

The Retail Observer

October, 2008

The Monthly News Magazine with Personality

Vol.19, Issue 10



IFA 2008 EXCEEDS EXPECTATIONS

MASSIVE SUCCESS FOR THE INDUSTRY, DEALERS AND VISITORS

SEE INSIDE—PAGE 4

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DEADLINE FOR
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MOE MONEY

Well, another year is almost over. You have about three months left to make year-end sales quotas and meet VR levels. What will the economy do after the election is over? What new options and products, money savings devices, and money wasting schemes will appear? I don't have a crystal ball—nor do I have the answer. Sorry. However, here are some pointers that may help you pinch some pennies and catch up from a roller coaster year.

Hang up the land line telephone. Consider using your cell phone exclusively and cancel your land line. Technology and the deregulation of the phone companies has given us unlimited calling plans and much better connectivity which makes this a cost effective alternative to having both types of phones.

Drink tap water. I don't have the inclination to run a cost comparison between an ounce of Coca Cola and an ounce of tap water, but I'm fairly confident that tap water is infinitely cheaper and healthier too. (Don't forget your water filter.)

Don't renew your gym membership. Being healthy can save you money, but exorbitant fees and inflexible contracts make gyms a dangerous proposition. Take the money and use it to build a gym at home with used equipment. Heck, you're already moving boxes so who needs a gym?

Ask creditors to lower your interest rate. Creditors are feeling the crunch and recognize that it takes more money to find a new customer than to retain a current one. Your creditors might give you a lower rate if you tell them that you don't want to keep your account unless the rate is lower.

Divide credit card minimum payments in half and pay that amount twice a month. The basis of the finance charge is the average daily balance of your account for the entire month. By making a payment twice a month, you reduce the average balance for the second half of the month and therefore reduce the finance charges assessed.

Don't for banking privileges. There are too many free checking accounts out there to pay even one penny in fees for the right to write a check or use a debit card. Many banks and credit unions only require that you use direct deposit or use your debit card a minimum number of times per month to qualify for fee-free accounts.

Adjust your W-4 at work. The fastest way to give yourself a raise is to increase the number of exemptions on your W-4 form to reduce the amount your employer withholds from your paycheck. If you received a huge refund this year, check the IRS website to calculate the number of exemptions you need to reduce the amount of money withheld from your paycheck to an amount equal to your tax liability.

Quit smoking. Besides being an incredibly unhealthy habit, smoking is expensive! Many pack-a-day smokers could easily trim \$200 from their monthly budget by kicking the habit. That's \$2,400 a year! If you can't find any other motivation to quit, use finances.

Happy retailing,

Moe Lastfogel

PS. Notice a difference in the online version of the *Retail Observer*? We have hidden animation throughout the online magazine for Halloween. Have a ghostly read.



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IFA 2008

EXCEEDS EXPECTATIONS

MASSIVE SUCCESS FOR THE INDUSTRY,
DEALERS, AND VISITORS



By the morning of September 3rd, IFA 2008 had attracted an attendance of some 220,000 from Germany and abroad. Orders exceeding 4.2 billion dollars US surpassed all industry and dealer expectations.

A ten percent increase in exhibitors, a ten percent increase in the volume of orders, and a 24 percent increase in registered dealers ensured the successful conclusion of the world's leading trade show for consumer electronics and home appliances.

This year's IFA was also more international than ever with 1,245 exhibitors from 63 countries. Sixty six percent of the exhibitors came from outside Germany. Registered trade visitors came from 126 countries, and one in three came from abroad. Media participation was also more international and more representative than ever before with 6,560 journalists from 67 countries attending in Berlin.

With 1,313,000 sq ft of rented display space, including 118,500 sq ft in temporary halls, this IFA covered the largest area in its history.

Dr. Rainer Hecker, Chairman of the Supervisory Board of the GFU: "The successful IFA concept provides an excellent basis for the long term commercial success of the industry and the trade. In addition to the success of the presentations by the rapidly expanding consumer electronics sector, the displays by the new exhibitors representing electrical home appliances received an enthusiastic response from visitors and dealers, offering impressive proof of the strength of these brands. Their excellent displays augmented the portfolio of the leading trade show for consumer electronics."

Dr. Christian Göke, Chief Operating Officer of Messe Berlin: "IFA is the most important platform for orders for dealers and the industry. The inclusion of electrical home appliances has created an unprecedented diversity, further increasing the appeal of IFA as a platform for orders. The organizers and exhibitors from both sectors have drawn unanimous and positive conclusions from this event."

Hans-Joachim Kamp, Chairman of the Consumer Electronics Trade Association of the ZVEI: "We provided visitors with a very broad, high quality range of brand products in Berlin, and IFA provided the venue for a whole range of new technologies and products to make their debut. The energy-saving incentives being planned by politicians have given additional support to our efforts to achieve further improvements in the energy efficiency of our products. In this way IFA provides an important impetus."

Jens Heithecker, IFA Director: "Everyone has been impressed by the phenomenal response in the media. We were able to

even exceed the high expectations that were placed on us here. The coverage encompassed the entire range of products in all their diversity and ensured good public exposure for all the new items in both sectors."

Dr. Reinhard Zinkann, Chairman of the Electrical Home Appliance Trade Association of the ZVEI, Managing Partner, Miele & Cie. KG, and a member of the board of the ZVEI: "HomeAppliances@IFA has enjoyed an excellent debut. Exhibitors in this sector expressed their satisfaction with the ordering activity by the trade. A large number of visitors were attracted, and both trade visitors and consumers showed keen interest in the products being exhibited by the home appliance industry. Moreover we were very pleased with the impressive media response, enabling us to give particular prominence to the subjects of particular importance to us, especially energy efficiency. The expectations that we had of this trade show were completely met."

Excellent Reaction to Informative Supporting Program IFA continued its tradition of providing a platform for discussions about issues of topical interest to the industry and about changing directions in media policy. Consequently trade visitors were able to obtain detailed technical information on the exhibitors' stands as well as from more than 80 outstanding specialist events and forums.

IFA International Keynotes again formed the focus of attention for the media and trade visitors. Top managers from the industry presented current issues, topics and trends from all areas of consumer electronics and, for the first time, from the electrical home appliance industry.

WHAT WAS SAID

Volker Klodwig, General Manager, Bosch Hausgeräte GmbH HomeAppliances@IFA, has been successful in creating enthusiasm among dealers, consumers and the media for the innovations on display. With a unanimity that I have never experienced before, the trade stated that it felt it was in good hands at IFA. And this was underlined by the volume of orders.

Matthias Moschner, Marketing Direktor, De'Longhi Deutschland GmbH: "We were carefully optimistic, but optimistic nevertheless. There were some questions. In particular we did not know whether the trade would accept this trade show. Now we can state that the dealers attended and they also came to buy. Over the coming weeks our sales staff will be taking the positive feeling created by the trade show with them on their visits to those dealers who were unable to come to Berlin."

Franz-Josef Hasebrink, Chairman of the Board of EK/servicegroup: "IFA picked the right time to widen its scope. With a strong media presence it ensured that the subject of home appliances attracted the attention that it merited. The very positive response, both by our industry partners who were exhibiting, as well as by our retailers, clearly showed that the decision to expand the range of this event was the right one.

Top left: FA Gala at the Palais am Funkturm—Dr. Rainer Hecker, Chairman of the Supervisory Board, gfu; Miss IFA; Angela Merkel, Federal Chancellor of the Federal Republic of Germany; Raimund Hosch CEO, Messe Berlin (l.t.r.) **Top right:** Jens Heithecker, Director IFA **Bottom:** The IFA in Berlin is the world's leading trade show for the general public and the CE industry's number one venue for doing business. All of the major Consumer Electronics brands present themselves at this unique business event.



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Furthermore, the introduction of “Home Appliances@IFA” created a leading, new international trade show for home appliances.”

Klaus Wühl, General Manager Electrolux Deutschland: “We are very satisfied with our premiere at IFA. Right from the start it was evident that IFA was being very well received as an order-writing fair, especially by our customers, the trading partners. Against the background of a sharp rise in energy prices there was a distinct emphasis on the subject of “Energy-efficient home appliances.” And we were also delighted with the reaction by the consumers. There was confirmation from all sides that the home appliance industry provides a wealth of diversity in the literally “flat” world of flat screens. This was definitely a successful start.”

Lars Grothe, Marketing Director Kenwood: “The inclusion of white goods has definitely increased the appeal of IFA and is a very welcome development. Results during the fair met our expectations in full, especially the volume of orders from dealers.”

Luc Graré, Commercial Director, LG Electronics: “We are very satisfied with the results at IFA 2008. We are delighted that this year’s IFA provided us with an opportunity for the first time to present all our product areas in a concentrated form to a wide audience and to dealers at a single trade show. The new concept at IFA has helped to make the fair a complete success for LG, and this applies with regard to the upcoming Christmas business too, and all our expectations have been met.”

Günther Sproll, Marketing Director, Product Division Refrigerators and Freezers, Liebherr-Hausgeräte GmbH: “Events during the fair were much more positive than we

had expected. Messe Berlin has really done its work well. Our sales results are very good and our field staff are extremely satisfied. Our participation was an experiment, but it worked and we are looking forward to the next IFA.”

Karin Padinger, Director Advertising, Miele & Cie. KG Vertriebsgesellschaft Deutschland: “The trade show was very, very successful for us. Our expectations were exceeded, and this applies to both the consumers as well as to dealers. We created a world of enjoyment here, where dealers could experience what Miele can offer, until well after the fair had closed. We also share our dealers’ enthusiasm.”

Ralf Hansen, Director Communication, Panasonic: “A great success, we are completely satisfied with events during the fair. The volume of orders met with our expectations, which were set very high.”

Michael Kurpiers, Senior Manager Corporate Marketing, Samsung Electronics GmbH: “This year’s IFA was the most successful ever for Samsung. Right from the start our hall was a major attraction for visitors, and we had the subjective impression that our hall was constantly full. We are very satisfied with the way things went, and the proportion of trade visitors was 25 per cent higher than last year. IFA has always been an order-writing fair too, and this year’s successes will exceed last year’s results.”

Frank Bolten CEO Sharp Electronics Germany/Austria: “IFA is the industry’s major trendsetter. Despite the difficulties of the current consumer climate, enthusiasm for the digital lifestyle remains undiminished. We are highly satisfied with the progress of the fair so far. We regard the expansion of the fair to include the “white goods” sector as a revitalizing element. The interest shown by trade visitors,

1. Opening Round Tour: Miele & Cie. KG — Markus Miele, Managing Director; Klaus Wowereit, Governing Major of Berlin; Dagmar Wöhl, Parliamentary State Secretary, Federal Ministry of Economics and Technology; Dr. Reinhard Zinkann, Managing Director (I.t.r.) 2. Opening Round Tour: Robert Bosch Hausgeräte GmbH — Dagmar Wöhl, Parliamentary State Secretary, Federal Ministry of Economics and Technology; Volker Klodwig, Geschäftsführer; Klaus Wowereit, Governing Major of Berlin (I.t.r.) 3. Celebrity chefs at work at Bosch:



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journalists and consumers in this new sector at IFA is impressive. Moreover consumers are very enthusiastic in particular about the latest generation of ultra-flat, large screen LCD televisions. By the halfway stage of IFA our order books were already very full.”

Roland Hagenbucher, General Manager, Siemens-Electrogeräte GmbH: “Our expectations were more than met. IFA was the order-writing fair that we wanted. Our expectations regarding sales were definitely met. This was certainly due in part to the response by all the media in advance of and at the start of IFA. There has never been so much interest in white goods before. The items that attracted the most attention were our coolMedia, a combined fridge-freezer with built-in LCD television. This appliance symbolizes the perfect combination of brown and white goods. We will be here again next year.”

Frank Cordes, Authorized Representative, Telering: “The expansion of IFA 2008 to include white goods was the most important feature, enabling us to welcome the other 50 per cent of our dealers on our stand. Our expectations were met.”

WHAT WAS SEEN

LANGUAGE BARRIERS ARE BEING OVERCOME

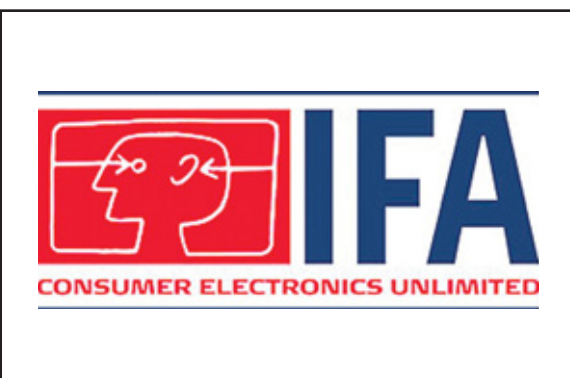
“Ze zan chai na li” says Hwa Wang into the microphone. The translation not only appears promptly on the screen but is also spoken by a computerized voice: “Where is the station?” At the same time the question in English is translated back into Mandarin so that the young Chinese woman can check its accuracy. “Natural Language Translation” is among the items being presented by IBM Germany at the Science and Technology Forum (TWF) at IFA and, used in written form,

it is already assisting communication in various languages, for example in Lotus Sametime or Second Life. The Chinese version was specially developed for the Olympic Games and therefore its vocabulary focuses largely on subjects of interest to tourists. “The intention is that in the future people will use “Natural Language Translation” to overcome language barriers in person-to-person discussions,” explains Américo Machado, Electronics Industry Leader North East Europe for IBM. “It will then be possible for two people speaking different languages to converse almost fluently, for example, by making use of their mobile phones in order to hear a translation of the words spoken by their discussion partner.”

JAPANESE RESEARCHERS HAVE TURNED THE TABLE CLOTH INTO A NETWORK

Japanese researchers at the National Institute of Information and Communications Technology (NICT) have succeeded in connecting electrical appliances without any cables, but also without using WLAN or Bluetooth either. They presented their “Two Dimension Communication System” at the Science and Technology Forum (TWF) at IFA. It consists of conductive wires laid in a two millimeter thick plastic sheet. It enables appliances with the appropriate connector to be linked together with a maximum of only one per cent of the electromagnetic radiation being absorbed by the surrounding area. On a desk, the items could consist of a computer, monitor, keyboard, mouse, loudspeakers and webcam or, on a floor, they could be a television set, DVD player, telephone and fax machine. In the future it should be possible to incorporate this “surface LAN” in fabrics such as table cloths and carpets, according to researcher Bing Zhang.

Rolf Zacherl, Mario Kotaska, Torsten Lehmann, Carsten Dorhs **4.** Samsung Electronics **5.** Demonstration of a stain removal system at the booth of the Siemens Electrogeräte GmbH **6.** The booth of the Liebherr-Hausgeräte GmbH in Hall 2.1 **7.** Visitors are having a view at a dishwasher at the booth of the Miele & Cie. KG **8.** Haier Europe **9.** AEG-Electrolux **10.** The booth of Termikel A.S. **11.** Nespresso Deutschland



The system could be sufficiently advanced for commercial applications in two or three year's time.

OUTSTANDING PRODUCTS AND INDUSTRY HIGHLIGHTS AT THE IFA

• *Slim, attractive and intelligent*

LG Electronics used a 2,700 square meter booth to demonstrate how smart technology and stylish design will merge to create the digital lifestyle of the future. Its particular highlights will be flat screen televisions and home cinema installations.

Slim, attractive and intelligent are the attributes that the exhibitor uses to describe its Full-HD LCD TVs. Like the LG6000, the new LG6100 has the typical red back panel and now has a thickness of only 4.4 centimeters. Its 100 hertz TruMotion system ensures continuity of movement and the perfect TV experience. The intelligent sensor automatically adjusts brightness, contrast and chrominance to the ambient brightness and reduces energy consumption by up to 62 percent.

The HT953TV home cinema system provides the acoustics to match the LG6000/LG6100 series of television sets. As is the case with the televisions, it is a combination of the latest technology and elegant design. The round touch control, part of the Scarlet series, can also be found in the home cinema system and forms a visual unit together with the gently curving lines of the loudspeaker boxes.

• *Smallest pad coffee maker from WMF*

This small, colorful product was constantly surrounded by visitors. With the amazing dimensions of 194 x 132 x 191 mm it is one of the world's smallest pad coffee makers. WMF launched its coffee machines onto the consumer market just two years ago. Built into the WMF 1 are a special cup, water reservoir and cable, making it easy to transport. This little machine is also easy to operate, having only one button. The reservoir has enough water for just one cup of coffee, so consequently the water in the tank can never become stale. Designed for standard pads, the WMF 1 can produce fresh coffee in less than a minute. The compactly designed unit is available in four colors: kiwi (green), berry (red), silver and stone (grey). So much creativity is a sign of success, and the WMF 1 has already won eight design prizes.

FUNAI: IFA OBJECTIVES ALREADY REACHED

"IFA is going very well for us and we achieved our sales target on Monday", says Frank B. McDowell, General Manager of Business Unit Germany for Funai Europe GmbH. Using the slogan "Experience the reality," the company is presenting its current product range, which also includes the first Blu-ray player from Funai. Another product highlight is the new 32-inch LCD television with Clear Pix technology. Like the smaller models, it has a built-in DVB-T receiver and PC port. The experimental models on display offer examples of a wireless HDTV connection between a Blu-ray player and a television set.

LOOKING INTO THE FUTURE: WASHING WITHOUT DETERGENT

One day it might be possible to have washing machines that do not need any water at all, commented one dealer, with regard to this exhibitor's ubiquitous energy-saving ambition. At present no | *continued on page 10* |



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COOL NEW OPTIONS



Liebherr continues its tradition of innovation with the introduction of three new refrigeration products: the 2062 Series of 36" refrigerators, and two new fully integrated 24" refrigerators, the HC 1011 and HC 1060.

Liebherr has reinvented the 36" refrigerator with the 2062 series. Available in freestanding and integrated models, these premium refrigerators provide nearly 20 cubic feet of storage capacity. Stylish French doors and double freezer drawers make this appliance a true kitchen showpiece.

The PremiumPlus HC 1011 and HC 1060 are cleverly concealed behind cabinet doors to blend seamlessly with any custom kitchen. On their own either of these 24" units are the perfect food storage solution for smaller space kitchens. Together, they create the SBS 20H1, an impressive 48" side-by-side refrigerator.

Of course, the 2062 series, HC 1011 and HC 1060 exceed ENERGY STAR ratings, and adhere to ActiveGreen, Liebherr's commitment to protect our environment through responsible manufacturing practices. They provide SuperQuiet operation, and innovative features like LED lighting and dual compression systems for the best food preservation. With so much going for them, the only choice you have to make is which of the new Liebherr refrigerators is right for you.

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Design, Quality and Innovation

IFA 2008 EXCEEDS EXPECTATIONS | *continued from page 8* |

one can say whether this is possible. However, a student from Hungary has shown that it is possible to wash clothes without using detergent.

Levente Szabó of Moholy-Nagy University of Art & Design is the winner of the competition run by Electrolux Design Lab. His entry, "E-wash"—a compact washing machine which uses soap nuts instead of detergent—was the one that impressed the jury most. Each year the Electrolux Design Lab competition calls on students all over the world to submit environmentally compatible and commercially viable products and solutions. Over 400 students took part in the fourth of these competitions. As Levente Szabó pointed out to the panel of judges during his presentation, people in India and Nepal have been using soap nuts (*Sapindus mucorossi*) to clean their clothes for centuries. One kilogram of these nuts is sufficient for one person for a whole year. Moreover, the nuts are ideal for anyone suffering from allergies, and are good for washing too. Szabó explained that his initial motivation came from the pollution resulting from washing as well as from the production, transport and packaging of detergent. He began searching for a substance to replace detergent and came across the soap nut, a naturally grown plant that does not adversely impact the natural world. The soap nut tree is one of the most important trees in the tropical and subtropical regions of Asia. Its most important part is its fruit, which has been used for washing for centuries. It grows from Afghanistan to China and can reach a height of 25 meters, with a trunk of from three to five meters in circumference.

A REFRIGERATOR IS NOT GOOD ENOUGH FOR WINE

Refrigerators are available in many different sizes with a wide range of fittings and equipment, but this is not good enough for wine-lovers. They insist on wine storage cabinets with a range of equipment, such as those the Liebherr booth is exhibiting. Wine can only develop its full flavor under the right conditions, and the storage temperature and humidity are two decisive factors. With its compact dimensions—a height of 61 cm and width of 42 cm—the new WKes 653 stainless steel wine cabinet fits perfectly in a dining or living room, on a sideboard or in a bar counter. The temperature can be electronically set with great accuracy to between 5 and 20 degrees Celsius, and the dimmable LED lighting enables the contents to be seen clearly. LED lighting is preferred for wine storage cabinets because it does not produce the ultraviolet radiation of other lighting systems, which reportedly affects the wine. The replaceable active carbon filter eliminates any harmful odors which could affect the quality of the wine being stored. The top-of-the-range Vinidor models have up to three separate temperature zones, each of which can be regulated individually.

IFA REFLECTS THE MARKETS

With everything from giant flat screens to the tiniest TV mobile phones, from mobile media players to complete home cinema—IFA presented fascinating highlights from every area of entertainment. The increased demand for brand name appliances and quality are the basis for its growth. A comfortable lifestyle and the careful preparation of healthy food are both global trends in the home appliance sector. Political and social discussions about CO₂ emissions and climate protection are influencing consumer trends in both of these fields. This show seems to be on the right track to building a successful future. 🦇



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tapping into
technology
as a sales tool.

One of the biggest trends in kitchen design – in design everywhere – is technology. Looking pretty is expected. As design has filtered down to mass products, affluent consumers are moving beyond first appearances and are asking about performance, features and quality.

Independence™ has both brains and beauty.

Miele's new Independence™ Series refrigeration launch proves that brains and beauty go hand-in-hand as its high-tech wizardry helps consumers easily program freshness while its patented RemoteVision™ monitoring uses WiFi to protect their investments.

Here's a quick guide to the Independence™ Series technology and performance innovations. Use them to tap into your customers' need for appliances that do more, save more and are much more durable.

MasterCool™ locks in freshness.

Miele's MasterCool™ controls have a food-driven menu system that are easy to view and understand, so freshness and nutrition is locked in to every SmartFresh™ drawer.

Free lifetime monitoring.

Customers may sign up for Miele's free RemoteVision™ monitoring service when they register the product online at miele.com. Connecting through their home's WiFi network, the refrigerator automatically sends messages to alert customers of any faults for complete peace of mind.



Miele's 30" bottom mount units are rated #1 by Energy Star® for energy savings.



FullView™ extension drawers.



Drop and Lock™ adjustable shelves.

We know your customers are anxious to save energy and to live greener. According to BobVila.com, the first place to look when trying to save energy is the kitchen's biggest guzzler: the refrigerator. Speak to your customers... chances are if their fridge was purchased before 1993, it uses twice as much energy as today's Energy Star® rated models. Here are some tips to help your clients get green and save some green.

helping your customers choose a greener refrigerator.

How to buy an energy efficient refrigerator.

"Consumers who want a greener refrigerator should first look for an Energy Star® model," states Matthew Kueny, Senior Product Manager, for Miele. "Secondly, and more importantly, to make a real impact, they should not keep their old units in the basement or garage. Since refrigerators run regardless of their contents, maintaining a second unit erases any energy savings achieved with the new unit."

How can consumers be greener?

"Same thing Mom used to tell you – don't stand there with the door open," states Kueny. "In fact, our RemoteVision™ technology will raise an alarm if you do leave the door open too long. Save more energy by activating Miele's SuperCool™ feature while loading groceries, as the refrigerator will work quicker to get back to its optimal cooling temperature."

Miele is ranked #1 for energy savings!

Energy Star® rates the Miele Independence™ 30" bottom mount (models 1811 and 1801) as the most energy-efficient, proving 33% more efficient than the current federal standard. In fact, Miele's entire Independence™ Series is Energy Star® qualified and uses high-performance dual compressors, improved insulation and more precise temperature and defrost technology to boost efficiency.

Choose longevity.

According to Carmen Mateo, kitchen designer with The Green Home Center in San Francisco, California, "If you buy a product that has a longer life cycle, then it will not go to the dump site as often." A Miele Independence™ Series refrigerator is engineered to last 20+ years – more than 7 years longer than the average refrigerator. And most of its quality parts are recyclable after its useful life is completed.

For more information ☎ 800.843.7231 🌐 miele.com



KUPPERSBUSCH WINS 4 ADEX AWARDS

Kuppersbusch USA is proud to announce it has been honored with Four of Design Journal's annual ADEX Awards recognizing design and engineering excellence. The ADEX award program is the largest, most respected competition for the architectural design industry. Industry professionals recognize the ADEX awards as a symbol of superiority, representing first-class product design.


The Induction Wok won a gold level award. The Induction Wok uses electromagnetic energy to heat the wok itself, a faster, safer, cooler and more efficient form of cooking. When the unit is turned on, the coils produce a high frequency, alternating magnetic field, which flows through the cookware quickly and evenly, stimulating the molecules in the cookware to move back and forth rapidly, thus creating friction, which creates heat to cook. Unlike traditional cooking surfaces that heat up and stay hot long after the meal has been prepared, the concaved black glass-ceramic surface of the Kuppersbusch Wok stays cool to the touch as it is unaffected by the magnetic field.

Also winning a gold level award was the EEB6600 oven. As with all Kuppersbusch ovens, cooking odors are a thing of the past. Our exclusive "okotherm" catalytic convection process breaks down grease, odors and smoke into water vapor and CO₂. The patented "okotherm" oven virtually cleans itself, while at the same time creating a healthier, cleaner and odor-free kitchen environment.

Winning a platinum award this year was the Matrix Cook Top Series. Each individual component of the Matrix collection was created as an independent element that can stand-alone or interact with the complete collection. The universal connecting strip allows a virtually unlimited combination of culinary interpretation. With the Matrix collection, the homeowner is no longer locked into a static or rigid cooking system. With the Matrix collection, the homeowner has the freedom to design their cooking environment to meet their personal cooking style. Combine a pair of 12"; 2-burner gas elements with a 12" contact grill, or combine a 32" 5-zone, sensor touch cooktop with an induction wok element. The combinations are endless.

Finally, also winning a platinum award is the Honeycomb Cook Top Series. These cook tops can be fitted flush into virtually any countertop material and provide unmatched design flexibility. Just choose the number and type of cooking zones you require, and then create your own ideal layout. The controls for all of the cooking zones are located on a separate honeycomb which may be placed anywhere in the design. The sensor touch controls and true pan recognition combine to make cooking a pleasure.

Founded in 1875, Kuppersbusch has refined and perfected its production capabilities without turning its back on traditional craftsmanship and attention to detail. Dedication to a design philosophy grounded in a simple desire for quality over quantity has fostered a revolution in high design that is recognized the world over. Today, the Kuppersbusch name has become synonymous with quality, design, variety, and flexibility. Kuppersbusch has integrated fashion, function and technology to create unique kitchen environments that are designed to reflect the lifestyle and personality of the homeowner.

Kuppersbusch products are available only through Architects, Interior Designers and select Kitchen Specialists. For additional information or for a location near you, please contact Kuppersbusch USA at 800.459.0844 or visit our website at www.kuppersbuschusa.com. 

Kuppersbusch

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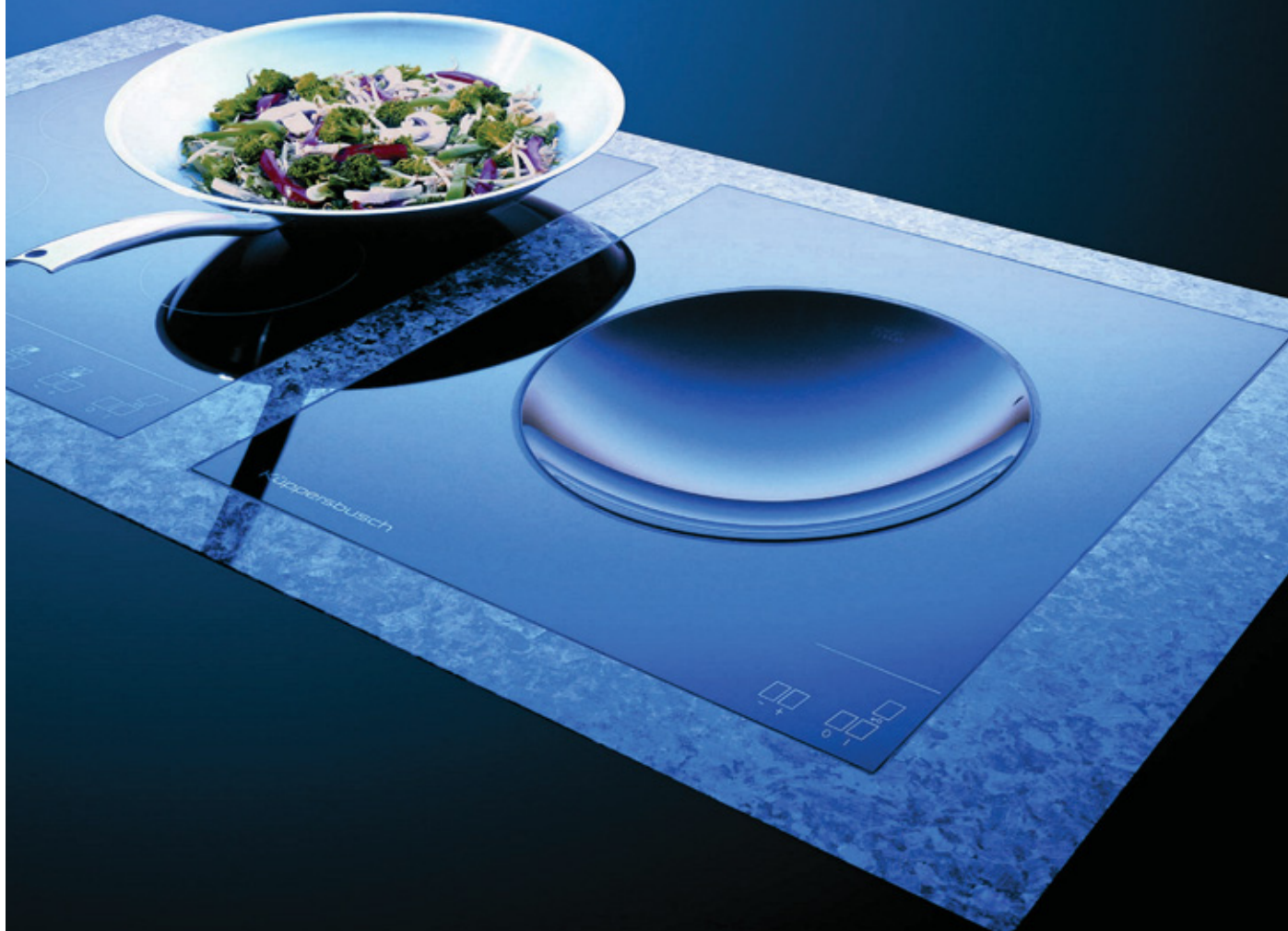
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The Induction Wok by Küppersbusch uses electromagnetic energy, a faster, safer, cooler and more efficient form of cooking. This exclusive advanced cooking system with built-in simplicity is perfect for the amateur chef or consummate gourmet. Award winning styling, Sensor-Touch controls, Child-Safety Lock, Pan-Detection and 9 level power settings are the benchmarks of Küppersbusch technology and style. Küppersbusch products are available only through Architects, Interior Designers and select Kitchen Specialists.

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NKBA PARTNERS WITH ACTEVA TO OFFER EVENT SERVICES TO MEMBERS

NKBA The National Kitchen & Bath Association's new affinity program from Acteva enables NKBA members to offer online registration solutions to chapter events.

The National Kitchen & Bath Association (NKBA) is proud to announce a new partnership with Acteva. As the leading online registration and payment solution for over 10 years, Acteva automates the entire event registration process and brings it online where it can be easily and securely accessed by organizers. NKBA members are now able to take advantage of these services for organizing local NKBA chapter events at a special rate.

This preferred online registration solution is now available to NKBA chapters so they can register attendees and members for upcoming meetings, conferences, seminars, and more. "Acteva has made registration for our chapter meetings and events much easier for our members and has cut down on the paperwork our treasurer has to do," said Annette Starkey, CKD, and President of the NKBA California Capitol Chapter. "The number of walk-ins has been reduced, making it easier to plan events. Our meeting sponsors and venue providers appreciate knowing the accurate headcount we can provide by using Acteva. It's well worth the relatively low cost."

"Our chapter has more than 100 attendees at each meeting; at Christmas we had over 200. With Acteva, I can create custom registration lists with all past information easily accessible," said Barbara Shelton, AKBD, and Treasurer of the NKBA Georgia Chapter. "Probably 90 percent of our members use Acteva's online registration."

According to Ed Lemire, Executive Vice President of Acteva, "We are thrilled to provide this affinity program to members of the National Kitchen & Bath Association. Associations are an important part of our customer base and this new relationship with the NKBA is an exciting opportunity to introduce our solution to more chapters across the U.S."

ABOUT THE NATIONAL KITCHEN & BATH ASSOCIATION

The National Kitchen & Bath Association (NKBA) is a non-profit trade association that owns the Kitchen/Bath Industry Show & Conference (K/BIS®). With over 40,000 members, the NKBA has educated and led the kitchen and bath industry for more than 45 years. The mission of the NKBA is to enhance member success and excellence, promote professionalism and ethical business practices, and provide leadership and direction for the kitchen and bath industry worldwide. For more information, visit the NKBA Press Room at NKBA.org/Press or call 800-THE-NKBA (843-6522).

More information on Acteva is available at www.Acteva.com

HAIER AMERICA JOINS THE METROPOLITAN HOME SHOWTIME HOUSE

HAIER PRODUCTS TO BE FEATURED IN LUXURY SHOWHOUSE IN NEW YORK

Haier

New York, September 2, 2008—Haier America, a leading manufacturer of home appliances and electronics,

will be featured in one of the room designs of the new Metropolitan Home Showtime House, the ultimate multimedia showhouse, located in New York's exclusive Gramercy Park neighborhood.

Metropolitan Home and Showtime have joined some of the world's most talented designers to transform a \$20 million, 8,800-square-foot Greek revival town house into a chic, upscale residence. Haier has joined the party by supplying a number of compact appliances for the top floor's lounge area.

"This is a unique opportunity for Haier to showcase our products," said Richard Block, vice president of marketing for Haier America. "The Metropolitan Home Showtime House allows us to showcase the breadth of Haier products in a unique setting."

Haier products featured in the project include a 24-Bottle capacity wine cellar, a beverage center, a cup-at-a-time coffee dispenser and maintenance free refrigerated cooler, which will adorn the bar area in the lounge. Prototypes of Haier's front-load washer and dryer will also be part of the home.

The Metropolitan Home Showtime House will launch Tuesday, September 9th with a VIP gala featuring the magazine's editors and showhouse designers and then open to the public for tours September 13–October 26, 2008. Tour tickets are \$25.00 and all proceeds from the showhouse will benefit the non-profit, Happy Hearts Fund. For more information about tickets, tours and events, please visit www.methome.com/showtime.

ABOUT HAIER AMERICA

Haier America, founded in 1999, is the Sales and Marketing arm for the Western Hemisphere for the Haier Group. Headquartered in the Haier Building at 1356 Broadway in New York, Haier America is a leader for room air conditioner, compact refrigerator, and wine cellar sales, as well as a leading force in home appliances, compact laundry, compact freezer and HDTV sales. Haier America is an Official Marketing Partner and the Official High Definition Television of the NBA.

For more information about Haier America, please visit www.haieramerica.com.

DACOR® PROMOTES STEVE JOSEPH TO VICE PRESIDENT OF MARKETING

dacor Dacor®, market leader in luxury kitchen appliance design, manufacturing and distribution, today announced that Stephen Joseph has been promoted to Vice President of Marketing. In this new role, Joseph will be responsible for all aspects of managing the marketing department, including advertising, e-marketing, direct marketing, trade relations and field sales support with a focus on positioning the company for future growth, strengthening the Dacor brand, and building relationships with customers.

“We are very proud of Steve’s growth as a professional and are excited about the new heights to which his leadership will take the Dacor marketing team,” said Elaine Chaney, Senior Vice President of Marketing and Sales. “Steve has a strong thirst for attaining greater insight into our customer and along with his impeccable work ethic, he will be highly instrumental in leading the advancement of Dacor’s future and I look forward to working closely with him in his new role.”

During his nine years with Dacor, Joseph has been influential in the success of many key initiatives throughout the company. His exceptional customer orientation and product knowledge are

critical to the organization as Dacor continues to bring new, innovative products to market. Since joining the company, Joseph has held positions in operations, information technology, and service; and most recently served as Director of Interactive and Direct Marketing within the marketing department.

Joseph holds a Bachelor of Science in Business Management from Pepperdine University. He and his wife Nicole are expecting their first child in September.

GE MONEY AND PROFESSIONAL AUDIO-VIDEO RETAILERS ASSOCIATION LAUNCH NEW CONSUMER FINANCE PROGRAM



GE Money



GE Money and the Professional Audio-Video Retailers Association (PARA), a division of the Consumer Electronics Association, announced a multi-year agreement to provide consumer financing through PARA member retailers.

The private label credit card program, managed by GE Money’s Sales Finance unit, provides attractive, consumer financing programs and special credit promotions that make it easy for | *continued on page 18* |

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retailers to drive initial and repeat audio-visual equipment sales. Key benefits of the financing program include no annual fee, no down payment required, 24-hour online account access, everyday no-interest promotional financing and low minimum monthly payments.

“Many consumers utilize financing for their audio-visual purchases,” said Kerry Moyer, director of PARA. “The GE Money credit card program will provide PARA dealers customers’ with what they are requesting: a payment option with unique promotional terms created just for them that lets them stay within their monthly budgets.”


“Consumers are becoming increasingly knowledgeable about electronics products that make life easier and more enjoyable,” said Louis Pagliarini, vice president of sales for GE Money - Sales Finance’s Consumer Electronics division. “Likewise, they are also smarter when it comes to financing options that help them enjoy the products they want with credit terms that work best for them and their finances. The PARA financing program is a great solution for savvy retailers who want to meet those customer needs while driving growth and traffic for their businesses.”

ABOUT PARA AND THE CONSUMER ELECTRONICS ASSOCIATION

The PARA Division of the Consumer Electronics Association is home for more than 250 professional audio, video, home theater, and custom electronics specialty dealers. These members share a common interest in continuing education, maintaining competitiveness, enhancing the marketplace, and improving financial performance. The PARA Division helps members grow their business skills through education and fosters professional relationships with their suppliers in the manufacturing community.

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$161 billion U.S. consumer electronics industry. More than 2,200 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES—Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA’s industry services. Find CEA online at www.CE.org.

ABOUT GE MONEY

With more than \$200 billion in assets, GE Money, a unit of General Electric Company, (NYSE: GE) is a leading provider of retail banking and credit services to consumers and retailers in more than 50 countries around the world. With more than 130 million global customers, GE Money, based in London, UK, offers a range of financial products, including private label credit cards, personal loans, bank cards, mortgages, debt consolidation and home equity loans and credit insurance. More information can be found at www.gemoney.com. GE Money’s Sales Finance unit, based in Kettering, Ohio, provides private label credit card programs and financial services for consumers through dealers; national, regional and independent retailers; associations; contractors; manufacturers; healthcare practices; and service providers in more than 20 industries including: automotive, consumer electronics and appliances, elective health care, floor covering, home design and improvement, home furnishings, jewelry, marine, music, powersports, outdoor power equipment, recreational vehicles, sporting goods and travel. For more information, visit www.ge.com. 



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Marvel Dual Zone Wine Cellar

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

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

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

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FAGOR DEBUTS "BLACK ART" REFRIGERATOR

Fagor America has introduced a new and exciting refrigerator to its major appliance line called "Black Art".

Taking a bold step beyond traditional white good design, Black Art is a contemporary interpretation of the domestic refrigerator. Functionality and aesthetics align to create this product which boasts a most sought-after column design complimented by a unique reflective finish.

For those that envision their kitchen as a captivating destination, Black Art is an ideal choice to suit your needs. Bold in design and striking in profile, Black Art is as functional as it is beautiful.

The reflective finish is subtle yet striking. The refrigerator will adopt the look of its surroundings, blending harmoniously into any kitchen design or color scheme. In addition to beauty, the finish is kept beautiful with a simple swipe of a moist cloth or paper towel- no harsh chemicals are necessary to preserve its good looks.

The "slim" column design enables the refrigerator to fit flush into a 24" deep installation cutout, allowing for installation that integrates beautifully with surrounding cabinetry. The size is perfect for condos and apartments in urban areas or where kitchen space may be limited. The doors can be installed interchangeably to open from either side, creating a custom fit in your kitchen. Two units may also be installed side by side for added flexibility.

In addition to the refrigerator's bold design, it's also the healthiest refrigerator in the market. Featuring a unique BIO Filter that retains mold and bacteria from the circulating air, it eliminates odors and preserves food longer. An antibacterial drum prevents micro-bacteria from growing in the refrigerator. Independent drawers allow for two unique temperature environments within the refrigerator, one ideal for keeping vegetables crisp, and one for meats and seafood storage at an ideal level of moisture.

The exclusive No-Frost System distributes itself throughout the entire refrigerator, not just the freezer; making the unit different from any other competitive product available in the marketplace. This convenience feature drastically reduces the condensation level within the unit and eliminates the need to periodically de-frost in order to free it from heavy ice build up.

Other unique features include vacation mode. This energy-saving setting will allow you keep your freezer functioning normally while dropping the temperature of the empty refrigerator space and keeping it just cold enough to prevent odors and bacteria from forming.

Two other notable features are fast cooling and super-freezing capabilities. These settings temporarily lower the refrigerator or freezer temperature in order to allow you to introduce large quantities of food to the unit at once. By doing so, you maintain a constant temperature and avoid internal temperature from rising too high to accommodate for newly introduced items.

Suggested retail price for the new "Black Art" refrigerator is \$2499.00 USD.

For more information, please visit: www.fagoramerica.com, or call 201.804.3900. 



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TWO DOOR STYLES—ONE STYLISH REFRIGERATOR

Stainless steel appliances are still king in the kitchen. However, many homeowners are now opting for a cohesive, fully-integrated design which blends the appliances into surrounding cabinetry. It can be very costly to achieve these two popular looks during a short amount of time, so homeowners are typically left with the look of their original choice or dipping further into their personal savings. Perlick, manufacturer of luxury undercounter refrigeration products, now gives homeowners the choice between both styles - all in one door - with its Convertible Door design. Featured on all Signature Series and C-Series models, the Convertible Door can transform from a stainless steel door into a wood overlay or vice versa with ease. Now, homeowners aren't set on the look of their kitchen and can alter the entire design of a room with a quick and simple fix. "The Convertible Door design allows the homeowner flexibility of design in that the door can be switched from stainless to wood overlay simply by removing the stainless overlay and installing the wood overlay," explains Jeff Wimberly, Director of Sales and Marketing for Perlick's Residential Products. "The stainless form is designed as a 3/4" wood door would be, thus making it convertible with the typical 3/4" wood panel. Another design innovation by Perlick..." Celebrating over 90 years of excellence, Perlick is the leader in commercial bar and beverage refrigeration and dispensing equipment. The Perlick brand can be found in the finest restaurants, bars, stadiums, hotels and resorts in the world and is now available for those who want the ultimate entertainment suite for the home.

The Perlick product line includes both indoor and outdoor undercounter refrigerators, wine reserves, freezers, freezer and refrigerated drawers, clear ice makers and beer dispensers as well as countertop blender stations, cocktail centers and liquor displays. For more information about the Perlick product line, contact Perlick at (800) 558-5592 or visit www.perlick.com. 🦇



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WHEN IT DOESN'T EXIST ... PERLICK INVENTS IT.

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TRASH COMPACTORS REDUCE TRIPS TO CURB AND LANDFILL



According to industry research, by compacting household trash, the average family can produce 80 percent less waste by volume.

“The Broan® Elite and Broan Elite XE trash compactors are at the top of the list with a compaction ratio of 6-to-1 and that means significantly fewer trips to the garage or curb with the trash,” according to Karen Formico, marketing manager, specialty products, Broan-NuTone. “Compacted trash reduces the volume for garbage pick-up, which provides not only a cost savings for consumers who pay by the load, but also reduces transportation costs for the garbage collection companies. Reducing the volume of trash also helps the environment by using less space in our landfills.”

According to Formico, Broan trash compactors are now available with new features and accessories, making them even more efficient and easier to use.

The new Broan Elite and Broan Elite XE models feature revolutionary performance, from a three-quarters horsepower motor (almost double the industry standard) and a storage capacity of 1.5 cubic feet. A right- or left-hinged field-adjustable swinging door allows complete access to the entire unit for easy cleaning and bag changing, as well as a drop-down bucket to facilitate simple removal of a full trash bag. Heavy duty, ball bearing drawer slides make the trash bucket glide out even when full.

The Broan Elite XE is manufactured with Microban® antimicrobial protection, which provides consumers with an added level of protection and cleanliness by continuously fighting the growth of bacteria in the kitchen. The XE model also features an automatic odor control disc, which chemically reduces garbage odor by neutralizing it rather than just filtering it. After 30 days, the unit automatically advances the disc to expose a fresh odor-control element, of which there is a six-month supply. Just two discs provide continual odor control for an entire year. The Broan Elite model features the same odor-control disc with manual advance.

Additional attributes for the new Broan Elite and Broan Elite XE trash compactors include insulated and sealed doors, which further reduce the compacting sound. The units also feature a powder-coated finish and fully integrated doors with hidden controls and child safety locks. The units are available in classic black, white or stainless steel to complement a variety of kitchen décor as well as custom doors that accept either custom cabinet inserts to match homeowners' kitchen cabinetry or tile, which allows homeowners to match their backsplash, countertop or floor for a truly unique look. Integrated trash bag storage in both models allows for convenient access to replacement bags and a safety interlock prevents operation when the door is open.

For more information about the Broan Elite and Broan Elite XE trash compactors, please visit www.Broan.com. 🦇

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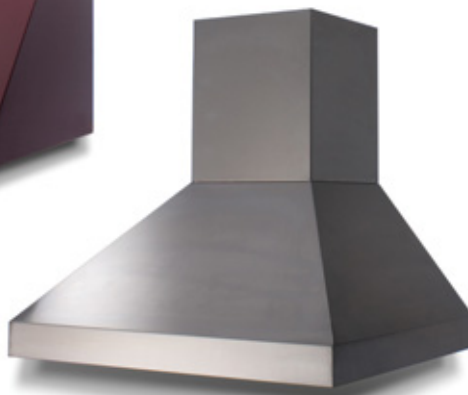


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BLUESTAR™ LAUNCHES TWO LINES OF HIGH-PERFORMANCE HOODS

PRO-LINE AND PYRAMID HOOD LINES AVAILABLE IN 190 STANDARD COLORS




BlueStar™, the manufacturer of high-performance gas ranges and cooktops for the residential market, announced the launch of two lines of ventilation hoods for the home—BlueStar Pyramid Hoods and BlueStar Pro-Line Hoods.

Both BlueStar hood lines are available in 30", 36", 42", 48", 54", 60", and 66" width sizes and peak at 1200 CFM. While the lines feature similar performance capabilities, the Pro-Line hood offers a more traditional, restaurant-style appearance, while the Pyramid hood has a more designed, chimney aesthetic. Both models are available in 190 standard colors—so consumers can match their hoods to the color of their range and kitchens.

"Any time we introduce a new line of BlueStar products, our overriding objective is to deliver well-constructed products that perform at the highest level. When you're thinking about ventilation, the most crucial performance elements are the quality of the steel and construction, the air capture, and the CFM power. BlueStar hoods use commercial grade 18-gauge 300 stainless steel construction, are available in 6" increments up to 66", and deliver up to 1200 CFM. And what's become a BlueStar trademark, our hoods are available in 190 standard colors—the most in the industry," said Keith Wolf, BlueStar's Vice President of Marketing.

BLUESTAR HOOD FEATURES INCLUDE

- Available in 30", 36", 42", 48", 54", 60", and 66" width sizes.
- Pro-Line: 30" and 36" models available in 600 or 1200 CFM.
- Pyramid: 30" model available in 600 or 1200 CFM. 36" model available in 600 or 1200 CFM.
- 42" and larger sizes available in 1200 CFM.
- Commercial grade 18 gauge 300 stainless steel construction.
- Welded seamless corners.
- Dishwasher safe stainless steel baffle filters.
- Variable blower control.
- Halogen lamps with dimmer control.
- Hidden control knobs.
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TASSIMO BY BOSCH EARNS THE GOOD HOUSEKEEPING SEAL

MAGAZINE'S RENOWNED CONSUMER WARRANTY BACKS THE TASSIMO BY BOSCH

Premium appliance manufacturer Bosch and beverage industry leader Kraft Foods are proud to announce that the TASSIMO Brewer by Bosch received the Good Housekeeping Seal. The seal is a highly recognized emblem of the magazine's consumer policy and promises a refund or replacement for defective products within two years of purchase. Joining all Bosch refrigeration, dishwashers, ceramic electric cooktops, and Nexxt® laundry, the TASSIMO is the only on-demand hot beverage system to receive the seal.

The New TASSIMO brewer by Bosch gives you the widest range of hot beverages at the touch of a button - coffees, cappuccinos and lattes made with real milk, espressos, cremas, teas and hot chocolate. Choose from Starbucks® coffee and over 40 other varieties from the world's finest brands. The TASSIMO patented barcode technology ensures a perfectly brewed cup every time. A unique barcode on each TASSIMO DISC (T DISC) tells the machine how to prepare your chosen beverage using the optimal brew time, temperature and amount of water. Featuring an energy-efficient flow-through water heater that virtually eliminates pre-heat time, the sleek and space-saving design of the new TASSIMO machine by Bosch makes it highly versatile and convenient.

ABOUT BOSCH

Bosch home appliances is part of BSH Bosch and Siemens Home Appliance Group, the third largest appliance manufacturer in the world. Inspired by the lifestyle of today's discerning consumers, all Bosch products combine efficiency, quietness, and quality with unrivaled ease of use. Opened in 1997, the company's appliance park in New Bern, North Carolina is comprised of state-of-the-art factories for washers, dryers, dishwashers, ranges, ovens and cooktops. Known worldwide for raising standards in efficiency and quietness, Bosch is the only US manufacturer with entire product lines of ENERGY STAR® qualified dishwashers, washers and refrigeration. Bosch appliances regularly receive industry and consumer awards. In fact, Bosch dishwashers have earned the highest ranking in J.D. Power and Associates' Major Home Appliance Customer Satisfaction Study for two consecutive years. For more information, please visit www.boschappliances.com or call 800.921.9622 to request a catalog. 



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MICROSOFT, SONY AND FORD CEOS TO KEYNOTE THE 2009 INTERNATIONAL CES

MICROSOFT'S STEVE BALLMER, SONY'S SIR HOWARD STRINGER AND FORD'S ALAN MULALLY TO DELIVER 2009 CES KEYNOTES AT THE VENETIAN

The Consumer Electronics Association (CEA)[®] announced today that the chief executives of Microsoft, Sony and Ford will deliver keynote addresses at the 2009 International CES[®]. Produced by CEA, the 2009 International CES, the world's largest consumer technology tradeshow, is scheduled for January 8-11, 2009, in Las Vegas, Nevada.

"These exciting keynote speakers demonstrate that the 2009 International CES is the hub of activity in the consumer electronics, entertainment content, and automotive industries," said CEA President and CEO Gary Shapiro. "Steve Ballmer and Sir Howard Stringer are driving forces behind the continued growth of the consumer technology industry. Alan Mulally is a true visionary spurring technology innovation in the automotive market. These leaders are changing the way technology is being incorporated into new markets, and CES attendees will all benefit from these keynotes unveiling the next generation of technology."

Steve Ballmer, CEO, Microsoft Corp., will deliver a pre-CES keynote address on Wednesday, January 7, 2009, at 6:30 p.m. Sir Howard Stringer, Chairman and CEO, Sony Corporation, will kick off the 2009 International CES at 8:30 a.m., Thursday, January 8, with an opening keynote address, following a State of the CE Industry Address delivered by Gary Shapiro, president and CEO, CEA. Alan Mulally, president and CEO, Ford Motor Company, will round out the first day of the 2009 CES with an afternoon keynote at 4:30 p.m. Thursday. All keynotes at the 2009 International CES will be held in The Venetian's Palazzo Ballroom.

Steve Ballmer joined Microsoft in 1980 after being the first business manager hired by Bill Gates, and was named chief executive officer in 2000. With Microsoft's goal to provide an integrated platform to enable a seamless experience across a range of computing and non-PC devices and services, Ballmer is focused on continuing Microsoft's innovation and leadership across the company's seven businesses. He is known for his unique leadership style and strong passion for the technology industry.

Sir Howard Stringer has been chairman and chief executive officer of Sony Corporation since June 2005. He is also a representative corporate executive officer of Sony Corporation. Additionally, Sir Howard serves as chairman and CEO of Sony Corporation of America, as well as corporate head of Sony Corporation's Entertainment Business Group. He is a member of the board of directors of Sony Corporation, and is a Board member of Sony BMG Music Entertainment and Sony Ericsson. He joined Sony Corporation in May 1997. Prior to joining Sony, Sir Howard had a distinguished 30-year career as a journalist, producer and executive at CBS Inc.

Alan Mulally joined Ford Motor Company as | *continued on page 32* |



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president and CEO in 2006, after serving as executive vice president of The Boeing Company, and president and chief executive officer of Boeing Commercial Airplanes. Mulally is known for his innovation and focused leadership, and is implementing an aggressive plan to transform Ford into a lean, global enterprise that delivers products and technologies that customers want and value. He was named "Person of the Year" in 2006 by Aviation Week magazine and one of "The Best Leaders of 2005" by BusinessWeek magazine.

The 2009 International CES will feature more than 2,700 exhibitors introducing the latest consumer technology products throughout 30 product categories including digital entertainment, high performance audio, digital imaging, electronic gaming and more. For more information and to register to attend the 2009 International CES visit www.CESweb.org, the interactive source for CES information.

ABOUT CEA

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

Follow the 2009 International CES on Twitter at <http://twitter.com/2009CES> and visit the International CES Page on Facebook.

2009 INTERNATIONAL CES FAST FACTS

WHEN:

Thursday, January 8-Sunday, January 11, 2009

WHERE:

Las Vegas, Nevada


OFFICIAL SHOW LOCATIONS:

- Las Vegas Convention Center (LVCC) and the Las Vegas Hilton
- Sands Expo and Convention Center/The Venetian (Sands/Venetian)

WHAT TO SEE:

- More than 2,700 exhibitors
- 30 product categories
- 20 TechZones
- More than 1.7 million net square feet of space
- More than 200 conference sessions and 500 speakers

WHO CAN COME:

The International CES is a trade-only event, open only to professionals within the consumer electronics (CE) industry. As this is a business event, consumers are not eligible for admittance. 



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Built Strong to Last Long

CHRISTINE CLIFFORD BECKWITH TO PRESENT “THE ART OF SELLING TO YOUR RETAIL SERVICE CLIENT” AT NARMS SPRING CONFERENCE

Christine Clifford Beckwith, author of *You, Inc.—The Art of Selling Yourself*, will be presenting as a Keynote Speaker at the 14th Annual NARMS International Spring Conference Annual Meeting & Exposition next April. Written along with husband, Harry Beckwith, her newest book was named a “Notable Book of 2007” by the American Booksellers Association. Ms. Beckwith will appear on the NARMS program on Tuesday, April 7 at the Closing General Session.

For eight consecutive years as the retail services industry’s top salesperson, Christine directed key accounts including Target, Toys R Us, and Revlon; leading her company to over \$54 million annual sales and the signing of the industry’s record account with Procter & Gamble.

Ms. Beckwith has been featured in *Better Homes & Gardens*, *MORE*, *American Health*, and *Golf Digest* and has appeared on Lifetime’s *New Attitudes*, *CNN Live* and the *Leeza Show*. After being diagnosed with breast cancer in December, 1994, Christine went on to write five award-winning books of her life-changing experience. Today, Christine Clifford Enterprises® is the world’s largest producer of humorous and helpful products for people with cancer.

EVERPURE PARTNERS WITH NEW DISTRIBUTOR

Everpure, LLC, a leading manufacturer of commercial grade drinking water filtration products and water appliances for the home, is pleased to announce its new distribution partnership with Purcell Murray Company. Effective Sept. 1, Purcell Murray will be a Master Distributor for the Everpure Residential product line to all dealers, wholesalers, architects, as well as builders and developers in Arizona, California and Nevada.

“The Everpure team is extremely excited and proud to be working with such a reputable partner,” says Tom Boor, director of sales for Everpure Residential. “Purcell Murray offers a wide range of high-end kitchen products that are the perfect complement to Everpure and the perfect match for the sophisticated, discerning customer.”

Headquartered in Brisbane, Calif., Purcell Murray has been a distributor of premium kitchen and bath products since 1981. The company will now offer Everpure Residential water filtration and water appliance products and provide Everpure dealers and customers with personalized service, assistance and expertise through customer support and product training.

“Today, more than ever, consumers demand more from their tap water. Whether hot, cold, carbonated or still, they want to know that they are providing their families with clean, crisp, great tasting water. Everpure embodies this confidence and the peace of mind that families are doing their part to protect the environment from the immense waste of bottled water. We are very proud to add Everpure to our portfolio of premier appliance brands,” says Tim Murray, president of Purcell Murray. 🦇



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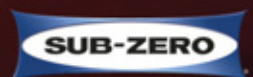
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CEDIA EXPO 2008 SUCCESSFUL DESPITE ECONOMY

BOOST IN ELECTRONIC SYSTEMS CONTRACTOR ATTENDANCE POSITIVE FOR HOME TECHNOLOGY INDUSTRY

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Over 25,000 professionals from the residential electronics systems industry, attended the Custom Electronic Design & Installation Association (CEDIA) EXPO in Denver this week. Despite the economic climate, this year's attendance had a minimal decrease from last year's EXPO of 29,000 attendees. In addition, the number of non-exhibiting professionals in attendance increased along with the number of electronic systems contractors (ESC) taking advantage of CEDIA University training.

"CEDIA leadership was very aware of the implications the economy might have on our members," said Don Gilpin, chief operating officer. "To help offset the impact, CEDIA provided over \$500,000 worth of free education at EXPO."


Over 500 exhibitors, including more than 90 new companies, displayed the latest home technologies and newest products available in the electronic systems integration industry. Professionals in the industry were able to meet the innovative engineers and inventor's first-hand and learn more about the technology to further their knowledge on the products they design and install in consumers' homes.

At the Manufacturers' Action Team meeting held at EXPO 2008, CEDIA member manufacturers offered positive feedback on their experience at this year's show.

"We have been exhibiting at CEDIA EXPO since its inception and this year's show provided the best show day of our CEDIA career," said Larry Pexton of Triad Speakers—FM—.

Over 60 awards were presented to winners of the Electronic Lifestyles® awards— the industry's most prestigious awards — at the annual awards banquet on Saturday, Sept. 6. CEDIA member companies were honored for their design and technology expertise in addition to outstanding strides in product development and technology. A complete list of winners, including outstanding photos of home technology systems, is available at www.cedia.org/awards.

ABOUT CEDIA

CEDIA is an international trade association of companies that specialize in designing and installing electronic systems for the home. The association was founded in September 1989 and has more than 3,500 member companies worldwide. CEDIA Members are established and insured businesses with bona fide qualifications and experience in this specialized field. For more information on CEDIA, visit the association's website at www.cedia.org. 

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SEEN AT THE B CONVENTION

BY MOE

BrandSource mixed business and pleasure at its National Convention & Buying Fair, held in August at the Paris and Bally's hotels in Las Vegas. With a lot of new programs, services and exhibitors, attendees weren't given many opportunities to simply sit around and play slots.

After a full day of regional meetings and seminars, Bob Lawrence and his staff opened the convention with speeches on industry trends and advancements and how BrandSource plans to take charge and use them to their advantage. Bob "Doc" Donaldson kicked off this year's "Stampede" with a larger sampling of specials than in the past.

The evening's rock'n festivities followed as retailers and staff danced to the sounds of Starship & Friends. The lineup included former members of Jefferson Starship (Mickey Thomas), Kool and the Gang, Deep Purple, ELO and The Romantics. Starship was backed up by Stephanie Calvert's vocals, Mark Abrahamian on lead guitar, Jeff Adams on bass, Phil Bennett on keyboards and Darell "Pelican" Verducco on the drums.

On the second day, the group rose early for breakfast and an inspirational keynote address by former Southwest Airlines and Braniff CEO Howard



1. Lou Paige of Spring Air Mattress proves it's a jungle out there **2.** Doc Donaldson leading the Stampede **3.** Ladies, here's the proof **4.** Home Entertainment Source Team **5.** Starship and Friends **6.** The Stampede created a buying frenzy **7.** Chris Hill, Robert Marshall, Anjelica Onischuk, Kevin Wendland, DeWayne McCormick and Doug Reichert of BSH Home Appliances **8.** The Announcement

RAND SOURCE & BUYING FAIR

LASTFOGEL

Putnam, author of "The Winds of Turbulence." The rest of the day was spent in more seminars, and of course, the "Buy Fair." This year's event took up nine meeting rooms, where retailers had an opportunity to speak with reps, see new products, and get assistance from the various divisions on merchandise and services to help their companies grow into the future.

Day three continued much the same as day two with more seminars and last minute shopping at the manufacturers' booths. The day was capped off with a silent auction from which the proceeds benefitted the Butch Dubose Scholarship Fund. The fund was created after Butch, the regional manager for the South Atlantic territory, passed away in 2001. They award five scholarships every year for undergrad/grad students who are either the children of store owners or children of employees.

Bob Lawrence and his staff put on yet another great event for the members of BrandSource, the charities they support and this retail industry to which we all belong.

| continued on page 42 |

9. Laurence Mawhinney of Fisher & Paykel Appliances showing the Liberty line to John Wilson of Wilsons Furniture, Ferndale WA **10.** GE airs out some laundry (Peter Pope and Brian Gruber) **11.** Great minds dress alike **12.** Jeff Davis, Expert Warehouse; Mike Giordano Samsung and Cecil Palma, Airport Appliance, Hayward CA **13.** Wendy Johnson with Starship and Friends **14.** Starship Groupies





15. John Krueger received Regional Manager Award 16. Mike Fox running the silent auction 17. Dennis Bemboom and Mark King of Airking manning their booth 18. Could it have been the shirt, Doc? 19. Sleep Source display designs 20. Product testing 21. Bill Violand and Glenn Wagner of Fuller Brush still knocking on doors but this time from a booth



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INDUSTRY NEWS

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- Solar power used to power lighting in factories
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- RoHS (Restriction of hazardous substances) compliance in process

FABER & RECYCLING

- 95% of the rangehood parts can be recycled
- 100% of packaging can be recycled
- Recycled Styrofoam is used in packaging

OTHER NOTABLE GREEN INFORMATION

- LEED (Leadership in Energy and Environmental Design) is the green building benchmark program worldwide.
- Faber has been used in approximately 15 LEED green building projects
- More LEED projects are specified with Faber for 2008 and beyond
- Faber is now a member of the US and Canadian Green building councils

LOOKING TO THE FUTURE

- New technologies to improve energy efficiency
- Faber is introducing hoods that use energy efficient LED lighting

LOW ENERGY CONSUMPTION

- Very low energy consumption for Faber rangehoods, less than \$10 per year spent on electricity! Examples of annual electricity costs for Faber hoods:

Agio - \$1.14 / **Inca Smart** - \$1.83 / **Cristal HC** - \$1.98 / **Inca HC** - \$2.28 / **Synthesis** - \$2.94 / **Stilo** (or any PRO motor canopy hood) - \$3.90

Note: ran 30 minutes a day on low speed with the lights on, 365 days, using the national average of 9.86 cents per kWh.

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- Besides using very little energy, Faber hoods help keep energy costs down in your home. When operating the rangehood you are keeping cooling costs down. Humidity and heat build in the kitchen when cooking, causing cooling costs to rise. By using a Faber, you are eliminating heat and humidity in the kitchen and keeping cooling costs down.
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2009 NKBA DESIGN COMPETITION TO AWARD OVER \$100,000 IN CASH PRIZES

THE NATIONAL KITCHEN & BATH ASSOCIATION CALLS FOR ENTRIES
IN THE NKBA 2009 DESIGN COMPETITION: ART OF THE INDUSTRY

The National Kitchen & Bath Association (NKBA) is proud to announce that the 2009 NKBA Design Competition: Art of the Industry will be the largest ever for this internationally acclaimed competition, which showcases the finest kitchen and bath projects of the past year.

Recognizing the importance of the competition in our industry, the NKBA has decided to more than double the cash prizes in 2009 to over \$100,000. Of that amount, \$25,000 will be presented to the winner of the Pinnacle of Design Award, which honors the year's top design, representing the peak of form and function. Two new categories have also been added to the NKBA Design Competition for 2009: Best Sustainable Kitchen, sponsored by GE Monogram®, and Best Sustainable Bath, sponsored by Rheem®.

In addition, the NKBA welcomes This Old House® as sponsor of the Best Before & After category and American Woodmark as sponsor for all of the competition's 3D modeling. The NKBA is also pleased to have Sub-Zero®/Wolf®, Miele™, and Dal-Tile® continue as sponsors for the Pinnacle of Design, Best Overall Kitchen, and Best Overall Bathroom awards, respectively.

The competition spans ten categories, from small bathrooms to open plan kitchens, and also includes showrooms and other rooms (e.g. dining areas and non-residential spaces). Each category will have a first, second, and third place winner, as well as an honorable mention.

The ten first place winners will each receive \$2,000, while second place finalists will receive \$1,000, and third-place finishers \$500. In addition, larger cash prizes will be awarded to the six "Best of" award winners:

Pinnacle of Design

(sponsored by Sub-Zero®/Wolf®): \$25,000

Best Overall Kitchen

(sponsored by Miele™): \$15,000

Best Overall Bathroom/Powder Room

(sponsored by Dal-Tile®): \$15,000

Best Before & After

(sponsored by This Old House®): \$5,000

Best Sustainable Kitchen

(sponsored by GE Monogram®): \$5,000

Best Sustainable Bath


(sponsored by Rheem®): \$5,000

The 2009 NKBA Design Competition is open only to members of the National Kitchen & Bath Association, but members do not have to be certified designers in order to participate. The entry deadline is October 20, 2008; designers can download an entry form at NKBA.org/Competition. Prizes will be awarded at the NKBA's 2009 Kitchen/Bath Industry Shows & Conference (K/BIS®) held at the Georgia World Congress Center in Atlanta from April 30 to May 3, 2009.

A panel of 9 NKBA-certified designers will judge each project based on safety and design planning, ergonomics, elements and principles of design, creativity, and presentation, using the NKBA Kitchen and Bath Planning Guidelines (NKBA.org/Books). Photos, floor plans, and design statements of the winning entries from the 2008 competition can be viewed by clicking 2008 NKBA Design Competition Winners at NKBA.org/Consumers.

For additional images or permission to reprint photos and floor plans, please contact Diana Tuorto, NKBA Editorial Services Coordinator, at dtuorto@nkba.org.

ABOUT THE NATIONAL KITCHEN & BATH ASSOCIATION

The National Kitchen & Bath Association (NKBA) is a non-profit trade association that owns the Kitchen/Bath Industry Show & Conference (K/BIS®). With over 40,000 members, the NKBA has educated and led the kitchen and bath industry for more than 45 years. The mission of the NKBA is to enhance member success and excellence, promote professionalism and ethical business practices, and provide leadership and direction for the kitchen and bath industry worldwide. For more information, visit the NKBA Press Room at NKBA.org/Press or call 1-800-THE-NKBA (843-6522). 



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With bold colors, sleek lines and signature doors, the stylish GE Profile™ frontload washer and dryer pair changes the way you look at laundry. And that's just the beginning. The revolutionary SmartDispense™ pedestal holds up to six months of detergent and fabric softener,* then dispenses just the right amount for each load. The StainInspector™ stain removal system treats more than 40 common stains, from grass to grease. And, thanks to the CleanSpeak™ communication system, the washer electronically alerts the dryer to preset dry cycles and helps save time. All together, this laundry pair is the perfect combination of great appearance and innovation to assist your busy lifestyle.

The GE Profile™ frontload washer and dryer pair will be available in July, so act now to add a touch of style and innovation to your sales floor.



*Based on an 8-lb. AHAM load; 10 loads per week, SmartDispense technology pedestal sold separately.



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GE Profile™

For more information on GE Monogram® appliances, please contact:

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- Southwest: Jim Skaggs at 480.367.2913

SALAZAR-HARPER WILL ASSIST RENTDIRECT AT THE NATIONWIDE RENTAL COALITION CONFERENCE



RentDirect Nationwide announced that Mamie Salazar-Harper and her firm, M Rentals, Inc. will be providing legislative planning and consultation services to the Nationwide Rental Coalition (NRC).

Mamie Salazar-Harper, President and CEO of M Rental, Inc. is a veteran rent to own dealer based in El Paso, Texas. After more than 20 years in the rental purchase industry, she recently sold her RTO business to focus on the challenges of achieving favorable state and federal legislation on behalf of the RTO industry.

Harper will begin coordinating plans for the NRC national legislative conference scheduled in Washington, DC, on April 21-23, 2009. She plans to utilize her experience testifying before Congress to help industry members and vendors including the NRC garner the support needed on Capitol Hill to get crucial legislation passed. Her primary focus will be to build support and a heightened push for HR. 1767 and its companion bill S.1012.

The legislative conference was officially announced earlier this month and again at the August PrimeTime! convention and buying show in Las Vegas, Nevada. Support for the

NRC from members and vendors who attended the show was overwhelming and nearly 100 pre-registered for the event. RentDirect Nationwide was pleased to announce that it will cover the expenses of lodging for the first 200 industry members and vendors who choose to participate in this new endeavor.

For more information, please contact James MacAlpine, Executive Director of RentDirect Nationwide at (336) 722-4681 or by email at jamesm@nationwidegroup.org.



Mamie Salazar-Harper,
President and CEO of M Rental, Inc.

ABOUT NATIONWIDE RENTAL COALITION

The Nationwide Rental Coalition is an exclusive member benefit of RentDirect Nationwide. The NRC provides RentDirect members and vendors opportunities to support industry legislative initiatives at all levels of government. RentDirect Nationwide is the rent-to-own division of Nationwide Marketing Group, the largest buying and marketing organization for appliance, electronics and furniture independent retailers with more than \$11 billion in volume and 2800-plus members operating some 8,000 retail storefronts across the country.

NATIONWIDE MARKETING GROUP PARTNERS WITH REACHLOCAL

INCREASE IN CONSUMERS SEARCHING ONLINE TO PURCHASE PRODUCTS AND SERVICES OFFLINE


Nationwide Marketing Group (NMG) has recently announced an extensive collaboration with ReachLocal, a leading national Internet advertising firm for local businesses.

“ReachLocal understands what it takes to be successful online,” said Executive Vice President Les Kirk of Nationwide Marketing Group. “Our members will now have access to search advertising campaigns and marketing consultants to educate and guide them through the complexity of search marketing.”

With an increased number of people utilizing search engines to research their buying options, more businesses are looking for ways to target these consumers. The ReachLocal-Nationwide agreement provides turnkey Internet advertising solutions to NMG members so they can effectively reach this market through search engine advertising.

“Our collaboration with Nationwide Marketing Group will help Nationwide’s member dealers leverage the Internet as a cost-effective way to reach, educate and interact with the thousands of local consumers who are online seeking the very products and services that they have to offer,” said Stewart Hamel, National Sales Manager for ReachLocal.

Several studies have shown that U.S. businesses will respond to the projected 26 billion local searches in 2010 by spending between \$3 billion to \$6 billion in local search advertising. In fact, Jupiter Research stated that they expect the Internet to influence nearly half of all retail sales by 2010.

To find out how many searches occur in your city each month or how online advertising can increase your sales, call ReachLocal at (877) 318-2180 x 139 or go to www.ReachNationwide.com. 

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BRAND SOURCE SERVICE ANNOUNCES GROWTH MILESTONE

SERVICE DIVISION OF AVB/BRAND SOURCE REACHES MEMBERSHIP MILESTONE
AND ALIGNS WITH MARCONE'S PICTURE PERFECT SERVICE COMPANIES

Brand Source Service, the service division of AVB/Brand Source announced that a membership milestone of over 285 has been reached. Brand Source Service (BSS) is knitting its membership, comprised solely of independent appliance service companies, into a marketable, national service network.

"Brand Source Service is the appliance service industry's only national network of its type. It gives consumers, manufacturers, third party administrators and retailers a badly needed second option for an all brand, national service solution," said J.R. Zirkelbach, Director of Brand Source Service. "This concept has been received with open arms by independent service companies all over the country.

In addition, several manufacturers who are currently forced to use an entity they compete with, or who are struggling to build their own network from the ground up, have enthusiastically embraced what we are doing and have lent their support."


Brand Source Service is being marketed to consumers through its toll free number, 877-GO-BRAND,




J.R. Zirkelbach
Director of Brand Source Service

hundreds of millions of newspaper tabloids distributed in newspapers throughout the country, the soon-to-be re-launched www.brandsource.com (expected to be the industry's leading e-tail site for appliances and electronics), and the local marketing efforts of hundreds of BSS members.

As an example of the advancements that BSS has made in the industry, Brand Source Service aligned with Marcone Supply and their Picture Perfect Service Network (PPSN). PPSN is made up of service companies that have demonstrated high scores in key performance indicators and displayed other marks of professionalism with manufacturers and consumers.

"Brand Source Service utilizes a number of the products and services Marcone has to offer to strengthen the independent servicer. BSS's alignment with Picture Perfect Service Network is the latest example of their commitment to a quality service solution, and we're excited to be able to provide our PPSN companies with this opportunity," said Rick Vogel, Vice President with Marcone Supply. 

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THE ART OF RETAIL LIGHTING

HOW YOUR STORE'S LIGHTING AFFECTS AND INFLUENCES THE BUYER'S EXPERIENCE

If there was one element in your store that could soothe your mind, excite your soul, and comfort your body what would it be? Your lighting. So many times when I visit a store to do a design site survey there is always one item in the store that stands out; poor lighting. Many stores use fluorescent lighting as the main light source in the store. What many people do not realize is that fluorescent bulbs lose their efficiency over time. If your lighting is on an average fifteen hours a day it will lose approximately 30 to 40 percent of its efficiency over a 12 to 18 month period. Many major retail chains will relamp their stores as part of their annual maintenance program. The stores that I visit seem to only replace bulbs when they burn out. So take a look at your current lamps and if they have not been replaced recently you may want to consider relamping.

How important are foot candles or the light level in your store? Actually, very important. Light levels are generally different for high, medium and low activity areas. Let's say you have an appliance store with an area for nice kitchen vignettes.

This store should have two activity areas. A high or medium area for the core product display and a low activity area for the kitchen vignettes. The high or medium area should have foot candles of 70 to 90 and the low activity area 20 to 40 foot candles. In lower activity areas merchandise is normally more exclusive of higher quality and higher price with high customer service and amenities. In the high or medium area merchandise is familiar with the customer needing some help or time in product evaluation and viewing. If your store does not have specific areas properly lighted you could be losing a sale. Remember, if a higher demographic customer enters your store and the high end kitchen vignettes are displayed using the same lighting as the higher activity area they may think that your really not in that business. So evaluate your lighting and make the changes that are needed.

Another very important element of lighting is the CRI

or the color rendering index. Many of us refer to fluorescent lighting as warm or cool. Actually light color temperature is measured in Kelvin. There are four categories normally met in practice, 2500k to 3300k warm white, 3300k to 4000k neutral white, 4000k to 4900k Cool white and 5000k and up daylight.

The CRI uses a standard scale with 100 as the maximum value. The higher the CRI the better the color rendering properties. If you select a bulb that is 2500k to 3000k it will have a low CRI. In some stores where warm white is being used it can actually make a white appliance look dirty or even beige. Ideally you should be using lamps with

a CRI between 90 and 100 with a corresponding Kelvin of 5000k or greater. This is even more important today as many appliances such as laundry are using new vibrant colors.

The lighting in your store sets the tone for the environment as a whole. Your core product needs to pop and attract attention. In your higher end areas you need to create a comfortable atmosphere

that makes the buyer feel at ease. Remember your store interior is a reflection of your sales strategy, so your lighting should tie in with this fully. As your strategies and trends change make sure that your lighting changes to reflect these changes. 🦇



With over fifteen years of experience in store planning and design, Mark Schaffeld has been providing quality design to the Appliance, electronics and furniture industry. He has been a partner with GE Appliances for fourteen years working with their independent dealers and helping them achieve increased sales through well designed stores. Mark has not only helped dealers within the fifty contiguous states but has also worked with retailers in Honduras and Guatemala. Mark and his company the retail strata G group can be reached at: Mark@retail-strata-g.com or visit his web site at www.retail-strata-g.com

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KNOW HOW TO USE PR TO BUILD YOUR BRAND

IF YOU'RE LOOKING FOR AN EFFECTIVE, AFFORDABLE WAY TO BUILD YOUR BRAND, YOU MIGHT CONSIDER A PUBLIC RELATIONS CAMPAIGN.

Public relations (PR) is an outstanding tool that should be part of every company's marketing mix. While advertising is easy for people to tune out, PR effectively engages your potential customers. It gives your brand the credibility and legitimacy of an impartial endorsement.

But PR is often misunderstood. If you're going to make PR a part of your branding efforts, it's important to know how it works and what you can and cannot do.

In its most basic form, PR is the pursuit of distributing your message through the media. These days, "media" can mean a lot of things, but the most common forms are print (newspapers and magazines) and broadcast (TV and radio).

Of course, in recent years interactive media outlets, including Web sites and blogs, have seen their influence rise dramatically.

To get your message out through these media, you should know how to reach them and what they will and will not cover. The temptation will be to create press releases and blindly send them to as many reporters as possible.

KNOW WHAT NEWS IS

Reporters and producers in the media like to report news—information that is new, unique and interesting to their audiences.

Be selective with the kind of information you send to reporters. Look at it from the audience's perspective and ask yourself if it's something you'd expect to see in the paper or hear on the radio.

Some examples of stories that would constitute "news" are:

- One of your suppliers has come out with a new product that is getting a lot of attention and you can offer some expertise about it.
- A trend is sweeping the industry and you can offer your opinion about it.
- Your store has won an award or was involved in a high-profile project or charity.

There are many possibilities of stories that are newsworthy to the media. With experience, you'll learn to identify them. The goal is to position yourself as an expert in your category, so the media will see you as a credible local resource.

IT'S ABOUT RELATIONSHIPS

The way to generate publicity is to develop relationships with a few reporters so they will come to you when they need help.

Take some time to read, watch or listen to reporters' stories. Get to know their style, the kind of stories they do and the kind of information they like.

Once you have a feel for a reporter and you have some

information she could use, contact her and offer to help with a story. If you don't hear back, try again in a few weeks. Be aggressive, but not a nuisance. When you do hear back from her, be as helpful as you can. Offer to provide information, photos and even be interviewed.

If you are helpful, eventually the reporter will come to trust you and will pay attention the next time you send her something. Better yet, she will see you as an expert resource and come to you first the next time she needs help.

TIMING IS EVERYTHING

In this fast-paced world, news cycles turn around fast, and you need to be prepared to jump at every opportunity.

First, you should gather any background material and have it at the ready. This includes a press kit about you and your company, owner bios, photos, locations and photos. You should also have press information about the products you carry; ask the manufacturers for press kits and photos.

Second, you should have a spokesperson ready. Identify someone in your company who is comfortable speaking with the media. It's also a good idea to have a backup in case the primary spokesperson is out.

Finally, create a contact list of the reporters you have relationships with, and keep that list handy. Then you don't have to waste time looking for the right person, and you can call as soon as the opportunity strikes.

KEEP EXPECTATIONS REALISTIC

As effective as PR is, it can't do everything. You should have realistic expectations about what it can do for your brand.

You cannot expect reporters to deliver your messages exactly the way you want. They bring their own perspective, and their goals are different than yours.

But the benefit of keeping your brand in the news, and the third-party credibility that comes with it, far outweighs that.

The more publicity you generate, the more potential customers will know your name and perceive your brand as one they can trust. 🦇

Christopher Thiede owns BUILD Communications, a branding and PR firm. Stay in touch with Chris at twitter.com/chris_thiede.



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THE BEST COMPANIES TO WORK FOR

Although the retail industry is often derided for its tendency toward low pay, high staff turnover and limited benefits, *Fortune* magazine included 10 retailers in its recently published list of the 100 Best Companies To Work For.

Unlike Starbucks and Whole Foods, some of the retailers included in the list—like Wegmans Food Markets and Stew Leonard's—are closely-held private companies.

Sure it's easy for Google with its free gourmet lunches, spa treatments and giving stock options to 99% of its staff to be among the best, but what did smaller operators do for their team members to be included on the list?

Founder Bob Wegman and his successors, including current CEO Danny Wegman, consistently live and role-model strong values. As a result, those principles are very deep-rooted within the organization. The five values embodied at Wegmans are as follows:

- We care about our people.
- High standards are a way of life.
- We make a difference in every community we serve.
- We respect our people.
- We empower our people to make decisions that improve their work and benefit our customers and our company.

Every Wegman's meeting, large or small, begins with stories about how the values are being executed. These stories could be about how one employee helped another employee or a customer, or how someone overcame a problem. "Who we are" stories are also shared more widely via the company's intranet. There, employees can find a template for sharing stories of how colleagues are living the values; all stories posted on the intranet can be searched and reviewed so that at anytime one can read about how employees are demonstrating the values.

ONE POWERFUL STORY TOLD IS THIS ONE:

A front-end service employee in the Elmira, New York store recognized that Wegmans was not serving the Jewish community well and felt empowered to act on this need. He took it upon himself to go out into the community and speak with the rabbi at a local synagogue to learn what Wegmans could do to better serve this demographic. He took these ideas back to his store manager, who joined forces with the employee and accompanied him into New York City to learn even more about the Jewish community. They both came back prepared and with a plan they proposed to the division manager on new products they would like to add to the store's merchandise. Impressed with their initiative, the division manager made it happen and the store now enjoys and additional \$6,000-\$7,000 in revenues per week from

kosher products. This again proves and encourages the fact the employees are empowered at Wegmans.

At Children's Healthcare of Atlanta, #46 on the list, employee referrals account for 46% of new hires. More than 20% of the current team has been at the center for more than 11 years. Their reason? The "idealism" of the organization.

Tony Parella, CEO of Coppel, Texas-based Shared Technologies traveled to all 41 locations to talk with his workers. One said, "I'd follow Tony off a bridge."

"Hire for life" is the goal at the Mayo clinic where more than 17% of the workforce has been employed for over 20 years.

At family-owned J. M. Smucker, job seekers are interviewed by eight to ten of their potential co-workers. Once hired, they stay. One quarter of their workforce has been at the company more than 16 years.

Although some of the winners offer extravagant benefits far in excess of paid health care premiums and month-long sabbaticals, many do not. All the winners had one common thread—respect for their associates as people and for their contribution to the organization's success.

Sure free lunches, flexible schedules, paid vacations, tuition reimbursement and generous bonuses are terrific perks, but a great place to work is more defined by its culture and values. Is it also a great place for its customers, its community and the environment? Do staff members have opportunities for growth, learning and advancement? Are new ideas solicited and cultivated? Do owners, managers and supervisors truly care about their team members?

You can create a great place to work. You'll find that a great place to work is a great place to own and manage. You'll reduce turnover and the tremendous expense of recruiting and hiring again and again.

Customers will find you a great place to do business with. They'll be loyal to those who have served them well.

A great place to work is the ultimate win-win-win. Good for the company, the team member, the community and customers.

You may have some your work cut out for you, but I hope you make the *Fortune* list of the 100 Best Companies To Work For next year. 🦇

*Elly Valas is an author, retail consultant and speaker. She is the co-author of *Guerrilla Retailing*. She can be contacted at elly@ellyvalas.com or visit her website www.ellyvalas.com.*



Electrolux

Electrolux will donate \$200* when you purchase a Turquoise Sky Laundry Pair in an effort to raise over \$500,000 for the Ovarian Cancer Research Fund.



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And with your purchase of a Turquoise Sky washer or dryer, you will be supporting the Ovarian Cancer Research Fund and help raise much-needed funds to increase awareness and support research to find a cure.



Ovarian Cancer Research Fund

Drop into our virtual laundry room at electroluxappliances.com.

To become an Electrolux Dealer, call 1-877-4electrolux.

* Electrolux will donate \$100 for every Turquoise Sky washer or dryer purchased for a minimum of \$200,000 and a maximum of \$225,000.
¹ Fastest time based on smallest load/Fast Wash and Fast Dry cycles selected for various load compositions. ²Based on manufacturer specifications.
ENERGY STAR® rating applies to washers only. Not all colors are available on all models.

COMING EVENTS

CALENDAR 2008-09

OCTOBER-2008

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

NOVEMBER-2008

- 4-7 EHX Fall 2008—Long Beach, CA
11 CES New York Press Preview featuring CES Unveiled @ NY—New York, NY
18-19 Future of Television East—New York, NY
-

DECEMBER-2008

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

JANUARY-2009

- 6 CES Unveiled: The Official Press Event of the International CES—Las Vegas, NV
8-11 2009 International CES—Las Vegas, NV
20-23 International Builders Show—Las Vegas NV
-

FEBRUARY-2009

- 9-13 Las Vegas Market "Experience the New World"—Las Vegas, NV
25-26 Digital Music Forum East—New York, NY
-

APRIL-2009

- 4-7 14th NARMS Spring Conference & Exposition—The Broadmoor, Colorado Springs, CO
22 Digital Patriots Dinner—Washington, DC
22-23 CEA Washington Forum—Washington, DC
-

MARCH-2009

- 8-11 Nationwide Primetime—Hilton Riverside, New Orleans, LA
-

AUGUST-2009

- 16-19 Nationwide Primetime—Walt Disney World Dolphin, Orlando, FL

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YOUR MONEY DOCTOR

THE PROJECT MANAGEMENT LIFE CYCLE¹

As promised, this begins a series of articles on the benefits of using project management methodologies in small business to increase efficiency and profitability. The entire process is called the Project Management Life Cycle² and consists of four main elements; Initiate, Plan, Execute and Close.

We will begin with the Initiation Phase. As I mentioned before, project management can be extremely detailed or very simple. It is all contingent on the needs of the project. For small business the needs will most likely be less intricate than those needed to create a new land mass in Dubai. Let me clarify, less intricate but just as crucial for success. The Initiation Phase of the project is the Why, What, When and Where part. This is where you determine why the project should be done, what the project is exactly, when will it take place and where will it be done. Simple.

Here is a real world example. You feel that your business has out grown its current computer network and needs an upgrade. Why? With changing technology, an upgrade would enable you to manage your time more efficiently and increase productivity. What needs to happen? Research needs to be done into the best system for your needs without breaking the budget. When do you need it? Today, but that is not a realistic expectation. Let's say by the end of the year so that gives us fourth quarter to get it done. Where? The office is the obvious place but it would be nice to access the network from home.

Now that the four "W"s have been determined it is time to flesh it out a little more and document everything, but there is one more critical thing required. At this stage of the process it is important

to determine the parameters of the project. This is called scope. For the purposes of small business we will refer to it simply as defining success.

The next article will go through the Planning Phase which is the Who and How of a project. Keep in mind that it may not be apparent at this point how this will increase your cash flow but trust me, we will get there soon. 🦇

With 17 years of management experience, Gregory Hedges has developed a sharp eye for identifying inefficiencies, cross-purposes and miscommunication—and for how quickly they can affect an individual's personal wealth. Utilizing the tools of the Four Pillars of Financial Stability and project management, he emphatically helps individuals and families set priorities and create the balance they need for their financial health. Greg holds certifications in credit counseling and project management. He is an active member of the Project Management Institute®, National Association of Credit Counselors and an Affiliate Member of the American Psychological Association. He has spoken to many organizations including the New Mexico Mortgage Lenders Association, New Mexico Association of Mortgage Brokers, community workshops, and seminars. He is highly skilled in organization methodologies, developing a wide range of custom databases, websites and internal controls to increase effectiveness and profitability. For more information, visit www.thefourpillars.org



¹ Project Management Book of Knowledge, (PMBOK) 2000 ed. – Project Management Institute

² Project Management Book of Knowledge, (PMBOK) 2000 ed. – Project Management Institute



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IS IT OCTOBER ALREADY?



IRISH JOKE

O'Hara, who worked at a brewery, one day fell into a vat of whiskey and drowned. Pat Murphy said to O'Casey, who was O'Hara's foreman, "The poor lad never had a chance. O'Casey replied, "I wouldn't say that. He got out of the vat twice to go to the bathroom before he died!"

Many long years ago Ruth and I were in Ireland. When we visited Dublin (one hell of a great city), a friend recommended a night club named "Jury's Irish Cabaret."

It starred a great internationally known Irish comedian by the name of Hal Roach. He cracked Irish jokes the entire evening and was assisted by an Irish tenor and a group of beautiful Irish dancers.

I imagine that Hal Roach is now dead but certainly not forgotten. He was one of Ireland's treasures and people called him the Bob Hope of Ireland. The night we were there he sold me a book of Irish jokes and autographed the book. Can you imagine—132 pages of Irish jokes!

Here's one of his favorite jokes: Father McGinty from Dublin was visiting a small village in Kerry County to preach a Novena. Wanting to post a letter he asked a small boy where the post office was. When the boy gave him the directions, Father McGinty said to him, "If you come to church this evening you can hear me telling everyone the road to heaven. "Well, I'll not be at church tonight," said the boy, "You don't even know the way to the post office!"

HOW IS BUSINESS?

Somewhat lousy. Reports from all 50 states indicate that personal income has dropped and spending has slowed down as the economy falters with rising unemployment, credit card problems, and the housing slump.

The stock market is wild—one day the Dow Jones jumps up 200 points and a few days later it drops 200 points! Personal incomes fell to a new low with a .07 percent drop in July.

The good news is that the government reported that the overall economy, as measured by gross domestic product, rose by 3.3% in the April-June quarter. It is anticipated that the economy will gain about 1.5% in the third quarter.

The chief reason for the 2nd quarter rosy figures is the stimulus payments plus a strong growth in exports. Gasoline continues to decline, very slowly, and in most areas gas is now below the \$4.00 gallon mark.

The bad news is that personal income dropped (for the 6th time in a row) plus inflation tied to consumer spending rose over the past twelve months by 4.5 per cent.

The big news in appliances is that the down economy and the belt-tightening of the average American has resulted in an upsurge in sales of freezers. This is a bright spot in the appliance business which has seen a significant slow market this year.

This trend should continue as consumers, pinched for money, are starting to buy in bulk and need storage space. The trend should continue as long as wages are depressed and earnings are soft.

WHAT'S NEXT?

Financial experts believe the next big crunch will be our standard-of-living which has not suffered too much in the past year. But is it ready to absorb the lethal problems associated with credit card debt.

When the home equity market shut down, many average households began to use their credit cards without thought of the consequences. As a result, personal debt is higher than it has ever been and the average pay of the middle class has not increased enough to fully pay off that debt.

Credit card debt has been growing faster than the economy as many families are using it as a substitute for money and to help them maintain their standard of living.

What's the result? Thousands of families will soon find that they cannot continue on this merry-go-round. The unhappy result will be that we have to tighten our belts and try to live within our means.

It really isn't that difficult. I remember that in my childhood my mother had little cans in the pantry marked with such names as vegetables, meat, groceries, milk, etc. and in each can was the money needed for that month.

Isn't it interesting? We may have to start living within our means! Who knows – it might become a habit!

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