

The Retail Observer

October, 2012

AN EYE ON THE INDUSTRY SINCE 1970

Vol. 23, Issue 10

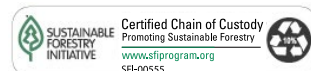
ALBERT LEE APPLIANCE MAKING A BIG SPLASH IN PACIFIC NORTHWEST SPONSORING: ALBERT LEE CUP - SEAFAIR 2012

BUYING POWER IS UP SUMMER LAS VEGAS MARKET 2012

MAJOR U.S. RETAILERS, INTERNATIONAL BUYERS AND NEW EXHIBITORS HIGHLIGHTED



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Sell Customers YOU!

As the date for *The Retail Observer* Annual Halloween Party approaches, I usually take time to sit back and think about ways I can make our festivities better than the year before. So I was pleasantly surprised to see the theme of "uniqueness" on the minds of several of our contributing writers in this issue.

Our guest columnist, Zeke Camusio, spells it out clearly in his article, *Why Playing it Safe is Actually Very Risky*. Taking notes from his book, *The Internet Marketing Bible*, he shows us how simple it can be to come up with a list of business ideas that make you different. Understanding that not only owners read *The Retail Observer*, John Tshohl also challenges employees to step up and be just as exceptional.

Think about it, we are inundated with the same messages day in and day out. Why spend your hard earned marketing dollars on messages that will only blend into the background or make you look like you are doing business the same way as your competitors? And this goes beyond coming up with the newest or greatest marketing idea but instead, following the creative beat already inside of you.

I have yet to meet an independent dealer with a boring story. So stop selling things and start showing your customers what makes you unique. It's this relationship selling that Rick Segal touches on in his article when he asks the question, "Who would care if your business closed tomorrow?"

Our main feature is on Albert Lee at Seafair in Seattle, and gives us a glimpse into how their 4th generation, family owned business has found success integrating into their community. Just another example of how much local selling power independents really do have. This is the type of leverage that sets you apart and one that national chains just can't compete with.

I hope you enjoy this feature and find the insights, ideas, examples and inspiration for your next "unique" marketing campaign. I know I will use some of these ideas as I feverishly plan the next best Annual Halloween Party that only *The Retail Observer* can give!



Keep selling!

Eliana Barriga
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The **RetailObserver** October 2012

VOLUME 23, ISSUE 10

CELEBRATING OUR 23RD YEAR
AS *THE RETAIL OBSERVER*

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- Exceeds Energy Star™ Requirements

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SUPPRESSION SYSTEM™

TO LEARN MORE ABOUT WORKING SPEED AND
DCBL SUPPRESSION SYSTEM™ VISIT: ZEPHYRONLINE.COM



WINNER OF
THE 2011
GOOD DESIGN
AWARD.



Build Your Brand Exposure at Local Events

As you can see by our front cover, Albert Lee Appliance came up with a great idea for increased brand exposure using an already popular event held in their city. Seafair is a month long summertime festival that brings the entire Seattle community together in celebration each year. As an official sponsor, the independent chain was included in the marketing and publicity for the event and in turn received optimal exposure for their store. According to Seafair, the event reaches two million people annually and is covered by every major news organization in the area.

Albert Lee was also able to leverage the support of manufacturers and distributors to cover many of the sponsorship opportunities at Seafair including branded entertainment pavilions, product displays and prizes. Whether you were there experiencing it all in person or watching coverage of the event on television, promotion for Albert Lee Appliance could be seen almost everywhere and the pay back is still coming in. Even as I write this column today, the Albert Lee Appliance logo scrolls proudly across the bottom of the Seafair website right beside major sponsors like Michelob Ultra, Boeing, AT&T and Denny's.

Okay, you don't have to title sponsor the next Indy 500 or NASCAR race to get the same brand exposure. But do take a closer look at local event calendars and see for yourself if there are any potential partnership opportunities that will work for your business. I assume that in most markets today there is at least one major or minor league sports team, a favorite high school or college event, a popular arts and wine festival, or yearly can food and blood drives.

Most successful business owners will tell you that at least 10% of your budget should go into advertising. With the help of manufacturers and distributors, sponsorship opportunities like these can be easier to attain. Finding an event in your market to partner with will stretch your advertising dollars, bring more exposure to your brand and benefit your partners as well. Most importantly, you and your team will have fun doing it! If you don't want to take my word for it, ask Albert Lee Appliance.



Happy Retailing

Moe Lastfogel

moe@retailobserver.com

The RetailObserver October 2012

VOLUME 23, ISSUE 10

CELEBRATING OUR 23RD YEAR
AS THE RETAIL OBSERVER

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



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Find the peach.



Your customers don't need to be master chefs to enjoy our new Distinctive™ Series of appliances. But they do need an appreciation of high performance, high style and the ability to identify a peach of a value.

American-made and family-owned since 1965. The Distinctive Series, at home in more homes.

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MAKING A BIG SPLASH IN THE PACIFIC NORTHWEST

Albert Lee Appliance Sponsors the Albert Lee Cup - SEFAIR 2012



FOR THE DRIVERS AND TEAMS
ON THE AIR NATIONAL GUARD
HYDROPLANE CIRCUIT, THERE IS NO
BIGGER STAGE THAN THE ALBERT
LEE CUP AT SEFAIR WEEKEND.
...BECAUSE MANY OF THE TEAMS
ARE BASED IN THE GREATER
SEATTLE AREA, WINNING HERE
CAN MAKE THE SEASON FOR
DRIVERS AND TEAM OWNERS.

In 1939, Albert Lee opened Albert Lee Furniture—a quality custom furniture store. After the war and a 2nd story refrigerator delivery fiasco for a friend, Albert Lee Furniture became Albert Lee Furniture and Appliances. 73 years later, Albert Lee Appliance, a third-generation, family-owned business continues to grow and serve the Pacific Northwest communities with top quality sales, service and installation for all your appliance needs with the largest selection of appliances in Washington State. There are five Albert Lee Appliance locations—Seattle, Southcenter, Lynnwood, Bellevue and Tacoma.

ALBERT LEE CUP AT SEFAIR WEEKEND

For the drivers and teams on the Air National Guard Hydroplane circuit, there is no bigger stage than the Albert Lee Cup at Seafair Weekend.

It's the chance to race before family and friends and a rare opportunity to showcase the sport on live television. And because many of the teams are based in the greater Seattle area, winning here can make the season for drivers and team owners.

In the half century since Seafair was launched, the city that Seafair helped put on the map has matured from adolescence to adulthood. When Seafair debuted, the Seattle area was without major | *continued on page 10* |

league sports teams or the Seattle Center. Seattle was hungry for national recognition and attention and Seafair filled the bill with Thunderboats racing on Lake Washington and parades which featured the likes of Bob Hope and Bing Crosby.

It all began as a plan to celebrate Seattle’s centennial in 1951-52. The festival was designed to attract tourists and stress marine events in keeping with Seattle’s boast as the “boating capital of the world.”

Prominent business leaders, (known as the Seattle Salts and later as Greater Seattle Inc.) recruited St. Paul Minnesota’s water carnival director Walter Van Camp to help produce a similar event in Seattle.

Van Camp would not wait for the centennial. He went to work in March planning a ten-day celebration for August 11-20, 1950. This included building the 5,000 seat Aqua Theater at Green Lake in a mere 75 days.

Seattle’s maritime festival would not be complete without the participation of the U.S. Military. The U.S. Navy and Seafair developed a special relationship during the first decade of working together. Thousands looked forward to the arrival of the magnificent ships in Elliot Bay giving civilians the opportunity to tour these vessels while giving the thousands of sailors an opportunity to take leave and join in Seattle’s summer celebration. The Navy still plays a significant role in Seafair today.

Over the years, Seafair built pride among the community which still resonates today. The Puget Sound of today is a robust, economically and ethnically diverse community and Seafair has become more important than ever. As major cities melt and become the same, Seafair is the fabric of our community that represents the Northwest lifestyle and keeps us unique.

Seafair has become a home town jewel that reaches nearly 2 million Puget Sound residents each summer. In fact, if you live in the Northwest, you look forward to Seafair and all the simple joys that it brings.

That first Seafair featured parades, boat races on Green Lake, amateur athletic events, royalty, community festivals like West Seattle Hi-Yu Days, Rainier District Pow-Wow, Wallingford Pirate Days, the University District Kid’s Parade, and the Ballard Festival, and were highlighted by the nightly Aqua Follies performances. Seafair was deemed a success and the festival would grow the next summer with the addition of the unlimited hydroplane racing class on Lake Washington.

This year marked the 64th running of Seafair on Lake Washington. Here is a list of how Albert Lee Appliance participates in the well attended and watched event:

- 2008 Started as a hydroplane sponsor of the Miss Albert Lee

- Appliance with local team, Go Fast Turn Left Racing
- Participate each year in the Milk Carton Derby with a milk carton hydroplane replica and participate in the Triathlon, Torchlight Parade, Milk Carton Derby
- Employees run in the Torchlight 5K run and have a display boat in the actual parade
- Hospitality Skybox Suite – manufacturers and ALA employees
- Hospitality Bayview Suite – clients only (Builders, Architects and Designers – trade)
- Exhibit Suite in Genesee Park – consists of interactive displays featuring Alfresco, BlueStar, DCS by Fisher and Paykel, Electrolux, Frigidaire, Viking and activities provided by ALA with prize wheel and photo opportunities with display hydroplane and cut out photo of hydroplane
- Donate Skybox suite (for past three years) on Friday to the following Military groups: Troops of Teachers, Time of Remembrance, JBLM Warrior Transition Battalion, Wounded Warriors and Washington National Guard
- Helicopter Ride Experience Participants– Miele (Bob Fava, Nick Ord, Chris Walsh); Whirlpool Corp (Mark Collier, Lance Moore and Tom Arent); DCS (Treana Feeney and Matty Sinclair); GE (Jeff Cooksey and Family)
- VIP Lunch and Blues aboard Yacht to watch Blue Angel Show– Whirlpool Corp.(Mark Collier and Tom Arent); Viking (Paul and Teresa Casey); GE (Jeff Cooksey and Carol Cooksey)
- F1 boat ride experience (Albert Lee III and Tom Arent of WP)
- Legends ride in Oracle Trick Plane (Albert Lee III)

Manufacturer’s provided heat award prizes – one for each heat. Prizes included:

HEAT	MANUFACTURER	AWARD
1A	GE	Bottom Mount Refrigerator
1B	Viking/ Gateway Appliance Distributing	30” Viking Grill and Cart
1C	Whirlpool/Jenn-Air	Icemaker & Beverage Center
2A	Electrolux/Frigidaire	Frigidaire Laundry Set
2B	Miele/Luwa Distributors	Miele S7 Vacuum
2C	Samsung	Dishwasher
3A	Bosch/Thermador	Dishwasher
3B	DCS/Fisher and Paykel	Washing Machine
WC	Bluestar/Liebherr/ Tri State Distributors	Alfresco Artisan 26” Grill/Cart

| continued on page 12 |





THE BOEING AIR SHOW

The Boeing Air Show marks the culmination of the eight-week festival and is a true highlight for all in attendance. During one weekend each year, air show fans witness captivating sights as the best pilots in the world perform heart-pounding performances over Lake Washington. In addition to the U.S. Navy Blue Angels, the 2012 lineup featured a variety of acts that made up the best Air Show to date.

U.S. NAVY BLUE ANGELS

The Blue Angels' mission is to enhance Navy and Marine Corps recruiting efforts and to represent the naval service to the United States, its elected leadership and foreign nations. The Blue Angels serve as positive role models and goodwill ambassadors for the U.S. Navy and Marine Corps.

A Blue Angels flight demonstration exhibited choreographed refinements of skills possessed by all naval aviators. The Blue Angels' C-130, affectionately known as Fat Albert, begins each demonstration by exhibiting its maximum performance capabilities during a ten-minute performance. Shortly thereafter, the graceful aerobatic maneuvers of the four-jet Diamond Formation, in concert with the fast-paced, high-performance maneuvers of its two Solo pilots performed followed by the grand finale, where the team illustrated the pinnacle of precision flying, performing maneuvers locked as a unit in the renowned, six-jet Delta Formation.

U-21 ALBERT LEE APPLIANCE DRIVER: BRIAN PERKINS

One of unlimited hydroplane racing's "young guns," Brian Perkins qualified as an unlimited driver in 2007 with the U-21 Freedom Racing Team. Competing in unlimited class hydroplane racing has long been a career goal of Perkins. As a teenager, he worked as a crew member on Bill Wurster's U-8 LLumar Window Film. Perkins comes from a racing family as his sister, Kayleigh, is a National High Point champion in the unlimited light class. At the last race prior to the Oryx Cup UIM World Championship, the team switched to their back-up boat. In 2009, Perkins has five second place qualification heat finishes and three third-place qualification heat finishes. His team name is Go Fast, Turn Left Racing. For more info visit: www.gofastturnlefracing.net. The U21 boat the Miss Albert Lee Appliance took 3rd in the Final race of Seafair 2012.

SEAFAIR EXTENDS TITLE SPONSORSHIP WITH ALBERT LEE APPLIANCE THROUGH 2015

Albert Lee Appliance has agreed to serve as the title sponsor of the Seafair unlimited hydroplane races through 2015, a key step in ensuring the stability of the event for the next few years.

Albert Lee Appliance originally agreed to a three-year deal in 2010 to serve as the title sponsor. Seafair president Beth Knox and Albert Lee III each said that recent negotiations concluded with the company agreeing to another three-year deal to take it through 2015.

Lee called it "a good fit for both," while Knox said the agreement "helps the sustainability for Seafair and it gives that long-standing partnership and investment into the community that is so crucial for us to continue forward in a positive way." The race was televised live on KIRO-TV, which has an agreement to air the race through 2013.

With the help of participating sponsors Ge, Viking, Miele, Subzero, Wolf, Bluestar, Frigidaire, Electrolux, DCS by Fisher and Paykel, Samsung, Bosch, Thermador, Jennair, Whirlpool Corp, Alfresco and Leibherr; Seafair gave Albert Lee Appliance an unsurpassed exposure in the Seattle area market that doesn't come around often. **RO**

Selling in Today's Economy

Once upon a time, sales was all about perception: the perfect suit, the savvy collateral materials, the finely articulated script and the over-the-top dinner. All this was before the economy changed, forcing clients to tighten budgets, study harder and stand firmer.

Sure, salespeople today still use these traditional techniques to close a sale, but industry veterans, J.M. Barry and Lawrence Coats, propose a bold, new approach for improving sales success in their new guidebook, *Selling in Today's Economy: Applying Laws of Physics and Performance Art to Gain the Cutting Edge*.

With more than 50 years of sales experience, Barry and Coats' new guidebook combines Laws of Physics and performance art "secrets" to present new angles to the sales process. The authors break the typical sales book mundane by using Newton's Laws of Motion and lessons from Hollywood's best acting coaches, including Harold Guskin, William H. Macy, David Mamet and Steven Schachter, to teach sales athletes to sharpen their competitive skills and sell from the inside out, just as actors do.

Barry and Coats have used these techniques to train many sales teams within world-renowned companies, such as Marriott, Ritz-Carlton, Four Seasons, Playground and EMI Music Publishing.

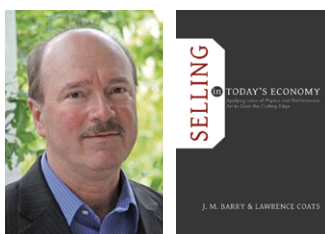
"Selling in Today's Economy is distinctly different from any other sales guide," Coats says. "It's a paradigm shift for those seeking to generate continuous improvement on their top and bottom line in today's challenged economy."

Selling in Today's Economy provides a reproducible set of unique strategies broken down by chapter that can be applied at each stage of the sales process. With key takeaways in each chapter, those outside of the sales industry can understand and apply this guidebook, too.

"Everybody engages in sales every day of their lives," says Barry. "When we take action to get someone else to do what we would like them to do – we are selling! This book will improve anyone's capability of doing just that!" **RO**

Author: J.M. Barry and Lawrence Coats have over fifty years of combined sales experience and currently live in Colorado.

Publisher: iUniverse, Inc.



CALL TO ACTION



SEND US YOUR SHOTS

Looking for retailers, distributors and manufacturers engaged in their element while at trade shows, special events, showroom openings or just plain group get-togethers. *The Retail Observer* is interested in featuring you in our snap-shot page, "Retailers Observed", where you can see what your industry buddies are up to. Please e-mail us your hi-res photos in .jpg format. Include the captions with the photos you send for consideration and be sure to put "Retailers Observed" in the subject line.

Send to: production@retailobserver.com

FEATURED THIS MONTH:
ALBERT LEE APPLIANCE



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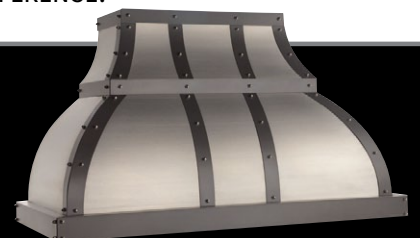
WHISPERTechnology 

VENT-A-HOOD'S WHISPERTechnology MAKES OUR RANGE HOODS THE QUIETEST IN THE INDUSTRY, EVEN AT THE HIGHEST SPEED. WHILE OTHER BRANDS ARE WELL ABOVE THE CONVERSATION LEVEL, WE'RE 40% QUIETER.

ASK YOUR DISTRIBUTOR TO SHOW YOU THE WHISPERTechnology iPad® PRESENTATION.

WE'LL REVEAL THE PROVEN TEST RESULTS. YOU'LL HEAR THE DIFFERENCE.

Vent-A-Hood



PROOF OF QUIET KITCHEN VENTILATION IS UNHEARD OF...

UNTIL NOW.

OTHER COMPANIES MAY TALK ABOUT HOW QUIET THEIR VENTILATION HOODS ARE. BUT ONLY ONE COMPANY CAN ACTUALLY PROVE IT – VENT-A-HOOD.

VENT-A-HOOD'S UNIQUE WHISPERTECHNOLOGY MORE THAN LIVES UP TO ITS NAME. EVEN WHEN THE FAN SPEED IS OPERATING ON THE HIGHEST SETTING, THE SOUND IT MAKES IS BARELY ABOVE A WHISPER. IN FACT, THE LOUDEST THING YOU MAY HEAR IS THE SIZZLE OF BACON ON THE STOVETOP.

SO HOW QUIET IS A VENT-A-HOOD? THE AVERAGE CONVERSATION IS APPROXIMATELY SIX TO SEVEN SONES. WHEN TESTED IN A CERTIFIED INDEPENDENT TEST LAB ON THE HIGHEST SPEED, VENT-A-HOOD RANGE HOODS MEASURED FROM 5.4 TO 6.6 SONES.

VENT-A-HOOD DIDN'T INVENT QUIET. BUT THEY DID INVENT THE INDUSTRY'S QUIETEST VENTILATION HOOD WITH THE RESEARCH TO PROVE IT.

THEY ALSO DESIGNED THEM TO BE THE EASIEST TO CLEAN. AND THEY COME WITH INDUSTRY'S BEST WARRANTY. NO WONDER VENT-A-HOOD CONTINUES TO LEAD THE WAY IN INNOVATIONS.



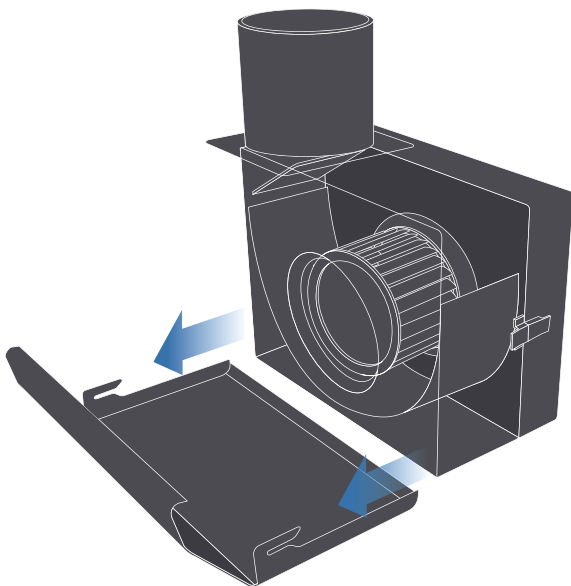
DIRTY LITTLE SECRETS IN THE KITCHEN REVEALED.

THERE'S A DIRTY LITTLE SECRET THAT LURKS IN KITCHENS ALL ACROSS THE COUNTRY. IT'S CALLED... THE RANGE HOOD. MOST PEOPLE AVOID CLEANING THEM BECAUSE THE TASK SEEMS OVERWHELMING. BUT LEFT UNTOUCHED, GERMS AND ODORS CAN LINGER THERE, AND GREASE CAN BUILD UP. THAT MEANS WALLS, DRAPERIES, FURNISHINGS AND OTHER SURFACES BECOME LANDING STRIPS FOR THE COOKING RESIDUE THAT FLIES THROUGH THE AIR BECAUSE IT CAN'T GET OUT THROUGH CLOGGED FILTERS.

SO WHAT'S A PERSON TO DO? STOP COOKING? DON THE HEAVY GLOVES, GET OUT THE HARSH CHEMICALS, AND DISASSEMBLE THE RANGE HOOD? THAT'S ONE WAY TO HANDLE IT. BUT WE HAVE A BETTER SOLUTION. INSTALL A VENT-A-HOOD.

VENT-A-HOOD DESIGNED THEIR VENTILATION SYSTEMS TO DO THE HEAVY CLEANING SO YOU DON'T HAVE TO, THANKS TO THE E-Z CLEAN TRAY. VENT-A-HOOD'S UNIQUE TECHNOLOGY EFFORTLESSLY DRAWS MOISTURE, ODOR, AND GREASE FROM THE AIR THEN DEPOSITS THE GREASE INTO THE LITTLE TRAY. TO CLEAN IT, SIMPLY SLIDE OUT THE COLLECTION TRAY, WIPE IT OFF OR POP IT IN THE DISHWASHER, AND YOU'RE DONE. NO MORE DIRTY SECRET.

BUT DON'T TAKE OUR WORD FOR IT. SIMPLY SCAN THE QR CODE HERE OR VISIT YOUR NEAREST VENT-A-HOOD DISTRIBUTOR TO SEE – AND HEAR – THE PROOF FOR YOURSELF.



SCAN HERE TO SEE – AND HEAR – HOW QUIET A VENT-A-HOOD REALLY IS.



Vent-A-Hood

www.ventahood.com



STATE-OF-THE-ART \$6.3 MILLION RESEARCH AND DEVELOPMENT CENTER OPENS AT ELECTROLUX REFRIGERATOR PLANT

PART OF THE COMPANY'S COMMITMENT TO INVEST \$45 MILLION IN THE PLANT

Electrolux Electrolux celebrated the opening of its latest North American research and development center at its Anderson refrigerator products manufacturing plant. Joined by South Carolina Governor Nikki Haley, Chairman of the Anderson County Council Tom Allen and Chairman of the House Ways and Means Committee Brian White, Electrolux Major Appliances North America President and CEO Jack Truong commented on the significance of the facility saying, "Leading the way in the appliance industry through design and innovation is how we build value for consumers."



"With the addition of this cold technology center, Electrolux is able to not only make our business more competitive, but also continue to grow it. A center like this supports the nearly 1,900 jobs we have at the plant and positions the business to thrive in the future."

The 43,000 square-foot research and development lab houses 10 new test chambers capable of testing 40 refrigerators at one time. The project represents a \$6.3 million investment made by Electrolux as part of its 2011 commitment to invest \$45 million over five years in its local operation. This investment ensures the facility will remain competitive in the global marketplace.

Since the early 1900s, the name Frigidaire has been synonymous with refrigerators. In fact, the common nickname, "Fridge" is derived from Frigidaire after consumers started referring to their refrigerators as simply, "The Frigidaire"

Electrolux is dedicated to deliver innovation to the appliance market and this new R&D center will continue the Electrolux legacy of firsts in home refrigeration.

The company both invented and introduced the:

- First in-home refrigerator (1913)
- First customer-adjustable Cold Control temperature dial (1929)
- First high-humidity drawer – the "Hydrator" (1930)
- First refrigerator with completely separate freezer compartment (1948)
- First cycle defrost system – "Cyclamatic" – eliminated defrosting of the refrigerator compartment (1952)
- First "Frost-Proof" refrigerator – eliminated defrosting (1958)
- First built-in ice and water filtration system – "Pure Source" (1995)

ELECTROLUX MAKES A FIVE-YEAR, \$100,000 COMMITMENT TO LOCAL SCHOOL SYSTEM FOR CREATION OF AP SCIENCE CLASS

As part of this announcement, Electrolux is making a five-year commitment for the creation and support of an Advanced Placement Science class at Crescent High School, a school at which many children of Electrolux employees attend. The commitment will cover the school's start-up costs and annual needs—estimated to be approximately \$100,000. Beginning this school year, the inaugural class is AP Biology. Additional advanced placement science courses will be added in the future.

Opened in 1988, the plant is the largest producer of top-mount refrigerators in North America. The plant produces 15-cubic-foot, 17-cubic-foot and 18-cubic-foot top mount refrigerators. The facility also manufactures under-the-counter refrigerator models and wine coolers. The Anderson refrigerator factory has produced more than 25 million products. For more information, go to www.electrolux.com.



The URT system can process approximately one refrigerator per minute. GE, in collaboration with ARCA, reached a milestone of 100,000 refrigerators and freezers recycled. Photo: GE Video: www.youtube.com/watch?v=ugjRbw1-iU8

100,000TH REFRIGERATOR RECYCLED AS PART OF GE AGREEMENT WITH APPLIANCE RECYCLING CENTERS OF AMERICA



GE, in collaboration with Appliance Recycling Centers of America (ARCA), reached a milestone of 100,000 refrigerators and freezers recycled through North America's only UNTHA Recycling Technology (URT)

System. ARCA's URT machine, a unique 40-foot-tall engineering marvel, recovers approximately 95 percent of the insulating foam in refrigerators and freezers,² reducing landfill waste and greenhouse gas and ozone depleting substance emissions.

The URT system can process approximately one refrigerator per minute. GE, in collaboration with ARCA, reached a milestone of 100,000 refrigerators and freezers recycle. As a result of this milestone, an estimated 5.5 million pounds of refrigerator and freezer material has been diverted from U.S. landfills.¹ Eighty-nine percent of the material has been recovered for reuse for new products, and 11 percent is being used as fuel in cement manufacturing.¹

"This achievement represents a significant advance in how appliances are recycled in the U.S.," said Brian Conners, president and COO of ARCA Advanced Processing (AAP). "As a result of our work with GE Appliances, AAP has made great strides toward achieving our goal of zero landfill appliance recycling."

Roughly 9 million refrigerators are disposed of annually in the U.S., and only a fraction of those have the insulating foam in their walls and doors recycled. While 90 percent of used refrigerators in the U.S. are shredded for

their metal, the remaining foam and other materials typically go to a landfill.³ If the foam from all of those refrigerators was processed through the URT system, the greenhouse gas emissions avoided would be equivalent to the annual CO₂-e emissions of more than 2.4 million cars on U.S. roads.⁴

HOW THE GE APPLIANCE RECYCLING INITIATIVE WORKS

As part of GE's agreement with ARCA, when qualifying consumers purchase a new appliance from a participating retailer in the 12-state region, their old unit will be taken away when their new one is delivered. The old unit will then be transported to the Philadelphia-based AAP center for recycling. Consumers can find a participating Retailer in their area at www.geappliances.com/refrigerator-recycling.

ECONOMIC IMPACT

Integral to GE's agreement with ARCA is a commitment to supply used appliance volumes from a 12-state region into AAP's recycling center. ARCA, in turn, has invested in proven appliance recycling technology and has created more than 50 green jobs in Pennsylvania proving how market-based solutions such as these can drive economic success. This initiative demonstrates the potential for future growth in foam recycling technology throughout the U.S. industry.

A CRADLE-TO-CRADLE APPLIANCE APPROACH

GE takes a cradle-to-cradle approach to managing the life cycle of an appliance, from the manufacturing of refrigerators with more environmentally sustainable insulating material to responsible end-of-life disposal. Steel recovered from recycled appliances at AAP's recycling center is reused as steel deck bottom plates in new GE locomotives. GE Appliances is the only appliance manufacturer to partner collectively in four voluntary Environmental Protection Agency programs: ENERGY STAR®; Responsible Appliance Disposal (RAD); WasteWise, an initiative focused on waste reduction and saving environmental resources while reducing emissions; and SmartWay®, a program designed to help lower transportation-related emissions.

The partnership with these programs is consistent with the company's ecomaginationSM initiative to deploy solutions for today's energy and environmental challenges.

"One year ago we helped welcome the country's first fully automated URT System facility," said Sarah Dunham, director of EPA's Office of Atmospheric Programs. "GE Appliances' continued success as a partner in EPA's Responsible Appliance Disposal (RAD) program helps protect the Earth's ozone layer, reduce greenhouse gas emissions, and divert materials from landfills."

A long-time ENERGY STAR partner, GE offers approximately 500 ENERGY STAR-qualified appliances, which deliver efficiency and cost savings to customers over product life.⁵ | *continued on page 18* |

APPLIANCE RECYCLING CENTERS OF AMERICA

ARCA is one of the nation's largest recyclers of major household appliances for the energy conservation programs of electric utilities, currently provides services for more than 175 utility programs in the U.S. and Canada. Toxic chemicals and environmentally harmful materials such as ozone-depleting refrigerants, PCBs, mercury and oil are carefully recovered in the decommissioning process for destruction or disposal, preventing them from contaminating soil, air and water resources. The company is also the exclusive North American distributor for UNTHA Recycling Technology (URT), a materials recovery system for household refrigeration appliances.

For more information on GE Appliances, visit www.ge.com/appliances.

¹ Based on ARCA Advanced Processing file dated August 2012 re: Material not sent to landfill

² Based on ARCA Advanced Processing letter dated December 2010 re: PUR recovery rates

³ Based on results from a survey undertaken by AHAM as reported in UNEP 2005 and recently reported by ICF International in April 2010 report

⁴ Based on Stevenson Company data and calculations using U.S. Environmental Protection Agency global warming potential (GWP) equivalents: www.epa.gov/cleanenergy/energy-resources/calculator.html

⁵ Compared to non-ENERGY STAR appliances

its position as a pioneer in the American kitchen with the debut of its 2012 line of Built-in Wall Ovens. The next generation of Thermador's industry-leading wall oven line features more than 20 design and product upgrades giving the entire lineup an impeccable fit, feel and finish, as well as a true convection cooking option and the industry's only SoftClose™ door, which now is available on all Thermador Wall Ovens and Warming Drawers.

"Since its founding in 1916, Thermador has been leaving its mark as an innovator in the American kitchen — and our iconic built-in wall oven line is a major reason why," said Zach Elkin, director, brand marketing of Thermador. "Thermador was the original pioneer of the wall oven in 1947, which has become an irreplaceable kitchen staple that has now evolved into our latest line that reflects the innovation, performance and design that only comes with a Thermador luxury kitchen."

Thermador Built-in Wall Ovens combine exclusive features — from a commercial style rotisserie, MaxBroil®, fastest self-clean, superfast preheat and no preheat Speed Convection to a class leading, 4.7-cu.-ft. oven capacity — that surpass the expectations of even the most demanding culinary enthusiasts. Thermador's new Built-in Wall Oven line's features include:

INNOVATION (THERMADOR EXCLUSIVES)

- New SoftClose™ door ensures ultra-smooth closing of the oven door
- Largest commercial style rotisserie with 12 pound capacity
- Maxbroil® the largest, most powerful broil element on the market (5,000-watt, 12-pass broil element)
- Largest oven cavity in the luxury segment at 4.7-cu.-ft.
- Fastest preheat in the luxury segment (approx. 7 minutes) and superfast 2-hour self-clean mode – fastest on the market

PERFORMANCE

- True Convection baffle system offers precise airflow for cooking on multiple levels without flavor transfer
- New two Full Access® telescopic racks that hold up to 45 pounds and feature integrated easy-grip handles
- Industry leading Speed Convection system reduces cooking time by 30 percent with no preheat
- Star-K certified, making it possible to use on Holy Days and the Sabbath

DESIGN

- New side strips, manifold, exhaust baffle and chronometer now in bold stainless steel design
- Restaurant-style stainless steel knobs and handle, plus a bold, chiseled professional design
- Blue electronic graphic display controls all timer functions

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THERMADOR'S NEW WALL OVEN LINE BUILDS UPON HERITAGE AS A KITCHEN INNOVATOR

THE INVENTOR AND PIONEER OF THE BUILT-IN WALL OVEN INTRODUCES ITS NEW LINE THAT INCLUDES MORE THAN 20 DESIGN AND PRODUCT UPGRADES

Thermador®

Thermador, the inventor and innovator of the wall oven as we know it today, cements

We are about to come clean on a new leader in 24" laundry.



If you think your project won't allow for in-unit laundry, get to know Ariston. With a leading market share in Europe, Ariston's 24" high performance product line offers laundry solutions for the most challenging of spaces.

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Enquire about Ariston for brilliant laundry results suited to a variety of lifestyles.



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Thermador's line of single, double and combination wall ovens is available at an MSRP between \$2,999 and \$7,149. For more information, visit www.thermador.com or follow us on Facebook and Twitter at www.facebook.com/thermador and @ThermadorHome, respectively. For Thermador customer service, call 1-800-735-4328.

WHIRLPOOL CORPORATION AND HONEYWELL INTRODUCE MOST ENVIRONMENTALLY RESPONSIBLE AND ENERGY EFFICIENT INSULATION AVAILABLE IN U.S. MADE REFRIGERATORS

WHIRLPOOL LEAPS AHEAD OF INDUSTRY STANDARDS, COMMITTING TO USE HONEYWELL'S SOLSTICE LIQUID BLOWING AGENT



Demonstrating their mutual commitments to environmental leadership, Whirlpool Corporation and Honeywell have announced that all Whirlpool Corporation U.S.-made refrigerators will begin incorporating Honeywell's Solstice™ Liquid Blowing Agent. This includes future product lineups from Whirlpool Brand, Maytag®, Amana®, Jenn-Air® and KitchenAid® brands. The most environmentally responsible blowing agent available, boasting the lowest Global Warming Potential (GWP) available among non-ozone depleting substitutes, Solstice Liquid Blowing Agent (LBA) outperforms commonly used hydrocarbons such as C-Pentane, providing better low-temperature insulation performance and higher energy savings.

Whirlpool Corporation is the first refrigerator manufacturer in the U.S. committed to incorporating this new class of blowing agents into its products, providing customers with refrigerators that offer the best efficiency and lowest environmental footprint. Honeywell Solstice LBA offers an 8-10 percent improvement in efficiency over refrigerator platforms tested with hydrocarbon blown foam insulation, and a 2 percent improvement over 245fa, currently the most widely-used foam blowing agent in the U.S.

"Whirlpool Corporation is an environmental leader, developing high-quality products that offer both efficiency and low environmental impact," said Ludovic Beaufils, general manager refrigeration and sustainability lead for Whirlpool North America. "Through this collaboration with Honeywell, we are once again leading the way with the most advanced materials that offer the greatest benefits to consumers."

Honeywell Solstice Liquid Blowing Agent, which was granted approval under the Significant New Alternatives Policy (SNAP) today, has a 100-year global warming potential between 4.7 and 7, a 99 percent improvement over 245fa, the most common manufacturing solution in the U.S. today. A near drop-in replacement, it also offers cost benefits and is non-flammable providing safety

advantages over other hydrocarbon blowing agents.

"Honeywell's Solstice™ branded solutions deliver the optimal combined enhancement of environment, performance, safety and cost effectiveness," said Terrence Hahn, vice president and general manager, Fluorine Products. "We are pleased to supply Whirlpool with Solstice™ LBA to ensure those benefits are experienced both in their operations and for their customers." Whirlpool will begin production in late 2013.

More information may be found at www.whirlpoolcorp.com. For more information on Honeywell, please visit www.honeywellnow.com.

ALMO ANNOUNCES NEW DISTRIBUTION WAREHOUSE STATE-OF-THE-ART FACILITY TO BECOME LARGEST ALMO DISTRIBUTION CENTER



Almo Corporation announced that its newest distribution center will be opening in the Milwaukee area in October 2012. The state-of-the-art facility will service the entire upper Mid-West and will feature a full assortment of all products including Consumer Electronics, Major Appliances and Small Appliances. The new warehouse will offer same-day shipping, boasts 230,000 sq. ft. of high-bay space (expandable to 300,000 sq. ft.), 25 dock doors and a cutting-edge, highly-automated pick/pack/ship system.

The new warehouse will provide customers with a bevy of benefits including expanded product assortment, consolidated shipments opportunities, very high availability and our trademark rapid-shipping capabilities. With this expansion, Almo customers served by this new facility will have access to a full complement of products including consumer electronics, major appliances and small appliances, which will enable customers to expand their assortment of locally available products.

"We are confident that this new facility will prove to be a major upgrade for our existing customers in the upper mid-West," says Warren Chaiken, Almo president and COO. "When planning for this new warehouse, we left no stone unturned and took into consideration the ever-expanding needs of our customer and vendor partners. We have also utilized some of the most forward-thinking warehousing technology that our industry has to offer. It's a true win-win."

Founded in 1946, Almo is headquartered in Philadelphia, Pennsylvania, and operates 9 regional distribution facilities with over 1.2 million square feet of warehousing throughout the United States. More information on Almo is available by contacting the company directly, or on Almo's web site located at www.almo.com.

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Partner with the Largest Appliance & CE Distributor in the U.S.

WHY PARTNER WITH ALMO?

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LA CORNUÉ LAUNCHES EXCLUSIVE HANDMADE FIRECLAY SINK COLLECTION

FOR THE QUINTESSENTIAL FRENCH LIFESTYLE KITCHEN, THE LEGENDARY RANGE MANUFACTURER LA CORNUÉ NOW OFFERS 8 MODELS OF PERFECTLY PROPORTIONED FIRECLAY SINKS

La Cornue, the century-old artisanal producer of French ranges and rotisseries, is once again expanding its culinary passion from the range to the entire kitchen with the introduction of eight exclusive handmade fireclay sinks. The sinks are the latest addition to La Cornue's Culinary Architecture collection, designed to embrace the French lifestyle throughout the kitchen.

"La Cornue Culinary Architecture sinks are perfectly proportioned to become the center of beautifully designed prep and cleanup stations that integrate naturally into a warm and friendly French kitchen, one that embodies joie de vivre," noted Anne Puricelli, director of La Cornue North America.

Like La Cornue's custom Chateau ranges, each handcrafted Culinary Architecture sink is an individual piece created by master craftsmen using time-honored techniques and French clay from Bordeaux.

There are eight models in the Culinary Architecture sink collection, each timeless in design and exclusive to the U.S., including farmhouse sinks and prep sinks. Each is available in white or biscuit.

Featuring a distinctive fluted front, the Vasque farmhouse sink, top left, comes in three models: the double-bowl 36" La Grande Vasque 1000, the double-bowl 30" La Petite Vasque Double 800 and the 30" single-bowl La Petite Vasque 800.

The elegantly simple Bassine farmhouse sink, top right, comes in three versions: La Grande Bassine Double 1000 double-bowl 36" sink, La Grande Bassine 800 30" single-bowl sink and the La Petite Bassine 600 24" single-bowl sink.

The collection also includes an unusual 24" curved front prep sink, La Cuvette, and a charming 15"x15" La Petite Cuve prep sink. Prices range from approximately \$700 for the La Petite Cuve up to approximately \$3100 for the La Grande Vasque 1000. All La Cornue products including the new sinks are available in stock through Purcell Murray, the exclusive North American distributor. See all the sinks at www.lacornueusa.com.

THE INDUSTRY'S FIRST FULLY CUSTOMIZABLE, SELF-CONTAINED WINE COOLING UNIT

 Vinotemp, recognized leader in the wine storage and refrigeration industry for 25 years, has added the Wine-Mate® 4510HZD Customizable Wine Cooling System to its newly patented line of Wine-Mate self-contained cooling units. As the industry's first fully customizable wine cooling unit,



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Wine is about an experience...

Vinotemp is looking for distributors who would like to offer a variety of products that attractively protect, store, and preserve that experience.



VINO-250CONETCH



VT-NAPA2



VINO-SONOMA700L



VT-140TS & VT140TSL

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Learn more about the Vinotemp Experience.
Email marketing@vinotemp.com today. The first 20 distributors to email and mention source code RO 12-2011 will receive 10% off their first order. Valid for first-time customers only.

Source Code RO 12-2011

the Wine-Mate 4510HZD is the perfect solution for properly storing a variety of goods in aptly constructed cellars and cabinets. With its ability to control both temperature and humidity levels in a variety of climates, the Wine-Mate 4510HZD can be used for storing and aging wine as well as fine furs, cigars, leather goods, chocolate, and salami.

“Vinotemp is dedicated to creating the best wine cabinets and cellars in the world by utilizing the finest materials and Wine-Mate cooling systems,” states India Hynes, president of Vinotemp International. “The recent patent on Wine-Mate’s self-contained cooling units and the addition of the Wine-Mate 4510HZD are testaments to Vinotemp’s proven ability to provide the perfect long-term storage climate for our clients’ wine collections and other luxury goods.”

The ability to function in varying ambient temperatures is a unique feature of the new Wine-Mate 4510HZD. A quiet, high speed condenser exhaust fan allows the system to work in both normal and extremely high ambient temperatures while a crankcase heater protects the compressor from damage when the ambient temperature falls below 50 F – ensuring the proper storage climate for wine and other luxury goods.

Exclusive customization options such as power cord location, exhaust system configuration, and the supply grill direction are also unique to the Wine-Mate 4510HZD. Additional options such as a compressor heater (provides protection against low ambient temperatures), a heater outlet, a reusable, washable condenser air filter, patent-pending remote call feature (sends notifications when the temperature of the cellar falls out of the desired range), insulated duct, and duct adapter can also be added to the cooling system.

For added style, the deviceful Wine-Mate 4510HZD features a subtle tan color and a unique, curved supply grille and front panel. An adjustable speed evaporator fan allows for multiple installation options (self-contained, split, or ducted), while the backwards-curved impeller fans can distribute air up to 50 feet.

The new 4510HZD features an adjustable climate control system for simultaneous temperature and humidity control, allowing one to maintain the ideal storage temperature (50-65 F) and humidity level (50 to 60 percent). As with the rest of the Wine-Mate self-contained cooling unit line, the 4510HZD also arrives ready for installation – no refrigeration technician, copper tubing or drain line required.

The Wine-Mate 4510HZD Customizable Wine Cooling System measures 14 ¾” W x 24” D x 20” H and has a coverage size of 1000 cubic feet. Pricing for the unit starts at \$2599. For more information about Vinotemp contact 800.777.VINO (8466) or visit www.Vinotemp.com.

LIEBHERR EXTENDS ITS SUPERIOR REPUTATION OF LUXURY REFRIGERATION WITH LAUNCH OF NEW WINE STORAGE CABINET

LIEBHERR INTRODUCES LATEST MODEL IN VINIDOR LINE OF WINE UNITS



Liebherr Refrigeration North America, the worldwide leader in luxury refrigeration, is launching the WS 17800, a three-zone freestanding wine cabinet.

Holding 178 bottles, the adaptable WS 17800 adds to Liebherr’s full line of Vinidor and GrandCru wine cabinets is intended for wine drinkers of all levels. With its beautiful stainless steel surround, the unit stands alone adding an elegant design detail to any dining or recreation room.

Ideal for the wine connoisseur who may not

have space for a cellar, the third temperature zone allows the perfect beverage storage temperature (55° F) and drinking temperature for whites (41° F) and reds (64° F). Each zone can be adjusted separately from the other zones to adhere to the owners’ specific preferences.

“The elegance and high-performance features of the WS 17800 is another example of Liebherr’s commitment to providing consumers with supreme design quality in all of our refrigeration products,” said Thorsten Platt, VP of Liebherr Refrigeration North America. “This unit gives consumers the opportunity to add a stylish design element to their home and have the utmost protection for their fine wines.”

Other key features ensuring successful wine maturity, include:

- Constant, high air-quality, with re-circulated cooling and fresh air supplied through an activated charcoal filter
- Quiet storage, due to specially developed vibration-free compressors that keep bottles still
- Exact digital temperature controls in each of the three zones
- Digital ventilation control to precisely maintain desired humidity between 50% and 80%

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Elegance, meet Intelligence.

It's a match made for a dream kitchen. A Liebherr integrated refrigerator fits elegantly and seamlessly with your cabinet design. And it more than satisfies your desire to spend intelligently. It also holds more food and keeps it fresher longer. It's everything you'd expect from a high-end refrigerator at a price you wouldn't. Meet your new Liebherr by following the QR code below.



www.liebherr.us/hg

LIEBHERR
Quality, Design and Innovation

- Energy efficient LED lighting for an attractive display without adding any heat or UV light into the storage cabinet
- Wooden pull-out shelves on smooth telescopic rails that make selecting a bottle convenient

The WS 17800 wine cabinet will be available at fine and specialty appliance retailers across the U.S. and Canada beginning November 2012 with a manufacturer suggested retail price of \$4,899 USD. Visit www.liebherr-appliances.com to view Liebherr's full product line of freestanding, built-in and fully integrated refrigeration and wine and humidior cigar storage units.

Consumers and members of the design trade can find an authorized Liebherr retailer by visiting www.liebherr-appliances.com and clicking on the 'Inquire' tab. Liebherr's website also offers a Wine Guide that details proper wine storage and serving tips helping to ensure the maximum enjoyment of one's favorite wine.



SMALL BATH, BIG DESIGN

VICTORIA + ALBERT'S IOS AND EDGE TUBS OFFER DEEP, DOUBLE-ENDED LUXURY IN A COMPACT FORMAT

victoria + albert One of the top trends in bath design today is replacing outdated whirlpool tubs with a luxurious freestanding soaking tub; but what if you have a traditional small bathroom? Well Victoria + Albert answers the call with their ios and Edge bathtubs. No longer do you have to sacrifice design because of limited space!

The space-saving ios Collection allows customers the chance to make the most of restricted space without compromising on design. The double-ended design packs a whole lot of bathtub into a neat and compact package! Each product in the collection features an organic beauty thanks to elegant oval lines and the natural white finish of its ENGLISHCAST® composition, a finely ground volcanic limestone mixed with resin. This unique construction is finished by hand to provide a glossy white solid surface that is highly durable and easy to clean. The ios bathtub measures 59" long by 31- 1/2" wide and 23-5/8" tall.

For a coordinated look, consider the ios 54 vessel basin. Beautifully proportioned with a compact footprint of under two feet long, the ios 54 basin displays the clean lines and timeless design that has made the ios collection so popular. The versatile ios 54 measures 4.875" tall by 21.25" long and has a minimalist style that redefines classic. The Edge Collection pays homage to cubic design, blending classic shapes with the latest in edgy urban style. Building on the success of the company's compact ios bath, the Edge Collection is also designed to make smart use of limited space. | continued on page 28 |

EuroChef USA

Professional Cooking Appliances Handcrafted in Italy



Beauty, Style & Performance

EuroChef USA offers innovative Italian crafted Verona® and VeronaPro™ Ranges, Ovens and Cooktops along with their premiere line of ILVE® Dual Fuel and all Gas Ranges. The Verona and VeronaPro collections are exquisitely designed and available in a variety of color and size options, perfect even for small space kitchens. The chef inspired ILVE Collection is available in six standard sizes, eight color and three trim finish options to create a unique and distinctive appliance! Luxury features include powerful burners, warming drawers and rotisseries. Numerous cooktop configurations and optional accessories offer an unprecedented nine different ways to cook on your ILVE Range.

Look to EuroChef for a beautiful Italian crafted appliance that is perfect for any kitchen!

Dual Fuel Ranges | Gas Ranges | Gas Wall Ovens | Electric Wall Ovens
Gas Pro Range Tops | Gas Cooktops | Electric Cooktops | Range Hoods



eurochefusa.com
866.844.6566

See  ILVE on
YouTube



The generous depth of the Edge Bath provides a deep, luxurious soaking experience, while its overall footprint consumes proportionally little floor space. Measuring 58-7/8" long by 31-5/8" wide and nearly 24" deep, the tub's double-ended design has plenty of room for two.

The Edge Bath is beautifully complemented by the Edge 45 Basin, the most compact basin Victoria + Albert has produced to date. This contemporary basin adds impeccable style with its rimless design and sleek silhouette. Measuring 17-3/4" long and 12-5/8" wide, these basins are just 4-3/8" deep. For more information about the Victoria + Albert's products shown here, visit www.vandabaths.com or call 1-800-421-7189.

LEVITON ACQUIRES HOME AUTOMATION, INC.

ACQUISITION BROADENS LEVITON'S HOME AUTOMATION CONTROLS OFFERING

LEVITON Leviton announced the acquisition of Home Automation, Inc. (HAI), a leader in home automation controls for residential and light commercial applications. HAI enhances Leviton's current home automation offerings by providing homeowners with solutions that combine security, energy management and entertainment controls, in user-friendly applications.

Integrating HAI products with Leviton's solutions provides homeowners with a smart choice for automation and remote access capabilities. HAI has a wide-ranging product offering, from systems that allow homeowners to control their automated video surveillance system and audio devices over the Internet to programmable thermostats and light switches accessible directly from a smart phone.

"Leviton's acquisition of HAI represents a significant expansion of our offerings in the residential market, and furthers Leviton's commitment to providing customers with the latest technologies as affordable, easy-to-use solutions," said Daryoush Larizadeh, chief operating officer of Leviton. "Leviton and HAI are two established brands coming together to offer a complete whole home automation solution that customers can trust."

HAI will operate as a new, standalone business unit, branded HAI by Leviton, and maintain operations in New Orleans. The new business unit will be managed by Jay McLellan, current CEO and president of HAI, who will report directly to Daryoush Larizadeh. HAI product lines will soon be available through Leviton's U.S. and international channel partners and distributors. Leviton also plans to provide its builder and contractor network with the necessary training for installing HAI systems.

"We are proud to be part of the Leviton team, joining a company with a rich history and well-established brand," added Mr. McLellan. "Through the combined technologies from Leviton and HAI, we anticipate continued growth and innovation in the home automation space, providing homeowners with additional advancements for years to come."

The acquisition of HAI continues Leviton's commitment to strategic growth and innovation. Leviton has evolved into a global provider of electrical wiring devices, data connectivity solutions and lighting and energy management systems for a variety of end-use markets.

For more information, visit www.leviton.com.

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Daewoo Top Mount
Refrigerator

For more information, visit www.e-daewoo.com
about this or any other Daewoo Electronic product

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ELECTRONICS



- 9 models, 27 total water-conserving faucets
- Solid brass body
- 1.8 GPM flow rate (HYDRA has a 1.5 GPM flow rate)
- Ceramic disc cartridge
- CALGreen approved
- Comes with limited lifetime warranty

For three generations, BLANCO has quietly and passionately elevated the standards for luxury sinks, faucets and decorative accessories. Proud of its European heritage and award-winning German engineering, BLANCO is steadfastly committed to their tradition of high quality, innovative design and unsurpassed service since 1925. Today, BLANCO is the only supplier in the world to produce its own sinks from start to finish in three materials. Dedicated to quality without compromise, every sink is closely inspected many times before it receives the BLANCO name. For more information, visit www.blancoamerica.com.

BLANCO INTRODUCES NINE NEW WATER-SAVING KITCHEN FAUCETS

REDUCE WATER CONSUMPTION BY 20%-30% - PRESERVING THE EARTH'S PRECIOUS WATER SUPPLY IN STYLE

BLANCO BLANCO, the German manufacturer of finely crafted sinks and faucets, introduces nine new water-saving faucets, which efficiently conserve water without sacrificing style or performance. The new BLANCO LINUS™, the award-winning BLANCO CULINA™ and the new BLANCO ALTA™ are just a few designs from a highly functional collection of nine captivating kitchen faucets that boast conservation without compromise.

"BLANCO's water-saving faucets come in nine elegant models displaying superior performance and great savings without having to settle for mediocre design," states Tim Maicher, Director of Marketing for BLANCO. "With an 1.8 GPM flow rate and ceramic disc cartridge, each carefully crafted faucet gives the homeowner satisfaction that they are helping to preserve the earth's precious drinking water supply. The ultra-efficient BLANCO HYDRA™, with its unique European design twist saves 30% with a 1.5 GPM flow rate."

The BLANCO eco-friendly faucets come in a range of finishes including Polished Chrome, Satin Nickel plus SILGRANIT® II colors: Café Brown, Biscotti, Truffle and Anthracite. Prices range from \$295 to \$875.

DETAILS

- 20% water-saving faucets come in eight different models, HYDRA is ultra-efficient and saves 30%

VOICES FROM THE INDUSTRY - DEVELOP A TOPIC AND LET YOUR VOICE BE HEARD

NKBA The National Kitchen & Bath Association wants to hear from you, as a potential presenter in the first ever, Voices from the Industry Conference Session Series, set to launch at KBIS 2013 in New Orleans.

The series will consist of up to 70 conference speakers that represent all industry segments and every level of professional. The NKBA is looking for industry-relevant topics to be presented by you. Who better to address the topics that are relevant to today's kitchen and bath professional, than the experts in the field?

Do you have a topic you're eager to share with other professionals; a subject you've researched already or one you're ready to explore and develop? We want to hear from you!

All applications are due no later than November 2, 2012. Selected applicants will be notified by the end of December 2012, and should be prepared to speak at the 2013 Kitchen and Bath Industry Show, April 19-21 in New Orleans.

For complete details, such as conference policies, selection criteria, and content requirements, go to www.nkba.org/VFTI.aspx.

Your unique expertise is what we're looking for, and your topic(s) may be submitted within one of the following four learning tracks: Design & Inspiration, Business Management, Focus on the Customer, Sales & Marketing. Please email all questions and inquiries to VFTI@nkba.org. **RO**

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Cook Like A Pro: GE Appliances Adorn New RACHAEL RAY Studio

Professional kitchens often look unattainable to those cooks whose main course goes no further than the family kitchen table. The newly designed RACHAEL RAY set featuring GE appliances, and debuted on season seven's premiere on Sept. 17, changed that for aspiring home cooks.

"GE Appliances is excited to be providing the latest in home appliance technology and style trends for the RACHAEL RAY Show's new set," says Eddie Martin, chief marketing officer for GE Appliances. "This is a natural progression of the relationship we began last year, and is another piece showcasing the results of our \$1 billion investment through 2014 to completely transform our product portfolio and become the premier appliance manufacturer in the United States."

In season six, GE Appliances partnered with RACHAEL RAY for RACHAEL's LOFT, a sleek 2,600-square-foot space in the heart of downtown New York City featured on about 10 segments. The new set holds true to Rachael's down-to-earth personality, while adding a relaxed-chic style that's high-lighted by the exposed brick walls, reclaimed wood table and countertops as well as some pieces that mirror Rachael's own home.



WHAT IS ON THE SET:

The set will be the first to showcase a new French door refrigerator in Slate, GE's new appliance finish. The warm, grey metallic with its low-gloss finish is a natural complement to the overall kitchen design.

This season, to spice up the cooking segments, the GE Monogram® prep kitchen has been relocated onto the set and will be covered by opaque plexi panels that turn clear, on command, exposing all of the excitement and behind-the-scenes cooking taking place.

On air and online, Rachael will explain various cooking techniques and how they may be tied to a feature on one of GE's appliances. For example, fans can learn the benefits of convection cooking technology in GE's Café™ double wall ovens.

For more details on the show, visit www.rachelrayshow.com and www.geappliances.com to read more about the appliances on the RACHAEL RAY set.

"Oftentimes, people overlook their appliances and only give them credit for the most basic functions. RACHAEL RAY is going to open viewers' eyes to features they may have missed in the past, and it's going to make them better cooks in the end," says Martin. **RO**





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INTERNATIONAL BUYERS VEGAS MARKET

The Summer 2012 Las Vegas Market delivered an energized show and attracted thousands of upbeat home furnishings buyers—many of whom were there for the first time—from around the United States and abroad. Las Vegas' Summer Market, was highlighted by buying power among retailers who were ready to do business, as well as incredible momentum among new exhibitors including a vibrant temporaries section, the debut of a high-end home décor showcase in Building B, and the signing of 43 new showroom leases since the start of the year totaling approximately 265,000 square feet of space—adding to the diversified merchandise mix that buyers can find at Las Vegas Market.

Buyers and suppliers alike applauded news of the bold re-merchandising plans announced by International Market Centers (IMC), the parent company of Las Vegas Market, designed to firmly position Las Vegas Market as the most comprehensive buying platform in the western United States. Beginning with the Winter 2013 Las Vegas Market, IMC will concentrate complementary resources throughout the 5 million square-foot campus and begin a strategic evolution for the marketplace that will afford buyers and sellers new opportunities in the furnishings, gift and home décor channels.

"At the start of the year, Las Vegas opened the doors to its strongest market in three years and set the tone for a positive 2012. While total traffic at August show was lighter, as at other summer markets, individual store attendance was up from prior summer shows. | *continued on page 36* |





BUYING POWER AT THE SUMMER '12
MARKET WAS UP OVER THE LAST THREE
SUMMER SHOWS

INTERNATIONAL ATTENDANCE WAS
STRONG FROM CANADA, MEXICO AND
LATIN AMERICA

Furthermore, the retailers who came were serious about buying," said Robert Maricich, chief executive officer of IMC. "It's very encouraging to see the number of individual buying units continue to grow especially given the summer slow down at retail. The trajectory at Las Vegas Market continues to trend upward."

Las Vegas Market also experienced a significant influx of new sleep product buyers at this summer's Market. Buyers showed up in droves, as the number of first-time mattress buyers at Las Vegas Market increased by 124 percent, reinforcing its standing as the nation's premier bedding market.

"The best results of market were reported by those exhibitors who presented compelling new product and value. It's also true for those manufacturers who were actively engaged with their customers, sales teams and in their overall showroom and product presentation. There were many companies playing to win at this market," said Tom Mitchell, president of home furnishings for IMC. "We were very pleased to hear that sleep product manufacturers were especially positive, as this is an industry that leads with new— new product, innovation, new promotional opportunities and aggressive marketing."

Furnishings manufacturers and buyers had many positive things to say:

"We've been at Market since 2006, and this was our first Market as a permanent exhibitor in our new showroom, said Rick Lovegrove, co-owner of G Romano. "It's been a great Market traffic-wise and order-wise. To show our collection in our environment really helped us launch our brand. We're celebrating our 50th anniversary this year, so it's been really positive."

"Market has been terrific," said Tom Erdman, general manager of Handy Living. "We've seen more people than we thought we would, and the quality of the retailers through the door was





excellent. All of our appointments were with top 100 retailers, and I can't think of one that didn't want to do business with us."

Jim Drawdy, merchandise and bedding Buyer of Havertys Furniture, said, "As a bedding buyer, this was a very informative market. I was able to find the new product introductions. What stood out was the amount of bedding vendors and the new product introductions that they exhibited."

Ronald Sigal, casegoods, mattress and rugs Buyer of The Bon-ton Stores, said, "Market was phenomenal. I was able to meet with many key vendors and negotiate programs that will increase sales and margins. The market is very well organized and with so many vendors in one location and in three adjacent buildings, it was very convenient."

Toronto-based designer, Lynne Sadowski-Cipin of Interiors by Lynne, says, "Las Vegas Market gets better...it's fabulous. I come to see what's new and exciting. I'm looking for trends. I've also met a lot of new suppliers and current suppliers. I walk around and find something completely unexpected."

Joy Boardman, Gordmans Associate Buyer of Home Accents, said, "I saw new vendors and ordered new product for my growing categories. Vegas market is by far my favorite market to go to and I travel about 12 weeks of the year for market. The seminars specifically the "Ahead of the Curve" and "First Look" I will continue to attend. I find them inspiring, verifying of the trends we forecast, and also enlightening to look at a trend in a new way." | continued on page 38 |

124 PERCENT INCREASE WAS SEEN
IN FIRST-TIME MATTRESS BUYERS
ATTENDING LAS VEGAS MARKET

265,000 SQUARE FEET OF PERMANENT
SHOWROOM SPACE LEASED SINCE
START OF YEAR, PLUS MORE THAN
75 FURNISHINGS LINES DEBUTED
IN B-2 TEMPORARIES



Retailers primarily interested in furniture and mattress categories accounted for 69 percent of Las Vegas Market. In addition, another 70 percent of attending gift and home buyers also expressed interest in cross-over buying into furniture and related categories, opening up new distribution channels for furniture suppliers in Las Vegas. Summer 2012 Market also attracted growing numbers of interior designers and hospitality buyers—approximately 16 percent of the total buyer base—adding further sales opportunities for its tenants.

The always popular temporaries on B-2 featured the largest exhibitor participation in years and offered a wide variety of new furnishing lines in sustainable, juvenile, and lodge lifestyle. More than 75 furniture lines were featured including several new-to-market temporary exhibitors including Borkholder Furniture, Ugo Furniture and Royal Wine Cabinets. ESF Trading, Modern Dutch and Ital Art Designs were among the European tenants that joined the temporary exhibit showcase. Juvenile furniture manufacturers in Vegas Kids temporary exhibits included Bolton, Storkcraft, Kidkraft and Donco Trading Company.

Beyond new exhibitors, a number of top brands expanded their showrooms, including HTL and Sealy. Other expansions included, ACPacific, Copper Instincts, Furniture Traditions, GBS, Guardmaster, Home Accents, International Furniture Direct, Med Lift, Meva International, Office Star, Perdue Woodworks, Powell, Prepac, Pure Latex Bliss, Real Flame and Twin Star/Classic Flame. These expanded showrooms provided strong presentations of new product that helped drive retailers to Las Vegas Market.

Market kicked-off with the ever-popular trend-spotting panel, “First Look,” that highlights trends and new product picks at Market. Celebrity designer Monica Pedersen of HGTV and home products/trends editor Julie Smith Vincenti showcased new product and trends at Las Vegas Market through a beautifully guided presentation.

Other popular seminars included Sherwin-Williams Colormix Forecast, Design Trends and the Role of Technology and Furniture Fashion and Food: The Perfect Marriage, which included an impressive cast of panelists. Attendees were transfixed by Cassandra LaValle, editor behind the ultra-popular coco+kelley blog; Virginia VanZanten, Associate Editor at W Magazine; Jane Matteson of Matteson Design and Consulting; and, Emily Henderson, HGTV Design Star and Host of “Secrets from a Stylist” engaged in a stimulating conversation about the blurring line between furniture and fashion and how to apply this know-how to business.

Las Vegas Winter Market takes place at World Market Center Las Vegas January 28 - February 1, 2013 For more information on Las Vegas Market, visit www.lasvegasmarket.com. **RO**





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Aspirin Still Cures Headaches

I went to the doctor today to follow up on an on-going treatment plan for a chronic health issue. The visit was good—the doctor was on time and in good spirits. He was pleased with the progress I have made and the results of my recent lab tests. Although I am much, much better than I'd been, I still have a few issues. His recommendation was to add another medication to the one I currently am taking.

My doctor went on to explain that the drug he was suggesting was actually very old. It was commonly used to treat my condition until all the "As Seen on TV" drugs started to hit the market in the past ten years.

He explained that doctors sometimes had "medical amnesia" forgetting about treatments once used effectively but that had been replaced by the latest, greatest new ones. We all know the story—once patents on drugs run out, they are marketed as less expensive generics. In their efforts to both improve drug efficacy and make profits, drug companies bring new ones to market to replace them.

In thinking about his comments, I realized that independent dealers have "retail amnesia" often forgetting about tried and true formulas that had worked well in the past. As we've rushed head long into all things digital, we may perhaps have abandoned solid analogue strategies. Maybe, like my doctor's approach, it's time to re-visit some old but useful ideas.

The most basic but often overlooked old school formula is your store and your merchandise presentation. You

may have the most effective website luring customers in but if your store is poorly located, badly lit or in need of an exterior facelift, those prospects may just keep driving.

Is your store pristine and inviting? Does it look new and fresh or tired and worn out? Are your displays current, well-signed and clean? No matter how much you display, holes and empty spots make customers think that the "best" product is missing. Too many holes and they may think you're going out of business.

I recently visited one company seriously focused on growing their online business. But their floor was so poorly merchandised—mostly with internet returns—that they didn't even display a complete line-up in any category. Their store business fell at almost the same rate their online volume grew.

In your rush to move more of your advertising to your website and to email marketing campaigns, have you forgotten about your most successful events? For those who still run them, private sales and other customer appreciation events continue to bring buyers in. There's nothing wrong with adding an email invitation to the letter you send out, but don't abandon promotions that were successful for a long time.

Instead of complaining about show-rooming, savvy dealers are beginning to use technology to fight it. Independents always have had the best sales associates. Their sales teams could question their prospects to show them the right product with the best benefits to fit their needs. Now dealers are arming their staff with tablets to help

assure customers that they're getting the right price. Instead of letting their customers go to their competitors, associates use their tablets or smartphones to show their prospects exactly what the prices are in the marketplace. In some cases, they can also access their own inventory or go to their suppliers' sites to see models not on display. Improving old school service with new technology.

I got a postcard today from a friend vacationing in Yellowstone. I was thrilled to have something other than bills and junk mail in my mailbox. I get loads of emails and my friends keep in touch on Facebook but "real" mail makes me smile. Which brings me back to another old idea. Yes, thank you notes do work. They differentiate you from your competitors and give your customers yet one more thing to rave about when they tell their friends about their buying experience.

Bayer has started a campaign reminding us that good old aspirin still works for headaches. Sure we can now choose from Tylenol, Motrin, Excedrin and a host of other painkillers, but the folks at Bayer are still curing headaches.

So look into your retail medicine chest and pull out some of the old cures. They'll still cure a lot of ills. **RO**

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



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Moving Up

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“EXCEPTIONAL EMPLOYEES ARE THE DRIVING FORCE OF THE FUTURE.”

That is true for every organization throughout the world. Unfortunately, most organizations are riddled with complacent employees, those who merely show up and do as they're told, who lack the drive and the self-confidence to reach higher, do more, and become indispensable to their companies. Exceptional employees are those who take chances, are creative, create order out of chaos, generate ideas, figure out what needs to be done and do it—and, in the process, create value for their organizations.

The question becomes: How do you become that exceptional employee, that person who is so valuable to your organization that you not only will have a job for life, you will be promoted beyond your wildest dreams? How do you develop a plan of attack that will take you where you want to go?

I recommend that you take these steps:

- **Believe in yourself.** Build your self-confidence with positive, personal affirmations—positive statements that you make about yourself and that describe what you want to be, what you want to have, what you want to do, and how you want to live your life. Then reaffirm those beliefs over and over, until your unconscious mind accepts them as facts.
- **Set goals.** Indispensable and extraordinary employees set goals and work

tirelessly to achieve them. Those goals should be consistent with your values and should align with your passion. They should be clear and measurable. Include target dates for each goal; doing so will keep you on track. Once you reach a desired goal, set a new one.

- **Overcome self-imposed limitations.** Those limitations are the biggest barriers to your success. If you think of yourself as a failure, no matter how hard you try to succeed, you will fail. You have it within you to be anything you want to be—and to do anything you want to do. You must believe in yourself. You can't be afraid to make mistakes, because that fear will hold you back. Challenge yourself, take risks, and reap the resulting rewards.
- **Improve your deficiencies and develop your strengths.** Conduct an honest self-assessment. Look long and hard at your attitude and work ethic and at how you deal with customers and problems. How would you rate your performance? Do you meet the expectations of your coworkers and superiors? Are you dependable and accountable?
- **Be proactive.** A proactive employee is constantly on the lookout for opportunities to stand out. Every problem you encounter is an opportunity for you to produce a positive outcome. When you are proactive and confident in your skills, you put yourself on display for your customers and supervisors. You show others that you can handle any situation. You will be free to be extraordinary.

- **Develop personally and professionally.** Your self-assessment will guide you, as you look for areas to strengthen. Take online classes, read a book on personal development every month, enroll in a training course, attend seminars and lectures. Look for mentoring programs and take advantage of tuition reimbursement programs to further your education.
- **Associate with winners.** Associating with successful people, people you respect, will help you stay on track. They will ignite your passion and provide support. They will motivate you and challenge you intellectually. They might even funnel stimulating projects your way and help you identify improved career opportunities. Stay away from negative people; they will drag you down and hamper your efforts to better yourself.

When you think big—and dream big—you will accomplish great things. When you decide you want to move up to a better position, and a better life, you are making a choice that will drive you to set—and meet—higher standards. You will become an exceptional and indispensable employee. **RO**

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



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If You Were to Close Your Business Tomorrow, Who Would Care?

If you answer that question with just you and your employees, then it's time to rethink your business. Why?

Let me explain the reasons we even ask that question. First, in today's competitive business landscape, we must be customer focused. It is or should be all about the customer, not us. We are not in the business of making money-- we are in the business of building relationships. It doesn't matter what you sell, if you know how to build relationships then you will be a success at any business. The customer might not always be right, but they are the customer and they are allowed to make a mistake. Ask yourself the following questions:

- What else can you do to build a long-term relationship with your customer?
- How much do you know about your customer?
- Do your employees call the customer by their first name? How much information do you have about the customer?
- Do you have a system in place that can help you collect information about your customers?
- Do you know what your customer's preferences are and what you could say on a phone call that would have them stop by the store as soon as they could?
- Do your customers tell you that they love shopping in your store? If they do, then that comes from their hearts. If they tell you that they love your prices, that comes from their head and be careful there. You don't want customers loyal to just price because when someone cheaper

comes along, they will switch their loyalty in a matter of seconds. Never position yourself solely on price; it's just too dangerous. Become the expert in your field. Become a resource not just another store. That is the perfect segue to my second question.

WHERE WOULD YOUR CUSTOMERS GO IF YOUR BUSINESS CLOSED?

The more stores or businesses you mention, the more you need to rethink who you are. If customers can easily find what you sell or service at many different outlets, then it's time for you to sit down and start listing what makes you different, unique, and the reasons someone should shop with you. I closed my store fifteen years ago and to this day I can't go anywhere within my store's marketing area without someone telling me how much they loved my store and how much they miss it and then they go on to explain why. They start with the words "You carried the best _____ that was perfect to me" or "You always knew what I needed or wanted" or "I miss Tiny, or Sadie, Ruthie or Margie."

I spent thousands over the years to collect data about my customers that predicted their buying patterns. I always had a promotable item on display, markdown sections, and a constant assortment of various price promotions. But I also noticed that rarely does anyone ever mention price.

People actually cried when they heard the news because of the relationships we had built, so when they came in the store, they would ask over and over, "Where are we

going to go now?" We could not be compared to any other single store. The following reasons are the key to successful retailing:

- **Unique Products and Unique Specialties.** One of our specialties was selling Mother of the Bride attire but we were NOT a bridal shop. Our merchandise had to be different and not found at the mall.
- **Unparalleled Service.** We employed 6 dressmakers that insured perfect fits. On a Saturday we would have 4 dressmakers working without any work scheduled for the day. Most of the day, all four dressmakers worked on rush jobs for that night or the next day.
- **Longevity of Staff.** The majority of our staff had worked at the store for more than 10 years and many over 20. We also had longevity of customers as well.

Get to know your customers very well. Collect data, preferences, sales information, and even customers' birthdays so you can send a birthday card and a coupon for the store on their birthday. Know who your customers are, what they like, when they like to shop, and how much they want to spend. Create a customer for life and stay in the game! **RO**

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



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Want To Know Why You Aren't Motivating Anybody?

Leaders are often tasked with trying to puzzle out how to motivate or inspire people with whom they work. Here's the good news and the bad news: you can't motivate anybody. Motivation is intrinsic—it generates from within and is primarily based on emotions and modified by learning. If you can't motivate somebody, what can you do to help people get jump-started, move to the next level or meet existing standards? You can remove obstacles to motivation, and then the behaviors are up to them.

A PERSONAL EXAMPLE

Let's examine a non-work related situation where motivation would come in handy. My personal trainer, Holly, has been trying to talk me into running a half marathon with her this year. She's been dropping hints for months, and my customary reply was always, "yeah, I'd like to do that ...I've always wanted to do that. I'm not sure I can run that far all at once..." This woman is very inspiring—fit, friendly, funny, encouraging—but she cannot motivate me to spend the next four months training to prepare to run 13 miles in one fell swoop—only I can do that for myself. What she can do, however, is help me to remove obstacles to my motivation by first finding out what those obstacles might be and offering to come up with some strategies for overcoming them.

ABLENESS & WILLINGNESS

There are two main categories of obstacles—ableness and willingness—so we'll address those first. Am I able to run 13

miles without stopping and without injury or harm? Am I willing to do the mental and physical work of training for this kind of race? I must answer those questions first, and from that, I can determine what I might need in order to remove the obstacles to my motivation.

For example, where is my skill and ability level right now? Is it realistic for me to work toward this goal in the time I have to prepare? Do I have enough information about the race, the challenges and benefits of training? Do I have time in my schedule to devote to the training itself? What questions do I need answered in order for me to be able to make an informed decision about this task ahead? That almost seems like a contradiction or paradox, doesn't it—to gather information in order to get motivated?

Motivation is not magic. This is something Victor Vroom writes about in his work around the 'expectancy theory of motivation' where people make rational decisions about whether or not to be motivated to pursue a particular course of action. I love that idea! It's the perfect example of balance—using reason to determine whether or not to engage my emotions—my passion—in something I may choose to do or not to do!

HOW CAN THIS PLAY OUT IN THE WORKPLACE?

If you are managing or supervising people or leading an organization, you can ask these important questions:

1. What is standing in the way of having high levels of productivity, trust and morale?

What obstacles are preventing this group, team or individuals from being the best they can be?

2. Once you've identified the potential obstacles, then you need to decide whether or not you can influence this situation by gathering more information, changing a system or a process, or confronting an important issue.
3. Then, you'll need to decide whether or not it's worth it to you, your team or organization.

When I finally agreed to join Holly in the half marathon, I had to do some homework—I read several books and articles, I talked to other runners, and I came up with a plan for how I could remove most of the obstacles to my ableness and willingness to train for this event.

Now, even though Holly says all the right things as we're creeping up the last hill of our long Saturday runs, and she helped me find the information I needed to eliminate most of my obstacles to motivation, she knows I'm the one who made the decision to be excited about this and to create behaviors around making it happen. She helped me find ways to say 'yes', but I'm the one who has to move my feet. **RO**

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



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Why Playing It Safe Is Actually Very Risky

I'm convinced the main reason most businesses fail is that they have nothing new to offer. In other words, they're not unique enough. Ten years ago you might have been the only store in your category in your neighborhood and that was enough. But not anymore; not with the Internet making it possible for every business to have hundreds of competitors all over the world.

I see a trend: "cool" companies that do things out of the ordinary are stealing business from more "serious" companies. This is true in every industry. I'll give you some examples of companies that dared to be unique and became very successful:

Tom's donates a pair of shoes to a child in need for every pair of shoes you buy.

In a world where people were used to paying for software, Google started offering software for free (calendars, email, Google Docs) and making money by selling ad space.

When nobody would even consider lending money to poor people, Muhammad Yunus founded Grameen Bank and started offering micro-credits (usually around \$100) to poor people who needed some money to start a business. The results were amazing. Over 95% of these people paid their loans back. This is a much higher rate than any commercial bank in the world.

I hate most ecommerce sites because they have way too many products and it's always hard to find what you're looking

for. Woot saw this problem and they became very successful selling only one product a day.

Jones Soda allows you to put your pictures in their bottles. They make great gifts.

I read a great book called *Blue Ocean Strategy*. It talks about how while most companies do what everybody else is doing and fight for a piece of the pie, other companies create a completely new space that they dominate.

The main reason for us rejecting new clients is that they're not unique enough. If they're one in a thousand companies selling the same product at the same price, we can't do much for them. That's the biggest marketing fallacy I've heard of: people think that with good marketing you can sell anything. Although it's true you can have some mild success if you do a great job at marketing an average product, I'd rather do 10% of the marketing for a groundbreaking product. The reason is that with groundbreaking products, once you get some buzz going, the word will spread like wildfire. Think about it: you heard about Google when someone recommended it to you, not because they marketed it to you.

The question is, how can you be unique? You need to challenge the basic assumptions in your industry. Make a list of everything people assume about a business like yours and come up with alternative solutions.

Keep in mind that a large percentage of your ideas won't make much sense. That's

completely OK. The key to creativity is allowing yourself to come up with as many stupid ideas as possible. Sometimes you get one great idea among a few dozen stupid ideas, and sometimes you can combine two stupid ideas into one great idea.

Don't judge; make it your goal to come up with as many ideas as possible in 10 minutes. Aim for at least 100 ideas. When you're done you can put the judging hat on and get rid of the ideas you don't like. You'll probably end up with five crazy ideas that you like. Run them by other people and see their reaction. Ask for honest feedback.

This is how I do it: "I'd like your opinion on something. I want to show you some ideas I've been working on. I need to ask you a favor: please be very honest. You're not going to hurt my feelings, but if you tell me you love an idea that you actually don't like, and I end up investing my money and time in it and it doesn't work out, that won't help me. That's why I ask for absolute honesty. Is that OK with you?"

And always keep your goal in mind: to come up with a business idea so innovative/cool/crazy that when people hear about it, they can't wait to tell their friends. **RO**

Camusio has built and sold three successful businesses, author of The Internet Marketing Bible, and CEO of an internet marketing agency with over 300 clients (including Chevrolet, Burger King and Subaru.) Visit www.TheOutsourcingCompany.com or call 503-367-7561

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Fuel for Growth: Empower Your Sales People

Electronic and appliance sales associates tend to be the best and most knowledgeable sellers. There is a reason for this, as electronic and appliance sales associates typically have more training from the vendor world on product information. Having background knowledge of one's product is essential to completing a sale with the consumers. The consumer's of today are forever evolving and changing, and definitely not what they once were. Within the furniture world sales associates are not as well versed in the knowledge of their product, in making positive interactions with their consumers and coming off as trustworthy.

The consumers of today are asking more and more questions from their salespeople. Consumers today are more well versed in their own knowledge of the product and potential deals due to spending an average of three months prior to entering a store doing research online within their own homes. Consumers are entering stores with a foundation of knowledge on what they are looking for and are interested in asking questions from their salespeople. These questions can range from is this a good product, am I paying what this furniture or appliance is truly worth, what is the product made of, to even questions on styling and where the product could best fit into their home. The consumers having prior knowledge puts more pressure onto the sales team. The salespeople are now being requested to answer all consuming questions which requires them to be adequately trained in background

knowledge, making positive and trustworthy interactions with their consumers.

Having the sales person appear trustworthy to the consumer will increase sales rates. When a sales person comes off as knowledgeable and trustworthy the sales associate can have a closing rate of the sale up to 88% of the time. When the sales associate is polite, engages in eye contact, interacts positively with the consumer and answers all of their questions without having to walk away to get their consumers questions answered the closing rate of the sale will rise. Electronic and appliance stores are on the rise for bringing mattress sales into their stores. By having mattresses and furniture available in electronic and appliance stores it increases the foot traffic into the store, increases margins, and increases sales.

Nationwide Marketing Group has been successful in doing this as they provide training on product information, sales training, as well as merging these assets with advertising and finance to create increased traffic in their members stores. Nationwide Marketing Group understands and provides their members with all of the necessary tools to help retail sales associates close the sale.

The consumers of today have access at their fingertips to gather information on varying products, basic knowledge of the furniture and/or appliances and electronics that they are looking to purchase. As consumers spend approximately three months doing independent online research they have a base knowledge already in

place. Furniture sales people need to be aware that their consumers are already entering their store having done months of independent research and are only walking into the stores when they are ready to seek further knowledge and close a deal. When the furniture sales person comes off as professional, genuine, caring, knowledgeable, polite, and friendly—then the chance of the consumer walking out with a purchase greatly increases. The power of this process lies within the retail salespeople. The retail sales people hold in their hands the power and integrity of the store by being well-versed in their knowledge of the store and the products.

Furniture sales people need to catch up with the electronic and appliance sales associates when it comes to knowing their product and company inside and out. The consumers of today are requiring sales associates know how their products are made, the quality of the product they are looking to purchase, and even designing options. Training furniture sales people to be more well versed in their knowledge of the products and their personal interactions with the consumers will increase the sales, the margins and the foot traffic into the stores. **RO**

*Bill Bazemore is the Vice President of Furniture for Nationwide Marketing Group.
Call (770) 442-9726 or Visit furniture@nationwidegroup.org.*



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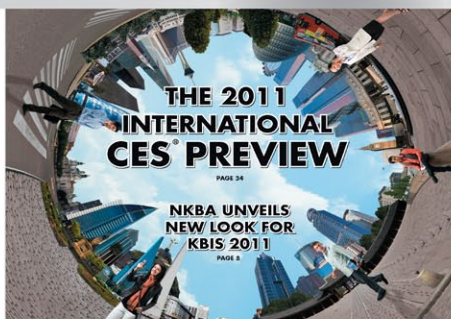
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The Retail Observer

AN EYE ON THE INDUSTRY SINCE 1970



PUBLISHED FOR INDEPENDENT RETAILERS AND DESIGNERS
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“Sell Out!”

How the Appliance Retailer Can Grow Their Bottom Line by Dedicating Space to the Outdoors

It was not so long ago when Americans thought only of playgrounds and T-ball sets when they considered backyard entertainment. Today, backyards are no longer just a playground for the kids. It is estimated that nearly one million Americans have transformed their backyards into Outdoor Kitchens. Beverly Grindstaff, contributing writer for IDEA Journal cited the reason for this being a “yearning for the resorts left unvisited in the wake of 9/11, changing gender relations, televised food programs that fuse celebrity and the act of cooking, the ‘obesity epidemic,’ and the elevation of food itself from mere nutrition to a source of novelty and entertainment. Thus, the outdoor kitchen is a new area of socio-domestic performance, the built environment of the contemporary ‘American Dream.’”

Appliance retailers, with their built-in clientele, stand to gain market share on their competitors in the barbeque arena. Selling a grill becomes an easy way to increase the average ticket without taking up a lot of space on the store floor. With the growing demand for the outdoor living space and with diminishing margins from traditional appliance manufacturers, retailers are turning to the outdoor space to pad the bottom line. The Hearth, Patio and Barbeque Association (HPBA) reports that there were more than 14 million barbeques sold in the US in 2011. Tailgaters Monthly Magazine reports in a survey conducted in April of

2011 that nearly 41% of respondents will purchase a grill this year. Of that 41%, 60% of the respondents are between 35-54, mimicking the demographics of the consumer searching for home appliances.

The questions you need to ask are: What are the key drivers in the decision-making process? Who is buying the grill? What are they looking for in a grill—price or quality? Where are they buying?

HPBA reports that the primary decision makers for grill purchases are still men, but industry reports show that women are becoming much more influential in that decision. In fact, recent studies show that nearly 42 percent of women are out of the kitchen and now in the backyard. This makes barbecue versatility key. People are becoming more creative with what they cook on the grill. While hamburgers are still the most common food cooked on the grill (67%), consumers are branching out. Pizzas, fruit and vegetables are gaining popularity in the outdoor space. In addition, reports show that 57% of consumers are looking for a particular brand as opposed to a price point. Consumers want a product that is going to stand up to the elements. They want products that perform well and have a warranty to boot.

Retailers have to be keenly aware of these facts and be able to sell the consumer a brand that allows for that flexibility. Retailers should look for key

features like, variable temperature-ceramic infrared, multi-heat options (like a charcoal cooking method in a gas grill), rotisserie and convection cooking. We like the Napoleon line of Gourmet Grills, like the company’s Apollo Smoker, which features three size variations in one self-contained unit or the Oasis line of modular kitchen components to help build the dream outdoor space on a budget. Napoleon’s Prestige line of grills feature cast aluminum end caps, double lined lid and a “Jet” fire ignition system, which adds to the reliability of the burners.

When selling grills, it’s the warranty that ties a bow on the package. To use the example above, the Prestige line comes with a limited lifetime warranty that gives retailer and the customer the peace of mind that if something goes wrong with the grill the company will fix it. It also helps with upping the sale price.

While summer is over, it’s never a bad time to start thinking about next season and increasing your bottom line with a product that has good margins and takes up little floor space. It’s an easy sell. **RO**

John White is a 20-year veteran of the appliance industry and is currently serving as the Executive Vice President of Appliances for BrandSource.



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BrandSource Expands Services & Products to Members

BRANDSOURCE DEBUTS EXTENSIVE ASSORTMENT OF OUTDOOR FURNITURE AND EQUIPMENT AT NATIONAL CONVENTION IN LAS VEGAS

FROM SNOW BLOWERS AND SAUNAS TO GORGEOUS OUTDOOR FURNISHINGS, BRANDSOURCE OFFERS YEAR-ROUND INCENTIVES TO DRIVE TRAFFIC INTO MEMBER STORES

BrandSource debuted an extensive assortment of outdoor furniture and equipment to help members drive traffic into their stores on a year-round basis. BrandSource members who attended the Las Vegas convention had the opportunity to view extensive product displays and meet with more than two dozen new suppliers representing categories such as lawn equipment, saunas, fireplaces, grilling products, patio furniture, heaters, power tools and more.

"Today's typical appliance, furniture or electronics stores offer limited selections and really need to begin offering seasonal incentives designed to drive traffic year-round," said Bob Lawrence, BrandSource CEO. "If a customer purchases a refrigerator, it can be years before they return for another product. By offering an extensive outdoor selection, customers can return several times a year, and with every changing season, as they consider additional purchases for the home.

Lawrence added that diversifying and offering new product categories can help offset the occasional loss in margins that retailers often experience when they carry a limited number of traditional products.

New suppliers include the following: B.E. Outdoor Living, EdenPURE, Fuego, Galaxy Outdoor, Husqvarna, Napoleon Gourmet Grills, Lynx, Pacific Living, Sunheat, Sunlighten and Twin-Star International.

BrandSource announces Nationwide Availability of Home Appliances through Its Expert Warehouse Distribution Centers.

"JUST IN TIME" ORDERING AND FAST DELIVERY HELPS MEMBERS SAVE TIME AND MONEY

BrandSource members nationwide now have access to an extensive assortment of home appliance brands through its Expert Warehouse fulfillment centers. BrandSource members can combine appliance orders across brands for tremendous savings in freight charges, take advantage of factory-direct pricing and promotions and reduce excess inventory.

"Carrying less inventory can have a very positive impact on financials, and many retailers today are working toward zero inventory," said Bob

Lawrence, CEO of BrandSource. "By expanding our appliance assortment and offering fast delivery, members can free up cash to invest in other best practices like marketing, website development or advertising."

Electrolux, GE and LG appliances are now available to BrandSource members nationwide and Whirlpool appliances are available regionally. Additional brands will be announced at the national convention in Las Vegas beginning later this week.

Expert Warehouse's "Just In Time" delivery service fulfills orders in three days or less and Expert Warehouse centers are located in California, Illinois, Tennessee and Pennsylvania.

BRANDSOURCE FORMS ALLIANCE WITH NATIONAL HOME FURNISHINGS ASSOCIATION AND PROVIDES FINANCIAL SERVICES TO MEMBERS

BrandSource has formed an alliance with the National Home Furnishings Association (NHFA) to provide NHFA members and its affiliates with inventory financing services through BrandSource Financial, its wholly owned wholesale finance company.

BrandSource Financial will provide central billing services for retailers purchasing products from a list of approved home furnishing manufacturers. Under the program, manufacturers will be guaranteed payment in a designated timeframe with extended repayment terms or "early-pay" discount options offered to NHFA members.

"This is a terrific opportunity for all NHFA members and affiliates, and it's mutually beneficial to both vendors and retailers," said Steve DeHaan, executive vice president, NHFA. "Even though we're in the early stages of implementation, feedback from the retail community has been overwhelmingly positive."

NHFA affiliates, which include the Western Home Furnishings Association (WHFA), Southeastern Home Furnishings Association (SEHFA) and Southern Home Furnishings Association (SHFA), will also be able to take advantage of the programs that BrandSource Financial has to offer.

"We're very pleased to offer BrandSource Financial to NHFA members and provide them with highly competitive inventory financing services," said Bob Lawrence, CEO of BrandSource. "This is a phenomenal opportunity and we encourage NHFA members and their affiliates to take full advantage of what BrandSource Financial has to offer."

For more information, visit www.brandsourceconvention.com.

RO

2012 •

UPCOMING EVENTS

• 2013

HALLOWEEN—OCTOBER 31

2012

OCTOBER

NATIONAL KITCHEN & BATH MONTH

11-12

TEXAS A&M UNIVERSITY - RETAILING SUMMIT

Ritz Carlton Hotel

DALLAS, TX

www.crstamu.org

13-18

HIGHPOINT MARKET

HIGH POINT, NC

www.highpointmarket.org

24-26

PREMIER DPH ANNUAL CONFERENCE

Gaylord Palms

ORLANDO, FL

www.premierdph.com

2013

JANUARY

7-10

NATIONAL APPLIANCE SERVICE CONVENTION 2013

Sheraton Miami Airport Hotel

MIAMI, FL

www.psaworld.com

8-11

INTERNATIONAL CES CONSUMER ELECTRONICS SHOW

Las Vegas Convention Center

LAS VEGAS, NV

www.cesweb.org

14-20

LIVING KITCHEN 2013

Koelnmesse Fairground

COLOGNE, GERMANY

www.livingkitchen-cologne.com

22-24

2013 NAHB INTERNATIONAL BUILDERS SHOW

Las Vegas Convention Center

LAS VEGAS, NV

www.buildersshow.com

28- FEB 1

WINTER 2013 LAS VEGAS MARKET— GIFT+ HOME – VEGAS KIDS

World Market Center

LAS VEGAS, NV

www.lasvegasmarket.com

FEBRUARY

10-12

VDTA/SDTA CONVENTION & SHOW

Las Vegas Convention Center

LAS VEGAS, NV

www.vdta.com

17-20

BRANDSOURCE NATIONAL CONVENTION & EXPO

Marriot World Congress

ORLANDO, FL

www.brandsourceconvention.com

26-28

DIGITAL SIGNAGE EXPO 2013

Las Vegas Convention Center

LAS VEGAS, NV

www.digitalsignageexpo.net

MARCH

2-5

INTERNATIONAL HOME + HOUSEWARES SHOW

McCormick Place

CHICAGO, IL

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3-6

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High Octane Promotions to Rev Up Your Sales

Focus is on Growth with an Array of Powerful New Marketing Tools From Nationwide

Nationwide Marketing Group understands that your company's marketing plan must provide a roadmap to profitability for you and your sales team, while creating true consumer value for your shoppers. Nationwide's role involves a cross channel mix of traditional media and digital marketing that mirrors how today's consumer shops. The mix also leverages brand advertising expenditures by manufacturers.

Nationwide's marketing efforts begin with a detailed, per brand, promotional calendar --extending to the creation of video assets through the PrimeMedia Studio and print and digital assets from Advertising Made Easy (AME). PrimeMedia's vast library of HDTV videos are formatted for television commercials and are made available for website integration through an exclusive solution called iMediaTube. Additionally, videos can be selected for playlists on Nationwide's proprietary in-store digital signage network. This sophisticated solution enables custom Nationwide content to play on each unit running on the network. AME supports Nationwide's dealers through branding and promotional messages via an array of print circulars, direct mail pieces, point-of-purchase materials, and matching email templates.

In recognition of the growing importance of digital marketing, Nationwide launched Nationwide Web Services. This group offers complete digital marketing support through twelve different services ranging from websites to reputation management and local product search through ebay Local. Each of our four website partners offer differentiated product catalogs for optimal search engine optimization. Our strengths in desktop and mobile local search help drive retail store traffic. An in-depth understanding of the online store directory ecosystem increases visibility for Nationwide's retailers.

The most common digital marketing channels include email marketing, search engine marketing, search engine optimization and banner advertising. Nationwide has approved vendors offering each service and in the case of search engine marketing, there are three approved vendors. Nationwide's email marketing solution for the past three years has resulted

in millions of emails being sent by the hundreds of dealers with email marketing accounts. The strength of the solution lies in its high delivery rate, its ease of segmenting the database and the simple integration into any dealer's website to help build a dealer's email marketing database. Nationwide also builds email templates for each major promotion. Those templates are made available to everyone through a commonly accessible library. By using a template, a dealer does not need any experience with images or formatting. He can optionally add custom text.

Banner advertising is the oldest form of digital marketing. The challenge with this channel is twofold. First, unlike search engine marketing, it is difficult to measure its effectiveness. Second, with the vast amount of banner advertising inventory, it is difficult to get noticed. Nationwide's solutions involve behavioral targeting based on prior web visitor behavior. This targeting only serves banner ads to people whose website visits strongly suggest they are in the market for products sold by Nationwide dealers.

Some of the newer areas of digital focus include social networking and mobile. Our social networking solutions recognize the three biggest dealer constraints – the need for great content, time to post, and how to use social networking to drive store traffic. In mobile, Nationwide offers a solution and best practices to build a mobile version of a dealer's website as an m. subdomain.

Further, we provide training on the use of QR codes and mobile landing pages.

At PrimeTime! Nationwide introduced new promotional tools to make member's advertising efforts easier. There are new online order entry tools that allow members to preview and sign up for new promotions. Also at PrimeTime!, Nationwide introduced The Gervais Group, a company rich in experience in search engine optimization with programs to increase website traffic.

The Nationwide Marketing Team invites you to take advantage and tune up your promotional engine with these high octane materials, tools and events, yours exclusively from Nationwide. **RO**





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TRADE SHOWS, SHOWROOM OPENINGS AND SPECIAL EVENTS

SEAFAIR 2012 ALBERT LEE CUP

AUGUST 3-5
SEATTLE, WA

As part of SEAFAIR Albert Lee Appliances held a mini appliance show and carnival. Many of the manufacturers who participated in the overall sponsorship of the event showed off their latest products and gave Seafair spectators the opportunity to win prizes. Many of the drivers of the 180mph+ Hydro boats were on hand to meet guests and give out autographs. Albert Lee's also offered some amazing souvenirs like the RC Miss Albert Lee show and U21 Team Gear. Over 100,000 people attended the 3 day event, with over 1 million viewers of the TV broadcast. Talk about exposure!

ALBERT LEE
Appliance



The Ongoing Debate Against Hourly Rates

Customers put a high value on expertise, professionalism, and promptness. Survey after survey confirms these are the things customers are looking for when hiring a service company. When a company charges by the hour, however it causes customers to become focused on time alone, forgetting the core things that bring ultimate satisfaction and confidence in both the repair and the company that provided the repair. Certainly time is important to everyone, but providing a highly trained technician, with a fully stocked service vehicle in a timely manner is the best way of insuring an appliance is repaired quickly and properly.

Most customers never see nor do they understand all of the costs associated with the repair industry, including the person answering the phone, orders and inventories, the expense for tools, your vehicles, insurances and all the training that goes into a job, etc. When charging by the hour it is very difficult for a customer to reconcile paying a reasonable price for a service professional to complete a job because they are only focused on the time it took to complete the repair. You can attest to this fact through your own experience. It's human nature. As soon as someone tells you they charge by the hour you automatically check your watch, marking the time you begin any discussion with them and the time you conclude the conversation.

Who would you rather hire: the most experienced, highly recommended person

in the field you need advice in or the cheapest? The vast majority of people are willing to pay more for a higher quality of service, provided in a timely manner, using experienced tradesmen. Who on your technical staff is faster in their diagnostic and repair skills, the apprentice, the seasoned journeyman or the master? When you charge by the hour, who is able to charge the customer more for a repair—the apprentice, journeyman, or master? Who do you pay a higher salary, the person who has been repairing appliances for 2 years, 10 years or 25 years? So let me summarize: the master service technician, because he is faster, is actually penalized for his experience and is unable to charge the customer fair market value for the level of service they are receiving because you charge by the hour! In every other profession a person pays according to the level of professional, expert service they receive. Contractors, doctors, lawyers, accountants, teachers, musicians, artists, engineers, etc. all command more money commensurate with their level of knowledge and expertise.

Charging a standard, flat job rate takes away the clock watching and refocuses the customer on your company's professionalism, experience, and customer service skills all the while insuring that you will make a profit for your efforts. The Major Appliance Service National Job Rate Guide, otherwise known as the Blue Book allows you to give the customer one set rate for the repair. No haggling, one set price that includes the parts, service

charge and labor. The blue book is very easy for the customer to understand and no clock watching to argue over!

For the record, don't think because you believe you are using a flat rate simply because you charge a variety of fixed prices based on the repair that you are anything but an hourly company with a twist. If you are not taking into account technical knowledge requirements, recall rates for each specific job, risk of property damage, average amount of time (taking into account the apprentice, journeyman, and master) required to make the repair, degree of diagnostic difficulty, parts acquisition costs and more you are not using a job rate.

The result when using the Blue Book is a happy customer who will certainly call you again for all their appliance repair needs as well as tell their family, friends and neighbors about you and your company! Not only will you generate happy customers but you will generate profits allowing you to invest in current technology, business management software, technical training, employee benefits, proper staffing, a newer service fleet, sensible inventory, technician development, new tools, and more. **RO**

Dean Landers, founder and owner of Landers Appliance, is the author and developer of the widely-used "Original Blue Book Flat Rate Job Guide"





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PSA Conducts Basic Appliance

The Basic Appliance Training (BAT) program has been designed to get back to the basics for seasoned technicians who have not been able to keep their skills up to date for a lack of training opportunities and for the new tech just getting started. The program offers basic electricity, basic gas theory and basic refrigeration from the ground up. PSA's lead instructor, Phil Whitehead is conducting the first series of training seminars including Suwanee, GA, Saint Paul, MN and Los Angeles, CA. The program is three full days in length and provides lunch on each of those days. Discounted hotel arrangements are provided at each location if needed. The Suwanee, GA presentation was sponsored by HADCO Distributors and Fox Appliance Parts.

The training for 2013 will begin with four full days of extensive training at the NASC 2013 convention to be held at the Miami Sheraton Airport Hotel in Miami Florida. There will be expanded basic appliance training, manufacturers product training on their newest technology, new techniques in service company management for greater profitability, training in QuickBooks and Excel programs, and certification for technicians, managers and support personnel. In all, there will be 112 training opportunities made available to attendees who will have to pick and choose which ones are the most important to them because there is no way one person can attend every session being offered. In addition to all of that

there will be a Trade Show, entertainment and industry meetings on the future of our industry.

The rest of the year will be followed by several Basic Appliance Training programs in various locations throughout the country. As more instructors come on board for this program the program will be expanded accordingly. Keep your eyes open for one coming in your neck of the woods.

This is the first step in becoming a Certified Master Technician.

COMMENTS FROM ATTENDEES AFTER COMPLETION OF TRAINING

Everything was super. Phil and Don were great. Hope to attend more of your classes. Food was great, the best. Thanks for a great class. Showed me a lot I did not know.

-Bernie Metts Wessinger Appliance

Very good. Wish I could send all of my techs. Let me know when you have another class in this area.

-Chris Howard Howards Appliance

I do not have very much experience, but the class was a big help and I think that it was very well instructed. I learned a lot and think that I will continue to learn with experience now that I am familiar.

-Anonymous

I liked the info. The instructor was really knowledgeable. He had good answers to



Training in Suwanee, Georgia

all my questions. I would like just a little hand on just to see what we are dealing with when testing certain items, like control boards. Class was great and I will tell others that are rusty in this area. Thank You.

-Anonymous

More of hands-on with more parts. Great Instructors. When class starts, ask what type of appliances the tech's work on. Try to discuss certain appliances, like Ice makers and compactors etc.

-Anonymous

It was worth the three days to come to this class course. Phil and Don were here to help and assist with any questions or what not's. I will be returning.

-Joe B.

The basic training class was very well taught. I learned a tremendous amount of information. I am very excited to use some of the techniques that Phil had taught me this week. The facility was very professional.

-Adam Clark, Tommy's Appliance

In one word "GREAT". I learned a lot. Phil was a good teacher, food was good. All I have to say is I learned and stayed awake; awesome class and I will recommend to other techs.

-Shawn Dick

Big thank you to the PSA. Don, great job on all three days of excellent food, a gracious host. Phil is an awesome instructor. I would

like for more hands on activities.

-Zach S.A.S. Daphne, AL.

It was a great informative class with fantastic teachers. Thank You

-Jim Thompson Thompson Appliances

Good course. Very informative. Thanks for the information.

-Anonymous

Everything was good. I would like to see appliances opened for a little hands-on. Food good. Location great. Teacher great. Info great.

-Mark

To PSA Family. This was a very valuable experience all around. I would like to have a more intense version of day 1 (electrical), since this is more in line with what we do in the field. The three-day format does fit well with those who have to still work and only have limited time off. In all I had a great time and would definitely look for more instruction in the future.

-Michael Church

Basic format was very informative. Instructor extremely knowledgeable. 3 day format allowed enough time to do due diligence to each service. Over all good program. I would like to see more appliance related courses.

-Anonymous

I thought the class was excellent, the facilities were excellent, food was great.

As someone who has never done repairs, I wish it was more than 3 days. I could have used more time to learn, also a little hands on would be great. Don and Phil were exceptional. Thank you guys for taking the time.

-Chris G.

Great Environment; Very Educational; Provided filling meals; and Great hosts and teachers. I think the course should be all week in 5 to 6 hour classes just to let all of the material sink in and the course lasting all week will be able to cover a lot and answer all questions. I would also like to see more hands on stuff. Overall I loved it and I will be recommending it.

-Steven H.

A most informative and well organized class of instruction and accommodations were top notch. I feel that it is a most useful and necessary training seminar for any one starting or continuing their education in the field of appliance service.

-Anonymous

The training was great. The food was good. The facilities were good. Everyone did a great job all the way around.

-Matt W.

I appreciate the opportunity. It was a very good learning experience.

-Anonymous

Visit www.psaworld.com for more information and updates on locations. **RO**



A Word or Two About ChatUSA

I am consistently struck by the fantastic camaraderie and helpfulness of a wonderful United Servicicers Association benefit, ChatUSA, an Internet chat room hosted by USA for USA members. Experienced professionals instantly assist one another in an exchange of emails, and as a consequence, ultimately help the consumer.

Just this Saturday morning, there was a brisk exchange on a no-cooling refrigerator problem. A refrigerator was full of food and the technician was trying to save the call and contents inside, even though everything was closed for the weekend. A flurry of emails and a very creative and sound solution was recommended and resulted in a satisfied customer. Often the customer gets lost in all of this, and they are the focus and the reason we exist. This was more than a win for that service company; it was a win for the industry.

It might seem on ChatUSA that we are just helping one another through a jam, but the end result is the professionalization of the industry and another satisfied customer.

Error codes or other technical hurdles get in the way of our daily repairs. If you have not had the opportunity to subscribe to ChatUSA and you are a current USA member you should do it now. You will instantly recognize the huge benefit to your company regardless of its size. The questions posted range from minor to highly complicated. Sometimes the answer is right there and you just need an outside pair of eyes or opinion to help you see the solution. Have you ever been stumped on a service call with a customer staring at you? Chat USA can help.

This is especially true and helpful to the small one and two man shops. To use a baseball analogy, with a small shop, there is generally no bench and no one to help



bail you out to provide relief when you most need it. On top of being caught on a technical challenge, there are all those other calls that just keep coming in with no one to respond or cover them, except the competition. ChatUSA; batter up!

Companies of any size without manufacturer affiliation or authorized warranty service providers find that ChatUSA gives them needed technical support. We all have occasions where we get stuck and need a helping hand and ChatUSA is the answer.

Looking for obsolete parts or technical manuals? Do you want to know where to go to get a rebuilt timer? You can often find the answers through a short email post on ChatUSA. I have used ChatUSA successfully to answer these and other questions many times.

My company has been in business since 1950 and many things have changed. Appliance manufacturing processes and technology have changed multiple times. Electromechanical systems became obsolete and capillary sodium potassium and mercury capillary systems replaced them only to be again replaced back to the original electromechanical systems. This is a real life "Back to the Future" example.

The reality is it is very hard to keep up with all of this on your own. Even the best of us can fall behind. We all try to take advantage of training opportunities and update our company database. You would think by now the track record of documentation and the internal technical library would be full, but we all still need help from time to time. A short and simple email on ChatUSA can be the answer and provide a quick solution to a problem.

No man is an island; ChatUSA is the life boat on that artificial island we reside on as independent service companies. Membership in United Servicicers Association is the ship to help you sail to the next level of service excellence. Outperform your competition and you will own your market. If you are not already a member of USA, join today. Learn to use all the benefits of USA including ChatUSA, and be sure to attend the fall Regional Service Meetings and the Appliance Service Training Institute (ASTI) conference in Orlando this March 6-9, 2013. Find more information on these and other training opportunities at www.unitedservicers.com. **RO**

*Author: James Dolbeare,
AAA Appliance Service Center*

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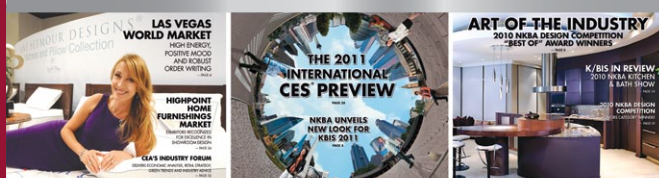
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“What Goes Around Comes Around”

Antique Top Load Horizontal Washer

I have a collection of old wringer washers, and this one is my favorite. I have quite a few copper tub machines that I have restored. In the collection is a washer built in Pottsville, PA, sold in Reading, PA and a Knoll washer that was built in Lebanon, PA.

This washer has not been restored—I am not sure what brand it is. What impresses me about this machine is the fact that it is a horizontal action top load. I have also seen a Jacobs top load like this from the 50’s at Pioneer Village, Minden Nebraska. The Staber washer is a modern version of this. Can anyone find the brand or a washer similar to it that may be older?

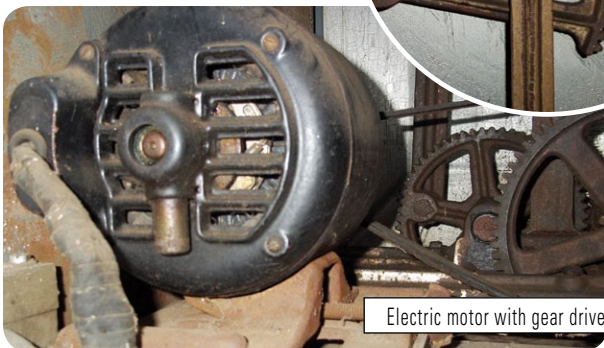
Jake Burkholder MCAP, PSA Member, Myerstown, PA



Gear pitman drive



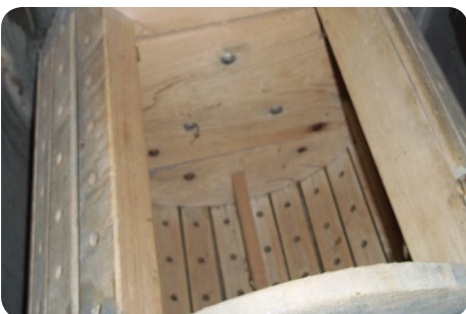
Close up of gear drive



Electric motor with gear drive



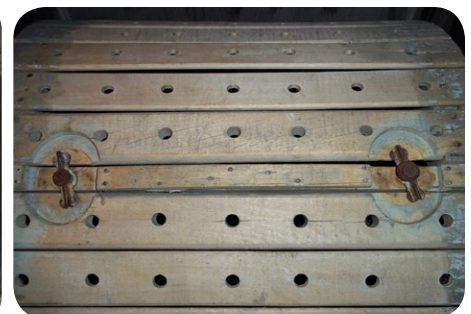
Washer with lid on



Lid removed to load clothing



Side view lid removed



Lid closed

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For Anyone in Search of the Best Cleaning in the Industry, Maytag Brand Has Their Number

Maytag brand has launched an interactive campaign that brings to new life the Best Cleaning in the Industry enabled by the PowerWash® cycle. Who hasn't spilled something on their clothes and needed a hero in the laundry room to rescue their wardrobe? That's where Maytag brand comes in. Whether it's coffee, grass stains or wine, customers can calculate their lifetime of potential stains at maytag.com/bestcleaning. The site asks a series of fun questions to collect each person's "stain stats" before matching them with the perfect laundry pair to help keep their clothes clean. Many java junkies and late-night snackers will find their current laundry lightweights should be upgraded with a Maxima® or Bravos XL® washer. Each fight tough stains and provide better overall cleaning performance while using less detergent.

Maxima® and Bravos XL® washers utilize PowerSpray, Optimal Dispense and the PowerWash® cycle to achieve such great performance. The PowerWash® cycle provides extra cleaning action and a thorough rinse to power out tough stains. The extra cleaning action loosens stains and ground-in dirt, while an internal water heater boosts temperatures to fight difficult stains. A thorough rinse flushes out any remaining detergent or lingering soils.

The Optimal Dispense compartment holds enough detergent to power through 12 loads based on 2X concentrated HE detergent. After choosing the right level of concentrate, Maxima® and Bravos XL® washers will go to work with its series of algorithms to determine how much and when to inject detergent into the washers to provide the best cleaning for the type of load. PowerSpray then takes that perfect cleaning mixture and evenly sprays it onto clothes with precise timing.

Maxima® and Bravos XL® washers use about 11.5 gallons of water, an amazing feat when just 10 years ago the traditional top load in many U.S. homes used more than 40 gallons of water per load. These models use up to 82 percent less water and 86 percent



less energy and also meet Tier 3 standards for Consortium for Energy Efficiency (CEE).

Additionally, the washers have a 10-year limited parts warranty on the motor and stainless steel wash basket. Models from the Maxima® and Bravos XL® line of laundry products will start with an MSRP starting at \$1,599 each. Please visit www.maytag.com for more information. **RO**

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3,650
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Over 10 years time, 3650 cups of coffee assumes 1 cup a day, 240 waffles with blueberry syrup assumes two per month and 120 mud puddles stomped assumes 1 stomp per month.
*Among leading competitive brand front and top load washers; comparable cycles and settings. ®/™ ©2012 Maytag. All rights reserved. Printed in the U.S.A. 8/12. MYL13819

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²Based on AHAM washability test protocol for leading brand front-load washers with normal cycle times less than 60 minutes.