, the C30GGXU1 is a masterpiece offering a wealth of features capable of

delivering top quality professional level results.

The range is finished in solid satin stainless steel, and boasts large easy-to-use black control knobs that have been designed to give a more professional look to the range. In line with US consumer trends they have a strong aesthetic impact, perfectly suited for the American kitchen. The sleek design of the range is inspired by commercial ranges as used by professional chefs, and harmoniously combines functionality and beauty. Smeg delivers unmistakable objects of design, where style and elegance are accompanied by extreme versatility and standout performance.

With a total 57,400 BTU of power the new C30GGXU1 incorporates a wide, versatile range-top featuring 5 gas burners—one more than the standard 4 burners usually offered in similar size ranges. The range-top has 4 burners with simmer feature for all types of cooking and includes a central double inset super burner offering up to 17,000 BTU power and a built-in pan support. Accessories include a Moka ring and Wok ring designed to meet the needs of different cultures and cooking habits, from the traditional Italian way of making coffee to Oriental cuisine. All burners are fitted with a flame failure device, which will immediately shut down the gas supply in case of flame failure. Strong cast iron grates and matt black burner caps offer excellent usability and add to the stylish look of the stove. Smeg ranges also come with an LP gas converter, cleverly designed to offer the best possible use of space.

The C30GGXU1 pro-range is 25" deep, meaning that it can be neatly slotted in-between kitchen furniture. A distinctive choice that is also totally safe thanks to the excellent insulation and outer cooling system that prevents the sides of Smeg pro-ranges from overheating. The height of the feet of the appliance can also be adjusted to find the perfect fit with kitchen furniture.

The C30GGXU1 has an extra large gas oven that is designed with traditional cooking modes to create a natural and constant temperature inside the oven cavity. Convection gas with fan cooking mode allows different foods to be cooked at the same time on different racks, without odor transference. The numerous benefits include more uniform heat, more constant temperature and reduced pre-heat time, which allow for excellent and efficient performance. Meanwhile the broil mode is perfect for finishing or browning food that is already cooked, and a defrost mode offers utmost convenience for users who aren't always able to prepare food from fresh. Smeg have also managed to make checking on your meal easier thanks to an interior light in the oven which stays on for the entire cooking time to give you a better cooking experience.

Furthermore, the triple glazed solid oven door of the C30GGXU1 keeps the appliance exterior at ambient temperature during cooking, guaranteeing maximum safety at all times. It is also easily removed for cleaning purposes.

The Smeg C30GGXU1 pro-range is the ultimate appliance with the perfect ratio between value and quality. For a limited introductory period (until the end of 2013) Smeg USA will deliver an island trim free of charge with every purchase. For more information on Smeg visit www.smegusa.com.

EQUATOR ADVANCED APPLIANCES PRESENTS CONVERTIBLE WASHER/DRYER IN ONE UNIT SUPER COMBO'S INNOVATIVE VENTING SYSTEM PROVIDES FLEXIBILITY AND PORTABILITY



An innovative new laundry system that combines a washer and dryer in one compact, portable unit with dual venting options was announced by Equator Advanced Appliances President Atul Vir, who rolled-out the product in August.

"The Equator Super Combo™ is our 6th-generation single-unit washer/dryer—but with a unique new venting feature that allows consumers the option to make a choice," said Vir, whose company launched the first Combo two decades ago. "With the touch of a button, the user can now decide whether | continued on page 30 |

 **smeg**
technology with style



www.smegusa.com

Ph. +1 212 265 5378

C30GGXU1 - 30" FREESTANDING GAS PRO-RANGE IN STAINLESS STEEL.

D

ISCOVER A LOVE OF DETAIL AND A PASSION FOR TRADITION.

BEHOLD THE BOLD NEW C30GGXU1, THE LATEST IN A LONG LINE OF TRADITIONAL RANGES PRODUCED BY SMEG SINCE 1948. A STATE OF THE ART APPLIANCE THAT INSPIRES YOU TO REDISCOVER TRADITIONAL RECIPES, AS WELL AS INVENT YOUR OWN TO BRING ANY OCCASION TO LIFE. EXCLUSIVE AESTHETICS, SUPERB QUALITY AND UNMISTAKABLE DESIGN ARE THE INGREDIENTS THAT MAKE ANY SMEG APPLIANCE UNIQUE.

FALL IN LOVE WITH A PASSION TODAY.

SMEG USA, INC.
A&D BUILDING, 7TH FL.
150 EAST 58TH STREET,
NEW YORK, NY 10155



to vent heat externally or to capture condensation internally and purge it through a drain hose.”

This convertible feature allows for flexibility and portability of the unit, making it ideal for boats, RVs and campers who use vented units, as well as in apartments and condominiums where traditional venting is not available. At only 24 inches wide, its compact size allows for use anywhere space is at a premium, including commercial and industrial uses, such as beauty salons, dental and medical offices. The front-loading single unit also makes laundry easier by eliminating the need to move a heavy, wet load from the washer to the dryer—a benefit for seniors and the physically challenged.

Designed in USA and assembled in a state-of-the-art facility in Asia, the new energy and water-saving Equator Super Combo™ has a spin speed of 1000 RPMs and a capacity for 13 pounds of laundry. It also features high-tech electronic controls with a VFD-lit panel that displays cycle progress and remaining time. Other features included a delayed start option, child safety lock, adjustable leveling legs, coin trap, add-a-sock option, and a wrinkle guard setting. An optional booster fan can be ordered to allow dryer venting for as far as 50 feet. All units are self-cleaning and are available in white or silver with a MSRP of \$1,399 and \$1,499. The Super Combo™ comes with a five-year limited warranty and has complied with the energy standards for 2015.

“As a product developer, we have tried to understand what the customers needs are for today. Our conclusion led us to believe that customers want flexibility to make choices in venting options, allowing installations in locations which were not available before, in addition to moving locations with their appliances in the future without being locked in” Vir said. “We’re looking at the future of laundry care in compact spaces—both in the United States and internationally.”

Vir has been a pioneer in the design and development of the Combo Washer-Dryer and has developed 15 patents in laundry technology.

More information on the Super Combo™ is available on www.EquatorAppliances.com or by calling 800-935-1955, toll-free.



BRIGGS & STRATTON INFOHUB™ WIRELESS MONITORING ENABLES HOMEOWNERS TO CHECK STANDBY GENERATOR'S DIAGNOSTICS WITH MOBILE DEVICE

DESIGNED TO LET HOMEOWNERS MONITOR THEIR STANDBY GENERATOR FROM THE COMFORT OF THEIR HOME OR ON THE GO, BRIGGS & STRATTON® INTRODUCES INFOHUB™ WIRELESS MONITORING



Infohub™ wireless monitoring keeps homeowners up to date regarding their generator's current status. Homeowners can use any web-enabled device—including an iPhone, Android phone or iPad—to check if their home generator system is ready to restore power if an outage occurs. From the infohub™ website and mobile app, customers can determine whether their generator is running and if their generator requires maintenance. Customers can also track generator performance and learn more details on their generator system through the infohub™ website.

“infohub™ wireless monitoring creates true peace of mind for homeowners who may be under the threat of a power outage,” said Amanda Grandy, marketing manager for Briggs & Stratton. “With infohub™, homeowners can receive text and email alerts when their generator needs repair or maintenance so it's always ready for operation when utility power goes down. The infohub™ mobile app feature is more convenient for on-the-go homeowners than the web solutions offered by many competitive monitoring solutions.”

Infohub™ operates on a smart cellular-based system that provides broad coverage, easy set-up and a reliable connection, so that the generator and wireless monitor are always in sync. The system allows homeowners to:

- Monitor their standby generator's current status and track its use to remain aware of any maintenance needs before a home's next power outage
- Customize their notification settings to receive either email, text message or mobile app alerts about the generator's performance
- Send maintenance notifications directly to their local dealer to quickly address maintenance issues and review repair options

Infohub™ wireless monitoring is compatible with most Briggs & Stratton standby generators as of 2005 and all GE Generator Systems standby generators.

It is available through the expansive Briggs & Stratton and GE Generator Systems dealer network. To purchase infohub™ wireless monitoring, please contact your local Briggs & Stratton or GE Generator Systems dealer. To learn more, please visit www.briggsandstratton.com. **RO**



❖ Merchandising ❖ Member Services ❖ Marketing Fulfillment

What is **Outdoor SOURCE**?

Outdoor SOURCE is a member-owned, not for profit, co-operative.

Outdoor SOURCE is also the only buying and marketing group in the country focused on putting more consumers through your doors and dedicated to your day to day success.



Outdoor SOURCE Members

Take advantage of the best industry programs for:

- ❖ Outdoor Kitchen Appliances
- ❖ Wholesale/Retail Financing
- ❖ Indoor Kitchen Appliances
- ❖ Consumer Electronics
- ❖ Bank Card Programs
- ❖ Fulfillment Services
- ❖ Outdoor Furniture
- ❖ Member Support
- ❖ Marketing



Outdoor SOURCE Mobile App

Brings more than 100,000 products directly into the hands of shoppers and members.



Outdoor SOURCE Marketing Solutions

The Outdoor Source digital marketing solution is your complete answer to competing effectively online.

- ❖ Email
- ❖ Electronic Newsletters
- ❖ Custom Websites
- ❖ Complete Product Catalog
- ❖ SEO Services
- ❖ Facebook pages and more

Outdoor SOURCE Support Services

Field-based District Manager

One point of contact dedicated to helping members profitably grow their business.

Customer Service & Sales Team

Inside sales and customer service representatives available to answer questions regarding products, programs, promotions and services.

Retail Sales Training

Dedicated training program tailored to the business needs of BrandSource members.

Member Only Intranet

A password protected web site where members can access a complete library of resources for product; securely place orders and manage all back office functions.

Expert Services

Offering dealers invaluable assistance in everything from financing, to human resources, health care, service plans and business insurance.

For more information contact: outdoor@brandsource.com



KITCHEN
DESIGN
CHALLENGE
← 2012-2013 →

**ENTER THE 2012/2013 THERMADOR
KITCHEN DESIGN CHALLENGE**
\$100,000 IN TOTAL CASH PRIZES

The Thermador Kitchen Design Challenge is back and bigger than ever. Take the challenge and share your best Thermador kitchen designs with the world for prizes and prestige. It is recognized as one of the most esteemed kitchen design competitions in the country.

Six Regions:

West • Southwest • Central North/South • Mid Atlantic • Southeast • New York/New England

PRIZES

16 Regional Winners - \$2,500

Two from each region and four winners from any region for Best Use of Built-In Refrigeration

5 National Winners

MODERN

1 Grand Prize Winner – \$15,000
1 Runner up – \$10,000

TRADITIONAL

1 Grand Prize Winner – \$15,000
1 Runner up – \$10,000

BEST USE OF REFRIGERATION

1 National Winner – \$10,000

Timing: February 2013 – March 1, 2014

Eligibility: Kitchens designed in 2012 and 2013

Winner Announcement: June 30, 2014

Winners Awards Event: Fall 2014

Online entry only of kitchens completed in 2012 and 2013. Enter at Thermador.com/trade/kitchen-design-challenge

- The kitchen design must utilize only Thermador appliances, with the exception of certain ventilation installations
- Headshot, 2 photos of design entry, and 300 word narrative
- Firms and teams may enter, not just individual designers
- Increased numbers of winners and prize values
- Improved technical functionality of entry portal

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. Kitchens must have been designed and be completed between December 1, 2011 and December 31, 2013. Contest entry begins at 12:00:01 am PT on 2/22/13 and ends at 11:59:59 pm PT on 3/1/14. Open to legal residents of the 50 U.S. and D.C., who are professional designers, architects, builders, remodelers and kitchen dealers (i.e., persons who are paid for residential kitchen design services) and are 18 years of age or older at the time of entry. Void where prohibited. For details and complete Official Rules, log on to www.Thermador.com/trade/kitchen-design-challenge. Sponsor: BSH Home Appliances Corporation, 1901 Main Street, Suite 600, Irvine, CA 92614.



A PICTURE IS WORTH \$100,000 BUCKS

ENTER THE THERMADOR KITCHEN DESIGN CHALLENGE.

This may be your one chance to get paid twice. Send us photos of your latest and greatest Thermador kitchen designs. Grand prize winners and finalists will get their work showcased on thermador.com and compete for their share of \$100,000 in total cash prizes and an all-expense paid trip to Southern California. As if national prestige and professional recognition weren't enough.

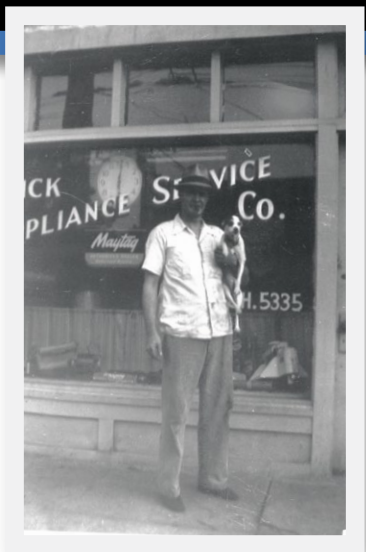
FOR DETAILS GO TO THERMADOR.COM/KITCHENDESIGNCHALLENGE

Thermador ★
KITCHEN
DESIGN
CHALLENGE
2012 ↔ 2013



NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. KITCHENS MUST HAVE BEEN DESIGNED AND BE COMPLETED BETWEEN DECEMBER 1, 2011 AND DECEMBER 31, 2013. CONTEST ENTRY BEGINS AT 12:00:01 AM PT ON 2/22/13 AND ENDS AT 11:59:59 PM PT ON 3/1/14. OPEN TO LEGAL RESIDENTS OF THE 50 U.S. AND D.C., WHO ARE PROFESSIONAL DESIGNERS, ARCHITECTS, BUILDERS, REMODELERS AND KITCHEN DEALERS (I.E., PERSONS WHO ARE PAID FOR RESIDENTIAL KITCHEN DESIGN SERVICES) AND ARE 18 YEARS OF AGE OR OLDER AT THE TIME OF ENTRY. VOID WHERE PROHIBITED. FOR DETAILS AND COMPLETE OFFICIAL RULES, LOG ON TO WWW.THERMADOR.COM/TRADE/KITCHEN-DESIGN-CHALLENGE. SPONSOR: BSH HOME APPLIANCES CORPORATION, 1901 MAIN STREET, SUITE 600, IRVINE, CA 92614. THO184-14-111638-1





MILESTONE MARKER

CLARK APPLIANCE

CELEBRATING 100 YEARS IN BUSINESS

Clark Appliance, a fourth-generation Indianapolis business, is celebrating a major milestone this year: 100 years in business. Revere Jacobs, the grandfather of Bob Clark, who co-owns the store with his wife Cindy, opened his doors in 1913. Currently, Clark Appliance is the largest independent appliance retailer in Indiana.

In 1900, The Indianapolis News reported that Massachusetts Avenue was “the busiest street in the city” and it was on this street in 1913 that Bob’s grandfather opened the first of his two appliance stores. When Bob’s grandfather passed away in 1954, Bob’s father, Robert Clark, and mother, Shirley, took over the business. His mother continues to work at Clark yet today. Bob and Cindy Clark

purchased the company from his parents in 1986. Bob operates from the eastside corporate office and Cindy manages the Castleton Showcase store. Their son, B.J., has worked in every facet of the business and currently manages a partnership location, La Cuisine & Clark Appliance, in Coral Gables, FL.

Bob Clark opened the Clark Appliance Showcase store on US 31 South in 2004 to reach consumers through an innovative new showroom concept for which GE awarded him the “Innovation in Showroom Design” award. In December of 2012, the south side store experienced a devastating flood (ironically, Revere Jacobs opened his first store the same | *continued on page 36* |



“ GIVE YOUR CUSTOMERS THE BEST PRODUCTS AVAILABLE AND BACK THEM WITH THE BEST SERVICE. ”



year as the great flood of 1913) and Mr. Clark is currently reviewing plans for a reopening.

The Castleton Showcase Showroom opened in June 2006 and became one of the first stores in the nation to hire a full-time chef to provide advice, demonstrations and cooking classes. Bob explains his approach, “We have to constantly change. We keep adding more and more services to increase the value of The Clark Experience.”

Even through adversity, the company continues to thrive. “The recession gave us the opportunity to review all our processes to look for better efficiencies and ways to improve revenues and reduce expenses,” Bob explained. “We are extremely proud of the hard work it took to reach the 100-year mark. Business is getting back to pre-recession levels and we’ve been hiring and ramping up for a busy and successful 2013.”

A lot has changed over the years at Clark Appliance, but its philosophy has remained the same for a hundred years: Give your customers the best products available and back them with the best service. This has allowed them to not only survive the hard times, but to thrive despite them.

Clark Appliance is a rarity in the appliance retail business in that they are proud to employ their own delivery, installation and factory-authorized service professionals. They carry over 40 quality name brands. Through the years Clark Appliance has been quietly helping disadvantaged families improve their living situation by donating appliances through charities, churches and habitat groups. Clark Appliance is located at 8767 Boehning Lane, Indianapolis and the Castleton store is located at 5415 E. 82nd Street in Indianapolis. Celebrate with them and see what they’re doing at www.clarkappliance.com. **RO**

ELECTRICAL APPLIANCES	PARTS	WRINGER ROLLS
EUREKA SALES & SERVICE ESTABLISHED 1913 WHOLESALE & RETAIL 617-619 Massachusetts Avenue INDIANAPOLIS 4, INDIANA		
Phone ME Inoze 6-0545		
Inventory Sent to Eureka Sales from Quick Appliance		
3 Sunbeam Irons @ 9.96 ea.	-----	29.88
100 Fuse Plugs	-----	4.50
Maytag Automatic 102P	-----	198.20
Maytag Dryer 61C.	-----	11.988 <i>add 750.00</i>
Easy Spinner	-----	110.50
Easy Wringer Washer	-----	113.30
Easy Gas Dryer	-----	150.00
Red Chrome Set	-----	30.00
1953 1/2 Ton Pickup	-----	25.00
1 used Tank Sweeper	-----	20.00
Misc. Parts, Wringer Rolls, gears ect.	-----	100.00
		1143.36
Amount Owed Estate by Idabelle S. Jacobs	1263.93	
Inventory	1143.36	
Due Estate	120.57	





Work Smarter, Not Harder

I called a dealer in the Midwest last Monday to see how his business was and to get an update on some ideas he and I had been talking about.

The polite associate who answered said, "He's not available today," so I asked to speak to his partner, "Sorry, he isn't either." I asked if they were at their other location or on vacation. "No, they're in the Monday meeting and will probably be tied up most of the day."

Hmmmm. I didn't know what the Monday meeting was, but it piqued my interest.

I called the next day to find out what it was. The dealer said, "Every Monday morning at 7:30 a.m., we bring in 5 of our top managers from both stores for our weekly reorder session. We go over sales for the last week and selling prices. We review our entire inventory to see what is moving and what is sitting. We address how salespeople are writing orders and discuss any pricing or competitive issues that have come up. We review all vendor programs—like rebates—and prepare our sales prices for the upcoming week. Orders for the week are submitted by 6:00 p.m, Monday. We print over 1,000 new price tags for each store and put them up Tuesday morning. It usually takes 4 to 6 hours to do all of this and unless the building is on fire, we don't leave the room. OK, one bathroom break."

No, this company is not a regional chain but a two-store operation. They struggle with the same shortage of time and personnel as everyone else. The difference, though, is that they are incredibly disciplined in managing their time, their people and their efforts. Without fail, their management team meets every week to

look back and to plan ahead. As a result, their sales nearly doubled for the past three years and they are posting high double digit increases this year.

What they're really doing is working smarter.

- The entire management team comes together frequently.
- They have a set agenda.
- They communicate about successes and challenges.
- They constantly monitor the effectiveness of their advertising.
- They continually evaluate their sales associates.
- They're looking back at just a week—not a month or a year.
- They make changes immediately.
- They look at their entire inventory holistically—not just that of a single brand whose rep is visiting.
- They are on top of rebates, group offers and free finance opportunities.
- They place orders for all vendors at once. In doing that, they can compare pricing and avoid ordering duplicate, similar products from multiple suppliers.

Sure, it takes a big commitment to lock six or seven members of your team in a room for four to six hours. That's over thirty man-hours every week.

But compare that to the costs of not being competitively priced or of not having the right inventory on hand. What does it cost you not to know how every associate is performing? What if you don't know the profitability and availability of every brand you stock? What does it cost to lose sales because you weren't aware of a consumer rebate? And if you don't evaluate every ad



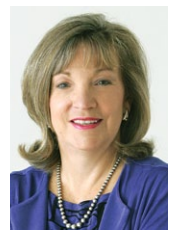
and every promotion quickly you may be wasting valuable marketing funds.

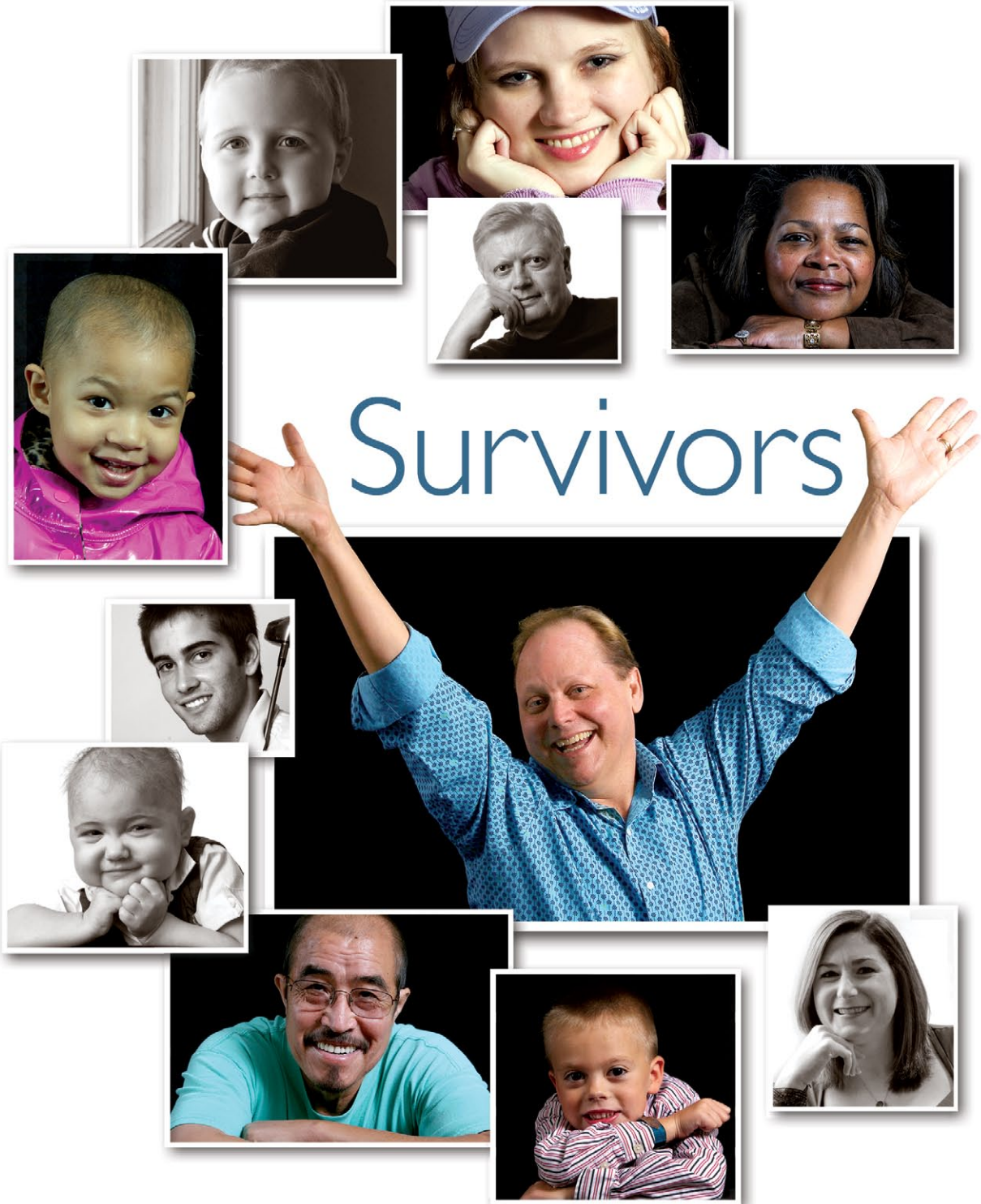
It's working smarter.

A word of caution to those who may want to undertake something similar. Without discipline, the process can be easily derailed the first week someone is on vacation or if you're short on the sales floor.

But done right, you'll have a more engaged team, better managed inventory, more effective promotions, competitive prices, and more profits. **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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In the Beginning, There Was the Plan

Superior Customer Service Requires a Strategy

All too often, service is not a priority for management. Instead of focusing on people—on their customers—they focus on numbers. What they don't realize is that, if they would pay attention to their customers' needs and do whatever they can to fill those needs, the numbers will follow.

In order to increase sales and profits, organizations must provide the type of service that will gain—and retain—customers. That doesn't mean advertising that "the customer is king," or that "the customer is always right." Those are mere words. Customers will decide for themselves what kind of service you really provide.

You must act, not profess. You must make customer service a priority. You must do whatever it takes to provide your customers with what they need and want and do so quickly, enthusiastically, and accurately.

To ensure that service becomes a driving force in your organization, you also should develop a plan, much as you would for any other goal, personal or professional, in your life. For example, if you decide that you would like to retire at 55, you must develop a plan that will get you there. Just as importantly, you must work that plan.

Before you develop a Customer Service Plan and put it in writing, take these steps:

- **Understand what your business is.** Regardless of what you are selling—whether it's life insurance, automobiles, or printing—you are in the customer service business. You must build everything you do around the customer experience.

- **Identify the elements of superior customer service and eliminate the obstacles that prevent you from providing it.** How can you make it easy for people to do business with you? Are your hours convenient? Are your employees well trained? Is someone in the organization available 24 hours a day, seven days a week to answer customers' questions and to help solve their problems?
- **Identify your customers' needs and wants.** If you don't know who it is you are trying to satisfy and what their needs are, it will be difficult, if not impossible, to meet them. Gather information you need to set goals that will include average revenue per customer and the market share you want to achieve.
- **Compare your organization and how you operate to role models outside your industry.** Look at the best of the best and model your behavior after those businesses. What do they do that you aren't doing?
- **Put your money where your mouth is.** Create a service guarantee that gives customers peace of mind. Northeast Delta Dental did just that by guaranteeing that it will provide its customers with certain services within certain time frames. For example, if it does not send a member identity card within 15 calendar days after the enrollment form is completed, it will pay that member \$50.
- **Track your progress.** Use mystery shoppers and surveys to evaluate how you are doing and to assess the impact of your focus on customer service. Look at your

sales and market share before you implement the plan and compare it with where you are every six months afterwards.

- **Drive the Program.** Provide continuous training that will instill in all employees an enthusiasm for—and commitment to—customer service. Reinforce the focus on service by rewarding high-performing employees and enforcing and reinforcing service standards.
- **Make a commitment.** Creating a customer service culture takes time. If you aren't committed, you will fail. Dell built its business on customer service but, after Michael Dell stepped down as CEO in 2004, the stock dropped 25 percent, because his successor was not committed to providing the customer with the best experience possible.

When organizations know what is important to their customers, and when they realize the shortcomings of their current service, they are ready to write a Service Plan. Planning, drafting, and implementing that plan requires management commitment, a long-term strategy, and continual effort to improve service. It will take some work, but the rewards will be well worth the effort. **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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Benefits of Creating a Team Agreement

Years ago, I took on the task of helping instructors prepare to teach at a new employee academy. The four-week academy was designed to prepare new staff members to learn the logistics, philosophy and specifics of their new jobs. The material was intense, controversial and challenging. The participants were educated and experienced in a wide variety of disciplines and areas of expertise ranging from health care, human services, law and justice, risk management and sociology. They were all grown-ups.

One particular part of the instructor development process was ensuring that the instructors established a safe place for learning so that the participants could ask questions, wrestle with ideas, push back on old paradigms—we needed real discourse unencumbered by the posturing of position power or academic credentials. No problem, right? Think again. The academy had previously held an expectation that participants would be, at best, contrary and difficult, and at worst, surly and misbehaved. Sound like a high school classroom? For whatever reason, my most difficult sell-job at the time was to convince the instructors and academy managers that the best thing they could do was establish some classroom guidelines—ways to behave around one another so that the learning environment was indeed safe and supportive of the learning that needed to happen. After all, this was four weeks of pay for not doing the jobs they were hired to do—four weeks to prepare them to do the job—and that’s a

big investment of time and resources! People back in the workplace had expectations that the new employees would show up ready to roll up their sleeves and work. Anything that distracted them from the task at hand was a cost. Anything that distracts your team from their work is a cost to you.

We cannot take the vagaries of group dynamics for granted, whether it’s in a traditional training or educational setting, as in the example above, or whether it’s among our team members in our companies and organizations. Raise your hand if you’ve ever been in an unproductive, frustrating meeting because grown-ups were not choosing respectful ways to communicate or proceed. Your team, no matter their industry, expertise or job, can benefit from a Team Agreement, or some type of agreed-upon set of guidelines that denote how you will interact while you are working with each other and your customers or clients. Call it what you like—ground rules, guiding principles, core values—having specific criteria that helps create a common foundation can save you time and money, alleviate stress, and increase productivity. Some groups do have values stated, but what they most often neglect is to define them behaviorally. That’s the real differentiator with a huge impact.

Benefits of creating a Team Agreement:

- Makes public the expectations of the group
- Creates a foundation for building trusting relationships, which strengthens the team’s infrastructure

- Allows team members to hold one another accountable for their agreement so you don’t have to play referee
- Engenders buy-in for creating a commitment to shared goals or vision

There are numerous ways to create a team agreement, but my advice is to keep it simple and real. You do not need a three-day retreat in the woods to do this, even though I like woodsy retreats. Any time is a good time to create a team agreement; do it! A new year, new quarter, new project might signify an especially good time.

We’ve got some resources that are especially helpful for creating Team Agreements, so visit www.influencingoptions.com for free and low-cost suggestions. You can also read Chapter 5, “On the Same Page,” in *The Influencing Option: The Art of Building a Profit Culture in Business*, which is available in print or Kindle versions. Or, if you want to entrust the process of creating a Team Agreement to a skilled facilitator, contact me at libbywagner@libbywagner.com. Next month’s article we’ll talk about what to do with your Team Agreement, once you’ve got it! **RO**

Libby Wagner, author of The Influencing Option: The Art of Building a Profit Culture in Business, works with clients to help them create and sustain Profit Cultures. www.libbywagner.com



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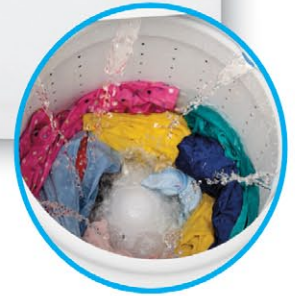
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Creating Open Lines of Team Communication

The ability of individual team members to openly communicate with each other in the team environment is essential to the successful development of teams. This is because teams must be able to openly discuss and resolve their conflicting points of view and opinions. This is essential to effective problem solving and decision-making. Consequently, good open communication techniques are required in order for teams to be effective.

Before teams can be effective, they must learn to work together. And, before teams can work together, they must learn how to communicate with each other. Quite often problems in both the work and team environments are the result of either poor or faulty communications between individuals. One of the key benefits of employing a team structure for problem solving and decision-making is that it forces individuals to work within a structured framework that compels them to communicate effectively with one another.

This is important for leaders to understand because the framework boundaries and structures of a team not only define how a team operates but also how a team communicates. Open, effective communication requires both framework boundaries and structure that compels employees to communicate in an effective manner. While this may seem awkward at first, once individual team members become familiar with the structure and framework of open communications both time and effort will be reduced as communications improve.

There are specific behaviors that define open communications within the team environment. It is essential that all team members be encouraged to use effective communication skills and practices that make discussions and meetings more

effective. The ideal communication behaviors that should be encouraged and exhibited by team members include:

- **Initiate Discussions**—Communication requires a free flow of ideas, input and feedback. Team members must be encouraged to openly initiate discussions within the team environment. In doing so, they stimulate creative thinking in both themselves and others.
- **Seek Information**—Team members should openly seek information and the opinions of other team members. In their efforts to seek outside sources of information, they should actively refer to documentation and data that is available to them or can be readily researched. It is important that teams operate with objective facts in order to build decisions and solutions upon and avoid subjective inference that only leads to potential problems.
- **Suggest Alternatives**—Team members need to suggest procedures and alternatives for reaching goals and objectives. This stimulates a discussion and creative thinking about how to problem-solve a situation and arrive at a consensus and decision that is amenable to all team members.
- **Clarify Ideas**—Ideally, team members should learn how to clarify or elaborate upon their ideas. Not only does this explain their thinking, but often an elaboration of ideas will stimulate the thinking of others using brainstorming techniques that allows one concept to build upon another.
- **Summarize Position**—Throughout the team process, it is important for team members to periodically stop and summarize the position that the team is currently in. This consolidates

the team's thinking, clarifies all of the issues discussed to date and allows the team to arrive at a consensus before moving ahead.

- **Test Consensus**—As teams progress through their decision-making and problem-solving process, it is important not only to summarize as discussed in the previous point, but also to regularly test for consensus within the group. This maintains a smooth flow for the group and prevents individuals or groups from biasing the decision-making process because of their personal agendas.

In addition to using these specific concepts to facilitate open communication in the team environment, individual team members must act as gatekeepers for the entire group. They must be attuned to the conversational flow within the discussion and direct conversational traffic. This means avoiding simultaneous conversations, throttling down dominant talkers and making room for reserved individuals who are reluctant to offer feedback and suggestions. It also means keeping the conversation focused and on track. Most importantly, open communication means that team members practice appropriate manners and courtesy within the group environment. Common courtesy and appropriate behavior can go a long way to maintaining open communications. **RO**

Contact Timothy Bednarz at timothy.bednarz@majorium.com, or 715.342.1018

Excerpt from: A Team's Purpose, Function & Use: Pinpoint Leadership Skill Development Training Series



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Labor (Day) Pains?

Five Surefire Ways to Make Getting Back to Your Post-Summertime Workload Less Painful and More Productive

Labor Day, which typically heralds the (unofficial) end of summer, is early this year. That means even sooner than usual, we'll have to make the annual transition from laid-back, low-pressure August to nose-to-the-grindstone, time-to-get-serious September. You may have taken a vacation this summer, but business challenges, customer demands, and year-end sales goals didn't. Time to shift your brain from standby mode to "all systems go"...and it's not always fun or easy.

Fortunately, it is possible to cushion that jolting reentry to our professional reality. Like we say in our new book, *SmartStorming: The Game-Changing Process for Generating Bigger, Better Ideas*, all it takes is rethinking some long-held assumptions and exploring new ways of tackling old, familiar challenges.

Here are a few examples of how you can think differently in order to make your "chill mode" to "work mode" changeover as positive and productive as possible.

- **Ease Into It**—During these final days of summer, it's time to start thinking about what will be waiting for you on Tuesday, September third. Envision your coworkers, your boss, your team, and even your clients or customers. What kinds of tasks will you all be working on? What types of meetings will take place?

The idea is to get motivated, even excited, about being productive. Just taking this mental journey through future-gazing can help ease your transition back to the office.

- **Set Some Tentative Goals**—Why not

take it one step further and actually identify some things you'd like to get done? Create an "aspiration list" of things you want to accomplish during the last four months of the year. How can you inspire and coach your coworkers or team to be more productive and successful? What personal and organizational goals would you like to put in place?

Think big and make it real. This will help prevent end-of-vacation dread, because you won't have to go from zero to sixty the first day back after Labor Day. The moment you get back you'll have something tangible and worthwhile to focus on.

- **Ask Yourself, "What's So Terrible About Work, Anyway?"**—Vacation and summertime activities are certainly fun. But so are creative challenges, stimulating projects, positive collaboration with colleagues, and meaningful achievements. So why not choose to embrace what lies ahead?

Start looking at fall as the season for rekindling possibilities after recharging your batteries over the summer. Plus, you'll soon have the holidays to look forward to, as well!

- **Cross Your T's and Dot Your I's**—Is your contact list clean and up to date? Do you have the necessary apps installed on your smartphone, tablet, and/or computer, and have they all been updated to the most recent versions? Is your schedule handy and accurate? Make sure you have everything you need to start the month efficiently and

effectively, rather than spending your first few days getting systems in order.

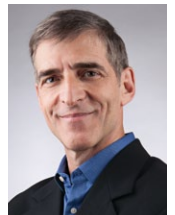
- **Get in Touch with Your Colleagues**—Often, we aren't in regular contact with our team or coworkers during the summer months. So why not reach out and reestablish contact with important coworkers before you get back to the office?

Make a quick call or shoot them a brief email. Try to do your personal "catching up" before you return to the office, so that you can all be optimally productive and focused from the get-go.

Heading back to work after time off is as much a state of mind as it is a practical reality. Take a few minutes to readjust your thinking, make a few plans, tidy up your systems and your mind. You'll soon discover you're more motivated, more energized, and more productive for your efforts. **RO**

Authors:

Mitchell Rigie and Keith Harmeyer are the authors of SmartStorming: The Game-Changing Process for Generating Bigger, Better Ideas



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Dog Ear Publishing, 2013, SBN: 978-1-4575166-3-4, www.smartstorming.com



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The Dynamic Furniture Showroom

Stay on Trend, Add New Product Categories and Watch Your Profits Grow!

Multimedia and social marketing notwithstanding, furniture retailing is still a bricks-and-mortar business because customers want the touch and feel of personal shopping. Here are some tips to ensure that your showroom floor is a dynamo, not a dinosaur.

- **Kick up the color**—Although upholstery fabrics have trended to textured neutrals, in beiges, blues and grays, you can kick up the excitement by adding colorful and patterned toss cushions, in bold florals and geometrics—an inexpensive way for consumers to change the look of a room.

Try mixing a few sofa sets on your floor in new, dynamic colors to create an eye-catching showpiece. I'm not suggesting lime green, but white and/or red have been surprisingly successful.

- **Accent chairs are hot**—One of the hottest categories today is accent chairs, often shown in the same fabric as toss cushions. Many of our successful furniture dealers feature chair galleries in a wide selection of styles and colors. Accent chairs are a golden opportunity to complete the room story and increase your average ticket.
- **The "new" accessories: add-on pieces boost income and margin**—An exploding category today is accessories—not just flower vases and lamps, but new and exciting add-on pieces. Multi-use cabinets and other small furniture pieces are taking the market by storm. When you expose customers to a showroom full of intriguing and unusual pieces, the creative possibilities are endless. Wall art has also become a necessity for adding extra color to a room. Long out of favor, area rugs have burst back on the market with new designs and graphics. Most suppliers offer racking programs with purchase volume.

Become a destination for accessories and accent furniture. Assign the accessories program and display management to a staff person with an eye for color and style. You'll be amazed how motivating ownership of that program can be for your team. Start with a small budget, but keep the look fresh and constantly change the selection. Some retailers never repeat an item. Accessories are no longer a prop; they are a source of income and margin.

- **Check your store daily. Is it inviting and dynamic?**—Your front entrance announces who you are and what type of store to expect. When you walk in, do you see a new featured vignette, something fresh and on trend? Are your vignettes fully accessorized? Do you change them weekly or biweekly? Is there a color story and a "must have" look?

Customers will avoid boring rows of sofas and dining rooms. I recently visited a number of furniture stores and was struck by several vignettes showcasing beautifully accessorized master bedrooms, dining and living rooms, all from one style category. These created a center of interest that expanded my purchasing horizon. Customers may be shopping for one item but discover that you can put together an entire collection for them.

- **Floor coverings & window treatments complete a room vignette**—Consider adding floor coverings and window treatments to your merchandise mix. The right treatments create a rich and luxurious look to any room, and let you offer your customers a complete buying experience while increasing your average ticket size.

In Canada, Cantrex Nationwide's comprehensive package for selling floor and window coverings

makes it easy for furniture members to turn their specialty stores into one-stop shops. We work with the 30 largest vendors in the industry and have negotiated competitive pricing, volume rebates and advertising co-op allowances for our members. Margins on window coverings can exceed 50%!

- **Luxury vinyl and vinyl composite: the hottest trend in flooring**—Luxury Vinyl Tiles & Planks (LVTs) and Vinyl Composite Tile (VCT) has become the fastest growing floor covering category. Easy to install and offering a luxurious hardwood or ceramic-tile look, this affordable product line continues to grow as new styles and patterns are introduced. Among our Cantrex Nationwide members, LVT/VCT year-over-year purchases (at mid-year) are up over 100%, representing 8% of all floor-covering and 37% of all resilient-flooring purchases. In the U.S., the LVT/VCT category is experiencing double-digit growth. This is a bandwagon you don't want to miss!

Take advantage of every business opportunity to add value to your current product mix. Keep your showroom fresh and dynamic, showcase the hottest trends, and watch your sales and profits grow! **RO**

Authors: Pat Kelly (Director, Networks & Retail Programs, Furniture Division) and Tanya Borisov, (Project Manager, Floor Covering and Corporate) Cantrex Nationwide, the Canadian arm of Nationwide Marketing Group, a leading buying and marketing organization for independent retailers. Visit www.cantrex.com



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Covering Your Bases

Sound Bases Offer Customers Great Audio and Solve Design Solutions, While Allowing Dealers to Enhance Their Margins

It's easy to see the benefits of a bigger, better, thinner TV perched on the living-room wall. Sets are sleek and sexy, and a good high-def image is something that, once experienced, is hard to live without. What isn't so obvious, however, is the appalling sound that accompanies most TV sets these days. Unfortunately, this isn't something the consumer necessarily knows until they get the set home and plug it in. TV sound is so bad, in fact, that most people watch TV with one finger on the remote to adjust for the extreme disparity in volume between dialogue and action: One minute people seem to be talking in whispers, the next, your ears are bleeding as explosions go off. This problem presents an opportunity for AV dealers to boost audio sales and help their clients get a better sound experience. In fact, independent AV dealers should be living and breathing the mantra: No TV should leave the store without add-on audio.

Sound bars—the long, skinny all-in-one speakers designed to match the aesthetics of a flat-panel TV—are an excellent solution and have taken over the home-theater-in-a-box category. However, even sound bars have limitations. For one, they sometimes sit in front of the TV, where they can block infrared transmissions from a remote control. They are often too wide for placement inside entertainment cabinetry or an AV rack, and can look awkward if not properly located.

When a sound bar just doesn't work, a sound base can eschew some of those limitations. These all-in-one units are sturdy enough to sit underneath your TV and are controlled by your TV or cable/satellite remote control. They are also small enough to fit in a cabinet or on a shelf under the TV.



Even though the sound base is a fledgling category, the quality is constantly improving and more models are appearing on the market.

ZVOX's SoundBase line (\$249-\$599) was the first to enter this category, with sound base units that are very simple to operate and elegant with only one red LED showing the volume. In fact, the company prides itself on a one-page owner's manual and only one connecting wire. UPP pricing and built-in speaker margin makes this a profitable option for the independent retailer to showcase. It's a great demo and an easy sell. BrandSource is the number-two seller of ZVOX products, proving that the independent dealer can do well in the category.

Recently, the market has expanded with models from new vendors. Bose's Solo TV (\$399) can sit under TVs up to 42 inches and looks great. SpeakerCraft's CS3 TV speaker (\$599) offers the sound quality that the company is known for, plus streaming capabilities. The latest entrant into the space is Klipsch with its SB 120 (\$499), which will be sold exclusively through PRO Source and BrandSource members. The SB 120 offers fantastic sound and streams music from Android, iPhone, and other devices via Bluetooth for an incredible in-store demo: Imagine using the customer's own

phone to stream their favorite music to the speaker.

Indeed, the value of the sound base really must be demonstrated for best results. Otherwise, customers tend to think, "Why do I need that?" Showing the consumer an AB comparison of audio from a typical flat-panel TV to a sound base is enough to convince customers, and you'll find that they are absolutely willing to spend a few hundred dollars to improve their home-entertainment experience.

Most importantly, if the retailer believes wholeheartedly that no flat-panel TV should leave the store without an add-on speaker to enhance it, then the customer will buy in as well. Sound bases are a bullet in the dealer's arsenal of solutions, solve design solutions presented by other types of speakers, and can add 8 to 15 percent to a TV's margin.

If you show them, they will sell! **RO**

Jim Ristow is the executive vice president of consumer electronics for BrandSource, helping to establish it as one of the largest and most influential CE merchandising groups in the United States.



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This is

As a Unified Group, NMG is Winning

IT IS OUR TIME!

WE ARE THE
INDEPENDENTS!

WE ARE UNITED &
WE ARE STRONG!

WE ARE LITERALLY
AHEAD OF 2012
WITH ALL OF OUR
MAJOR APPLIANCE
PARTNERS.

The unified members of Nationwide Marketing Group are continuing to win and tracking at 3 times the unit increases of the industry! Did I mention that we are taking this share while enjoying an additional 4% in added revenue and mix? Not bad...

We are literally ahead of 2012 with ALL of our major appliance partners. This is not a fluke, or a runaway division or luck or anything else. It is stellar execution of strategies and tools by NMG members across the country, in all shape and sizes. It is our time! We are the Independents! We are united and we are strong!

If you ask analysts who track our industry or look at history, it is uncommon to achieve solid share growth while increasing revenue and mix at the same time. Usually, a single strategy involves one or the other...chasing units or hanging back and capturing larger profits. How are we doing both? I think it is primarily a combination of two things.

1. Some of our Big Box competitors are struggling and are not simply "entitled" to the consumer's trust and business, regardless.
2. NMG members are tactically using several tools to insure we earn those consumers' trust and business.

This year, there have been no general manufacturer price increases. We are rocking the boat because we are aggressively pursuing available consumers and while we are offering those consumers' better values in featured products, we are paying very close attention to our businesses. We are better promoting ourselves; we are simplifying our assortments; we are merchandising to higher valued products; we are more effective on the floor and we are closing more business. That is... "if" you are participating in all (or some) of the strategies and tools at your fingertips.

In 2013, more than ever, we are seeing new and innovative products hit the marketplace from our valued vendor partners. They clearly understand that the Independents are the best route to market in delivering their stories and selling mix. They are intensely engaged with our PrimeMedia facility and developing bigger assets for us to grow their brands. More HD infomercial, HD commercial and HD training materials and campaigns are flowing into the hands of our members. Now...some simple questions:

- Are you attending the PT! shows and meeting with these vendors, seeing their new innovation and truly partnering with them for the long haul?
- Have you actually made the necessary decisions of change to insure you are

not a Drill

and Taking Share. . . Are You Ready?

aligned with the vendors that truly want to partner with you?

- Have you simplified your assortments such that you can easily merchandise the brands you carry and hit the consumer right between the eyes with value?

The tools available to help us better manage and grow our business today are plentiful and valuable.

THE TOOL CHEST

Merchandising tools help us sift through a lot of clutter and use simplicity (not rocket science) to make decisions, purchases and margins. Our Draw-Escape-Sell strategy keeps gaining fans and momentum. I hear from members every single day on how D-E-S is making their lives so much easier. The consolidation of PA's to drive margin and promotional funds driving our "escape" and "sell" models is driving a lot of our mix story this year. While I see others in the marketplace adding PA's to commodity goods, I cannot understand the rationale with it. Taking a gross margin story from 8% to 11% makes no sense. Consolidating funds to generate margins we can make a living on and create the pathway to step up into the mix make all the sense in the world to me. Any member that is not using D-E-S in some way or another is missing a lot of hard work in Winston-Salem delivered every week / month. We are also developing a tool that

you can use to measure the added profitability of your mix improvement, by following the D-E-S mode.

As a group, we have been very vocal about our "rally cry" for 2013 (and forward). "NMG's key objective is to bring members tools that will help them gain market share as it becomes available from competitors". As stated earlier, we are already doing so, but ONLY if you execute. In March, we launched our "Answers Info-Pad" initiative. The response was overwhelming and we have been through two generations of Toshiba tablets and several hundred Apple products. Ask our friends at Airport Appliance the importance of supplying tablets to all sales associates. Ask Grand Appliance why it was important enough to close their stores for a day to launch the program with their sales associates the right way. Ask East Coast Appliance why their Web banner invites consumers to experience their sales associates using the program on the floor. These are just a few examples and we are hearing of new experiences, every day.

I mentioned our PrimeMedia facility serving up new assets for our vendor partners to show off their wares. The assets we have for MemberNet TV are unbelievable in quality and content. There simply is no better system (and no better way) to enhance your store, your story and your value to consumers on the floor...where they are shopping! All of our

key suppliers are investing time and energy to feed PrimeMedia the products and messages to create magic for MemberNet TV. NMG is investing millions of \$\$ to bring them to you to use everyday. For free.

Our promotional assets have never been richer. Extended financing, consumer rebates, delivery and installation incentives and much more are offered every day for your use. HD commercial and print vehicles are waiting for you to exploit these offers and draw consumers into your stores.

IT'S YOUR PLAY...

WHAT ARE YOU GOING TO DO?

There are many more assets to consider, but the question is this...

Are you taking full advantage of all these assets and drawing consumers into your business, educating them through the most professional means available and interacting with them to eliminate show-rooming and closing more business on the spot? The time for independents is now. Don't get left behind! **RO**

Jeff Knock is the Senior Vice President of Appliance Marketing for Nationwide Marketing Group, a leading buying and marketing organization for independent retailers.



Nationwide Adds Two New Vendor Partners

Munitio has joined Nationwide Marketing Group as their newest vendor partner. The group continues to expand their electronics division with a growing audio brand assortment.

“Munitio is an extremely innovative brand,” says Tom Hickman, Nationwide’s senior VP of Electronics. “We are excited to partner with such a dynamic company as we continue to explore new opportunities within the personal audio category.”

“We’re proud to be among the industry leading vendors supported by Nationwide. This partnership further validates Munitio as a top-tier headphone brand, a fact our loyal and passionate fan base has already supported with each new product release,” said Bill Thiele, vice president and general manager for Munitio.

Munitio attended Nationwide’s PrimeTime! show for the first time this August in Dallas, Texas. They show cased their critically acclaimed Pro40 over-the-ear headphones along with the Munitio tactical listening station, featuring custom tracks recorded specifically for Munitio by some of the music industry’s top producers. For more information, visit www.nationwideprimetime.com.

“We understand dealers and retailers have unique needs and will work with Nationwide’s partners to create a compelling retail experience that also motivates sales,” says Sara Lane, national sales director of Munitio. “Munitio products have their own unique look, sound profile, and industrial design elements that appeal to a wide variety of audio consumers. In the ultra-competitive headphone market, Munitio products, and the way they are presented, will definitely help Nationwide dealers stand out.”

Munitio is a San Diego, California based precision sound brand specializing in lifestyle electronic accessories. Latin for defense works and fortification, Munitio is a brand of quality, utility and performance. Acoustically, each Munitio product is designed with its own unique sound identity that appeals to an individual’s personal listening preference. Stylistically, Munitio products take their cues from a variety of different sources, but always with studio-grade performance and tactical functionality at the core. As part of the design process, Munitio calls upon a diverse collection of music and recording industry veterans, audiophiles, and visual

artists with expertise in mobile technology, industrial design and specialty metals manufacturing to consult and share ideas on their desires for personal audio products. Rather than just using a celebrity’s name to sell earphones, Munitio solicits knowledge and feedback from professionals working in audio industry. This knowledge is analyzed and ultimately conveyed in the unique sound identity and quality craftsmanship of each product.

Polk Audio is now part of the group’s strong and growing audio brand assortment. Nationwide Marketing Group is offering their members a strong vendor direct program, as well as a program from Warehouse Direct DSI.

“The adoption of this brand provides a great opportunity for independent retailers to expand their business in the growing and very profitable audio category,” says Dave Bilas, Nationwide executive vice president. “We look forward to developing a foundational relationship with their team and to the successes of this partnership.”

Dan Wakefield, Polk Audio’s vice president of sales, says “Entering into an alliance with the Nationwide Group represents a powerful opportunity. Nationwide’s diverse dealer base, powerful marketing tools, and commitment to great customer service will serve not only to add value to the Polk brand, but also build critical mass in untapped market segments within the ultra-competitive consumer electronics category.”

For the first time, Polk Audio attended PrimeTime! whose presence on the show floor added additional energy and excitement to the mix.”

Polk Audio was founded in 1972 on the principle of delivering “Amazing Sound at an Affordable Price”. Staying true to that philosophy, they have earned the position of being the best-selling home speakers in the U.S. and now offer solutions for virtually every application including bookshelf and tower speakers, custom in-wall and in-ceiling speakers, subwoofer/satellite systems and their award-winning SurroundBAR Series of component and powered bar speaker systems. In addition, Polk Audio has developed a strong reputation among consumers for delivering products that sound great, fit their lifestyle, and with high quality and reliability. **RO**



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BrandSource Expands Home Furnishings Assortment to Appeal to Young Shoppers & First-Time Home Buyers

BrandSource is expanding its home furnishings assortment to appeal to a broader base of consumers, including younger, first-time home buyers. From repurposed furniture taken from unique pieces around the globe to traditional and eclectic items, the enhanced offering is designed to drive foot traffic, increase sales and boost the visual impact of member stores.

In addition to sofas, chairs and tables, new collections include a stunning variety of area rugs, bed linens, decorative pillows and home accents designed to bring affordable style into today's busy, modern home. The new line-up is comprised of pieces that will fit a variety of styles and budgets. First-time buyers will find it easy to completely furnish their home—quickly, easily and stylishly.

"In many areas of the country, the housing market is on fire and people that were underwater two years ago now have equity back, home prices are going up, and they're feeling more confident," said Mike Allen, VP of BrandSource home furnishings. "Younger people are buying first-time homes again. This is great for our members."

"Nothing spurs furniture sales more than a new home, and we want young consumers to know and love BrandSource as much as the loyal 'regulars' who have been shopping in our stores for years."

In addition to enhanced store displays, the free BrandSource mobile app will showcase the new home furnishings, allowing shoppers to plan ahead and/or search any time and filter by price, manufacturer, color, depth, width and height. Information and photos can be shared with friends and family via email, Twitter or Facebook as they furnish their homes.

BrandSource is excited to have recently partnered with three new suppliers that are offering some of the hottest products and styles in the industry: Classic Home Furnishings, Legends Furniture and Rizzy Home.

Classic Home Furnishings

Classic Home offers a wide array of home furnishings that offer customers a unique blend of the old and new, big and small, eclectic and conservative. Its solid wood rustic furniture pieces feature traditional craftsmanship from unique resources around the globe. The collection includes dining tables and chairs, occasional tables, case goods and decorative accents.

Legends Furniture

From its humble beginnings in 1990 in about 800 square feet to a shiny, new state-of-the-art facility on 26+ acres, Legends Furniture has maintained a focus on quality and customer service. Legends Furniture credits its incredible growth to a "customer first" philosophy and building a product that is a good, solid value. The company manufactures its full line of Home Entertainment, Home Office and Bedroom furniture in the U.S.A. It also imports select collections from several sources in Southern China & Malaysia to provide a great range of styles and price points. This blended strategy gives customers the best of both worlds from one world class vendor.

Rizzy Home

Rizzy Home offers an extensive assortment of rugs, luxury bedding ensembles, designer pillows, accent throws and reclaimed, wooden furniture. Having established U.S. operations in 2007, with an additional 105,000 square feet of warehouse space recently added in Calhoun, Georgia, Rizzy Home is able to efficiently handle all the needs of its quickly growing clientele. All of Rizzy Home's area rugs, fine linens, furniture and complementary accessories are created using the highest quality materials. From jacquard woven fabrics to silks and signature-dyed yarn, Rizzy's unique embellishments and custom ornamentation add richness and depth to its exclusive products.

RO



Left to Right: Rizzy Home Bossa Nova Bedroom and Legends Furniture Park Wall



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Avoid the Rut

Customer service is all about solving someone else's problems. It's the start of a relationship that can last for a long time with recurring experiences driving revenues, profits and employment longevity.

It all starts with the customer service representative that answers the phone; the CSR. A CSR is a powerful, challenging and rewarding job; or can be. It's powerful to know that a CSR has the means to return normalcy to a customer's daily routine. It's a challenge every day to exceed customers' expectations for a myriad of reasons. It's rewarding when customers and employers show sincere appreciation for efforts of a job well done. Not just anyone can excel as a CSR; it takes a special personality, attitude and regular coaching to succeed.

It's long been said that the more experience you have the better you become at whatever it is you're doing. Not necessarily so with customer service. In fact, the more you do this job, the harder it is to remain good at it. When answering 30 to 50 or more phone calls a day, it's hard not to fall into the "CSR Rut". The CSR Rut happens when a CSR becomes hardened, monotone, and uncaring of our customers' needs. Working in customer service is almost always negative and can get depressing listening to others complain all the time about their failed appliances. A seasoned CSR will unconsciously anticipate the conversation, often rudely interrupting the customer trying to get to the bare necessities to complete the call. When this happens, the CSR puts their needs before the customers, inverting the fundamental foundation of customer service: solving someone else's problems. Some customers will respond to the CSR's rude behavior, some will ignore it, and some will just not do business with that company because of the CSR experience.

To avoid the CSR Rut, book more calls and WOW more customers, regular monitoring of telephone conversations with your CSR's is

required. It doesn't matter whether you listen to recorded calls or disguise your calls; the key is to monitor the customer service experience consistently all year long. Regular coaching and on-the-job training is essential in avoiding the "CSR Rut".

Here are 8 components of an inbound CSR call that if followed on every call will avoid the Rut and guide you to a long lasting relationship with your customers with many recurring positive experiences:

1. GREETING

- Make it friendly, positive & engaging – try looking into a mirror while answering the phone – callers will hear your smile – it works!
- It should be self identifying, offering your name and extension should you get disconnected
- Ask how can you help? - asking open ended questions invites communication

2. LISTEN

- Customers want the opportunity to tell their needs and to be heard
- Be patient letting customers finish – don't anticipate or interrupt
- Take notes of key elements – name, address, brand, product, dealer, complaint, etc.
- Engage with responses that demonstrate empathy and that you've listened – nothing says you don't care more than asking a customer to repeat themselves
- Gather qualifying details – sales referral, email address, installation details

3. ASK

- To book an appointment – ask early and often throughout the call
- Communicate with confidence that you can solve their problem
- Communicate the differentiators and value proposition of the company

4. EXPLAIN

- The service experience process of the company
- Trip & diagnostic fee details
- Repair rates – flat rate or time and material
- An ETA call the day before to confirm time window of technician arrival
- The follow-up satisfaction survey

5. QUESTIONS

- Answer with confidence and authority
- Ask to book the appointment if not committed to already – again & again...
- If you don't know the answer offer to find out and call back – don't guess or make up an answer, you'll get caught

6. UPDATE

- Take responsibility for the service experience
- Follow-up call regarding tech or parts arrival – Be proactive when parts are on back order or warranty concession required

7. OFFER

- Additional appliance repair while in home – no trip fee
- Specials or additional services such as spring cleaning

8. GRATITUDE

- Always say please and thank you!
- Always do what you say you're going to do!

Don't let your business fall prey to the CSR Rut. The customer service experience starts with the CSR and ends hopefully with a loyal customer that wants to use your company again to solve their appliance needs. **RO**

*Paul Mac Donald
Executive Director
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Disaster Planning and the



We are now approaching a full 10 months since super storm Sandy and the landscape of our community and our business continues to change. Our area still has many hundreds of residents still displaced and still waiting for insurance settlements or to be put on a schedule for raising their home or tearing it down and rebuilding. Many have simply walked away.

Our business has more than doubled since the storm and we have now surpassed pre-recession levels. We are proud of our service to our community and have been rewarded with many partnerships with nonprofit agencies because of it.

Marie and I have made some progress with our home. Most notably the Wolff's Kegerator has been reborn and she is a beauty. This time WK is a full stainless steel unit with two taps. Marie likes Coors Light and I like something a little darker, hence we compromised.

Our garages are still being used as a shop for building AC condenser elevation stands but we have come to appreciate the beauty of half walls, old framing and the mirrored effect of looking from one room to another. I am about to install a new ductless split heating and cooling unit in the garages to make life more bearable this coming winter.

We have replaced Marie's flooded car with a shiny new Subaru but I am still driving the same 2004 Explorer that saved us from the floods. I guess there is some

loyalty there.

Our neighborhood is just now starting to see the signs of rebuilding. Some homes have been torn down, some have been lifted and some are being sold for the value of the property only, as the mold has totally destroyed the structures themselves. This has become an issue with our property values as the comps have been very low since the storm.

The rules are still changing. The county codes have been hastily rewritten and are now in effect. Time will tell if they were over engineered but as I see it, every professional and township official are doing the best they can with the tools they have and under the duress they are encountering.

The State and County are now paying people to stay in their homes. The County is offering \$10,000 grants if the homeowner agrees to rebuild and stay in their home for the next three years. The State is offering an interest free loan of up to \$50,000 for people who want to buy property in the Sandy torn towns. Since the tax rateable has decreased by many millions, it's a smart move to pay people to stay and collect the taxes.

Finally, I have recapped a list of issues to consider before a disaster hits your area. While we have touched on many areas of preparedness, there are still some areas that need to be considered. A little pre planning will go a long way in making your recovery easier and your business stronger.



The New Normal: Epilogue

COVERED ISSUES:

- Cash is King - having enough cash to see you through
- Electric Power and Generators
- Service Areas, Virtual Offices and Cloud-Based Data Storage
- Communications
- Having an Emergency Business Plan
- Understanding what your customers & your employees are going through emotionally
- Protecting yourself from anxious depression
- The value of consumer credit
- Maintaining Quality Service
- Becoming an expert in your community
- The value of community service
- Charitable Contributions

ISSUES NOT COVERED:

Business Issues

- How to handle an overflow of business
- Decisions of Quality vs. Volume
- Balancing your available man-hours
- Value pricing vs. gouging
- Emergency Management
- Dealing with the influx of out-of-area contractors
- Mental Health

Code Enforcement

- Future Codes
- Energy Rebates
- Indoor Air Quality

Tax Issues

- Loss of Property not covered by insurance
- Real Estate Tax Base
- Future Real Estate Value
- Income tax preparation and deductions

Real Estate

- Property Value Before and After
- Township Tax Rates
- Appraisals: Replace or Rebuild
- Mortgage: Future Value vs. Current Value

Combating Consumer Fraud

- State Contract Laws
- State License
- Becoming a Certified Service Center

Community Involvement

- Shop Local Campaigns
- Local Chamber of Commerce
- Charitable Contributions and Affiliations
- Religious Contributions and Affiliations

Ecology and the Environment

- Affects of the disaster on the environment
- How environmental changes can affect your business

All of the above mentioned issues were discussed by local experts during the open seminars presented by our Chamber of Commerce. We held these seminars at area restaurants that were affected by the storm. We accomplished two things, informing the public and our customers on important

up-to-date topics and bringing revenue back to the restaurants that had lost so much due to the storm.

Why does supporting local business matter? In a local economy, like we all live in, it is important to help create a sense of well being and stability within the community. This will enhance business for all.

Marie and I have learned much from Super Storm Sandy and have enjoyed sharing our story with you. Our hope is that you have found some value in our experiences and that you will take a few moments to stop and consider your future should a disaster strike your area. Keep in mind that a natural disaster is almost always followed by an economic disaster in the same vicinity. This most certainly will create a different landscape for you and your business. Consider your New Normal.

Marie and I would like to hear from you with your comments and perhaps your experiences with disasters that you have encountered. Please feel free to send your comments and suggestions to: ralphwolff@jerseycoastappliance.com. **RO**

*Ralph E. Wolff, MCAP, CSM
Industry Relations, PSA*

Service News features alternating writers discussing topics of the service industry.



ROBERT D. McARVER JOINS AHAM AS VICE PRESIDENT OF POLICY & GOVERNMENT RELATIONS

The Association of Home Appliance Manufacturers (AHAM) has named Robert D. McArver, vice president of policy and government relations.

McArver will be responsible for directing and implementing AHAM's legislative, regulatory, political and grassroots programs. As Vice President of Policy and Government Relations, he will play a key role in advancing AHAM's positions on public policy issues.

Kevin Messner, who previously had held this role since 2008, will serve as AHAM's Vice President, State Government Affairs, following his relocation to California, effective July 15, 2013.

"Rob has two decades of corporate and association experience, making him the right choice to lead the home appliance industry's government affairs efforts. His issue advocacy, legislative and regulatory competencies will help advance AHAM's mission of developing and implementing credible solutions for public policy," said Joseph M. McGuire, AHAM President.

Prior to joining AHAM, McArver was Vice President, Global Public Affairs for Celanese Corporation, a chemical and specialty materials company, and prior to this, he directed the government relations efforts for the Synthetic Organic Chemical Manufacturers Association (SOCMA).

Rob McArver can be reached via email at rmcarver@aham.org or by telephone at (202) 872-5955 ext. 316.

HAIER AMERICA ANNOUNCES NEW HIRES AND REORGANIZATION OF DIGITAL PRODUCTS GROUP



John Homlish

Haier America announces the reorganization of the Digital Products Group for the Americas, including several new hires of industry veterans and promotions of current staff.

"Our team of talented, experienced, and trusted people will enable Haier to execute with greater success on our channel and distribution strategy and signifies a refreshed focus and commitment to serving our customers," said John Homlish, senior vice president of sales & marketing, Digital Products

Group for Haier America. "This is an investment in the growth of our consumer electronics business and brand for the remainder of this year, 2014 and beyond."

Bruce Fairchild will join Haier America as the Vice President of Product Marketing. He will lead all product marketing, strategy, planning, pricing, promotion and demand planning functions. Bruce brings a wealth of experience in P&L management, market identification, product planning and strategy and multi-channel product distribution. Most recently, Bruce served as Senior Director of Product Marketing, Channel Marketing and Planning with Sharp Electronics.

Ken Ayukawa has been promoted to Director of Product Planning responsible for building an innovative product line and strategy for television and home entertainment. Ken will report to Bruce Fairchild in his new role.

Claude Frank will join Haier America as the Director of Sales, Distribution and Special Markets. Claude will be responsible to develop and manage Haier's business with distributors, buying groups, the Military, premium and special markets. Most recently, Claude served as Director of Home Electronics Sales, Regional Buying Groups and Distributors, with LG Electronics.

Stan Swinden has been promoted to Director of Sales for Canada and will report directly to John Homlish.

Thomas D'Angelo, vice president of sales, will be responsible for national and regional account customers.

For more information, please visit www.haieramerica.com.

ZEPHYR EXPANDS DIRECT DISTRIBUTION; HIRES CHRISTOPHER PANOS AS TERRITORY MANAGER

SEASONED SALES PROFESSIONAL HELPS VENTILATION HOOD MANUFACTURER EXPAND INTO UTAH AND COLORADO TERRITORIES



Christopher Panos

Zephyr announced the expansion of its direct distribution and introduction of its new Territory Manager, Christopher Panos. Zephyr will now handle the direct distribution in Utah and Colorado and Panos will manage these territories, driving the Zephyr brand and business in the two new western states.

Formerly with Kimball Electronics in Salt Lake City, UT, Panos has more than seven years of sales experience with an award-winning record of achievement. Panos is an excellent fit for the position, with his wide-based product knowledge of multiple high-end product lines and direct success with the Zephyr brand while working at Kimball Electronics.

As the new Territory Manager, Panos will be responsible for strategic sales planning, sales training, project quotes and support of the dealer's day-to-day functions, while also establishing incentives to increase sales.

"It's an exciting time at Zephyr as we grow our sales channel with our distribution team and expand our direct distribution into new territories," says Luke Siow, Zephyr president. "We're eager to bring Christopher on board to represent Zephyr in Utah and Colorado and, given his successful sales track record, we know he will be the ideal person for this position."

"Over the last six years I have worked hands on with the Zephyr brand and have always been impressed by the company's dedication to innovation, design and technology," says Panos. "I'm excited to join the Zephyr team and work direct with my west coast connections in this area to further expand Zephyr's sales growth into an emerging market." To learn more, visit www.zephyronline.com. **RO**

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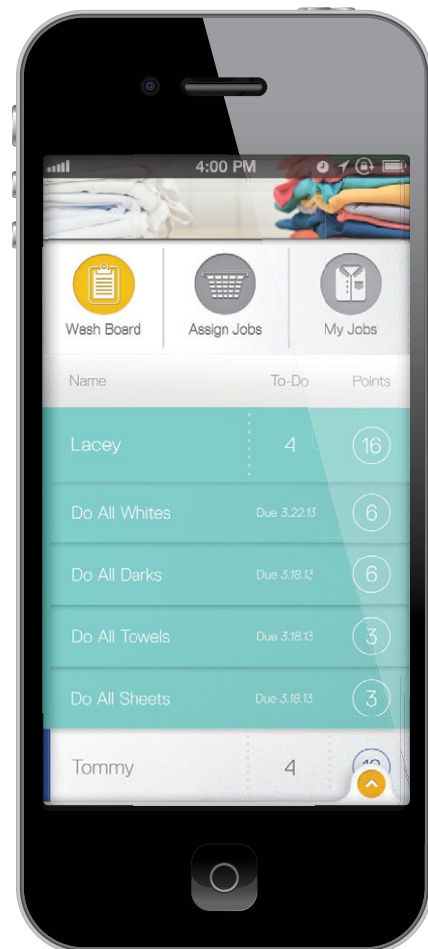


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