

# The RetailObserver

December 2009

The Monthly News Magazine with Personality

Vol. 20, Issue 12



## LAS VEGAS WORLD MARKET

HIGH ENERGY,  
POSITIVE MOOD  
AND ROBUST  
ORDER WRITING

— PAGE 4

## HIGHPOINT HOME FURNISHINGS MARKET

EXHIBITORS RECOGNIZED  
FOR EXCELLENCE IN  
SHOWROOM DESIGN

— PAGE 24

## CEA'S INDUSTRY FORUM

DELIVERS ECONOMIC ANALYSIS, RETAIL STRATEGY,  
GREEN TRENDS AND INDUSTRY ADVICE

— PAGE 32



Printed on  
Recycled Paper

PRSR1 STD  
US Postage  
Paid  
St. Joseph, MI  
Permit No. 158

5542 Monterey Road, #258,  
San Jose, CA 95138  
CHANGE SERVICE REQUESTED



# HOW CAN FOUR PEOPLE NEED SEVEN KINDS OF JUICE?



## WE HEAR YOU

### THE NEW WHIRLPOOL LATITUDE™ FRENCH DOOR REFRIGERATOR

- Most fresh food space available\*
- Door bins hold 2 gallon-sized containers and more
- Removable In-Door-Ice® bucket creates extra shelf space in the refrigerator
- Exterior dispenser with PUR® water filtration eliminates the need to find space for bottled water

We can't put the groceries away for you, but we can make storing them a little less of a chore.



[whirlpool.com](http://whirlpool.com)



\*Registered trademark/™Trademark of Whirlpool, U.S.A. ©2009 Whirlpool Corporation. All rights reserved.  
\*Based on fresh food volume in French door refrigerators.

## FOR MORE INFORMATION CONTACT YOUR DIVISION DIRECTOR OR ACCOUNT MANAGER

Pacific Northwest Upper  
Mark Collier  
Main: 800-446-2574  
Extension: 269-923-1775

Southern Pacific  
Mike Motes  
Main: 800-446-2574  
Extension: 269-923-1758

Mountain States  
Maureen Boody  
Main: 800-446-2574  
Extension: 269-923-1442

Great Lakes  
Sherry Clem  
Main: 800-446-2574  
Extension: 269-923-1880

Southwest  
Mel Heintz  
Main: 800-446-2574  
Extension: 269-923-1090



Publisher's Statement  
Celebrating Our 20th Year!

## The RetailObserver, Inc.

5542 Monterey Road #258  
San Jose, CA 95138  
800.393.0509 • 408.228.1270  
Fax 408.360.9371  
production@retailobserver.com  
info@retailobserver.com  
www.retailobserver.com

To receive a copy of the  
*Retail Observer* online, go to  
www.retailobserver.com/subscribe/

**Eliana Barriga**  
*Editor*

**Moe Lastfogel**  
*Associate Editor*

**Vera Gibson**  
*Marketing Coordinator*

**Terry Price**  
*Art Director*

### CONTRIBUTING WRITERS

Kelly M. Rigdon  
Christopher Thiede  
John Tschohl  
Elly Valas  
J.R. Zirkelbach

DEADLINE FOR  
FEBRUARY 2010 ISSUE  
IS JANUARY 1, 2010



The Retail Observer website by www.baymediaarts.com

## Ho Ho Hum and a Bottle of Tums

Yes, the Holiday Pirates have arrived and they are giving consumers a bad name. These pirates come in all shapes, sizes, ethnicities and cultural beliefs. No, they don't have eye patches and peg legs or have a parrot on their shoulder—yet they are still Pirates. Who are they and how do you know when one is in your store? You don't, and that's the problem. In the old days of looting pirates, at least you knew when they were coming. They would sail into your harbor, row ashore and fire a few shots off to make you run, and plunder and pillage with very little chance of escape, but at least you knew it was coming. Today these pirates have refined their stealing ways, as they no longer make noise and let you know they're coming, yet there is no doubt they are present, as the numbers don't lie.

According to the NRF (National Retail Federation), preliminary results of the latest National Retail Security Survey show that retail shrinkage averaged 1.52 percent of retail sales in 2008, up from 1.44 percent in 2007.

According to the survey, total retail losses increased last year to \$36.5 billion, up from \$34.8 billion in 2007. "The increase in shrink levels signifies that criminals have found a way to manipulate and corrupt the retail industry," said Dr. Richard Hollinger, lead author of the report and Professor of Criminology at the University of Florida. "Many retailers are being forced to decrease their current expenditures because of the state of the economy and the cut back in consumer spending, which leaves new opportunities for thieves to take advantage of companies."

According to the survey, the majority of retail shrinkage last year was due to employee theft, at \$15.9 billion, which represented almost half of losses (44%). The survey found that 14 percent of those cases involved collusion with outsiders. Shoplifting accounted for \$12.7 billion (35%) of losses. Other losses included administrative error (\$5.4 billion and 15% of shrinkage) and vendor fraud (\$1.4 billion and 4% of shrinkage).

"While the economy plays a role in the amount of shoplifting around the country, these crimes are mostly the case of greed instead of need," said NRF Senior Asset Protection Advisor Joe LaRocca. "People aren't stealing to feed their families; they're stealing iPods, handbags, and other discretionary items.

The National Retail Security Survey is an annual survey of loss prevention executives that benchmarks retail shrinkage and operational information about how retailers are combating losses. The survey also showed that the Consumer Electronics and Home Improvement side of Retail were the least affected, but it's still something to look at. Proper training and setting up a task group to look into how secure your operation is are two suggestions that will help you begin your loss prevention program. I'm sure you can see the monetary reasons for making this a priority conversation.

Happy Retailing, AARRGGGHHH.



Moe Lastfogel

# 2009 — It's a Wrap!

Here we are at the end of another year and what a wild year it's been.... Our January issue was titled "Survive or Thrive" and if I had to give the year a theme, this would be it. Looking back it seems that we were very busy adapting and re-structuring our businesses to deal with the challenges the new economy presented us. So the question is, are you one of the ones who figured out how to survive? Were you able to find the "upside of the down economy?" Or are you one of the few who used the opportunity to re-invent your business, figure out how to turn things around and are actually thriving? For many of us it has been a year of one foot in front of the other, maintaining our market presence and gathering our strength in order to position ourselves effectively to negotiate 2010 successfully amidst our recovering economy.

This past year was met in many organizations with sometimes severe cost-cutting actions, which are now being challenged by many top executives, with their eye on sharper cost analysis, coupled with creating more effective ways to focus their expenses on their "capabilities". In *Cut Costs, Grow Stronger: A strategic approach to What to Cut and What to Keep* by co-author Cesare Mainardi, he states, "Not only are they able to cut costs where things matter less, but they're able to invest in the areas of the business that will cause them to thrive and to grow, even as an economy returns, making a real difference in terms of winning in the market — then great things happen." He defines 'capabilities' as "a combination of know-how, people, expertise, processes, and all that happens in the business that allows that business to out-execute its competition. The key is to figure out what is essential to the success, and then what is just required to keep the lights on, and triage the two and invest in the activities that cause success, relative to competition, and then to be as lean as possible in everything else."

So is your business investing in the areas that affect

your profitability and not only cutting the non-essential things? Have you continued to put forth an image of strength within the industry and to your clients that will make the difference of surviving or thriving and help position yourself well for the recovery of 2010? Were you successful in making your customers smile and create reasons for them to come back into your place of business? Have you been able to 'just bounce' by becoming resilient and learning how to adapt in the face of stress? Are you starting to communicate to the larger community through social media?

These were just some of the topics we touched upon throughout the past year. With our focus on education and communication of industry news and trends, and with 2010 just around the corner, we are looking to develop a stronger rapport with our readership so that our writers are talking about what you want to hear. Some of the new 2010 format changes will be the addition of a Letters to the Editor page, Showroom Spotlight, Distributor Highlight and Interviews. This new interactive channel gives you the opportunity to tell us what you are looking for in our publication. Our content is the heart of our business and it's what sets us apart, draws a captive and faithful audience, which drives the support from our advertisers

which enables us to keep supplying you with relevant news of the industry that is important to you and your business.

We wish you all a Peaceful Holiday Season...



Eliana Barriga, Editor  
letters@retailobserver.com



“ Invest in the areas of the business that will cause them [businesses] to thrive and to grow, making a real difference in terms of winning in the market ”



**AMERICAN RANGE**  [www.americanrange.com](http://www.americanrange.com)

PROFESSIONAL SERIES

WE'VE CIVILIZED  
OUR COMMERCIAL  
RANGES



DISTRIBUTED BY : LUWA  
206.574.0770

SIERRA SELECT  
800.793.7334

O'ROURKE SALES  
800.523.4730

AVIR APPLIANCE  
514.827.2304

SIGNATURE MARKETING  
800.358.8886

WYDOOL  
847.528.1690

FOR DEALER INQUIRIES PLEASE CALL US AT 888.753.9898



WORLD  
MARKET  
CENTER

# The Las WORLD



## High Energy, Positive Moo

A 12 PERCENT INCREASE IN BUYER / DESIGNER  
OF NEW PRODUCT TRANSLATES TO

Signs of an economic resurgence within the home furnishings industry were evident at the recent Las Vegas Market, held September 14-17, as a significant uptick in registration among buyers and designers spurred welcome activity and solid order writing in showrooms across World Market Center Las Vegas' campus. Exhibitors reported strong results from the moment World Market Center's doors opened, noting the quality of buyers in attendance and brisk order writing.

Las Vegas' inaugural September Market saw a 12 percent increase in the number of registered buying units compared to last July. Among international buyers, there was a 36 percent increase compared to July 2008, and a 15 percent increase over February 2009

Market – with notable growth among Latin American buyers.

Market officials also reported a greater diversity in the range and



1



2



3



4





# Vegas MARKET

## and Robust Order Writing

NER REGISTRATION AND AN ABUNDANCE  
AN ACTIVE AND EXUBERANT MARKET

type of retailers, noting a 21 percent increase in home textile buyers, a four percent gain in lighting buyers and a two percent uptick in floor coverings buyers—reinforcing Las Vegas’ position as a total home marketplace.

“We are very pleased with the result of our first September Market and encouraged by the tremendous showing in this very difficult

| continued on  
page 6 |

**1.** The opening night party at Las Vegas Market featured entertainment by Penn (of Penn & Teller) and The Brian Setzer Orchestra. **2.** Opening day at Grand Plaza **3.** Las Vegas Market attendees, Kathryn Simmons, Dan Afill, Tammy Endsley and Cynthia Zheng during the opening night party **4.** Garbo tiger fabric chaise lounge - deliciously contemporary version of the fainting couch by Armen Living **5.** Metal lantern w/ wood pedestal by Creative Co-op, Inc. **6.** Attendees in the Atrium of Building A at Las Vegas Market’s opening day **7.** Gene Simmons at the Retailer Resource Center’s GE Money booth **8.** Timothy Corrigan, Laura Kirar and Vicente Wolf discuss trend-setting products discovered at the Las Vegas Market during the Ahead of the Curve seminar and web broadcast



5



6



7



8





# The Las Vegas World

period in the economy for the home furnishings industry. It is clear that our campaign for driving optimism filled with compelling marketing and programming encouraged manufacturers to ‘play to win’ by introducing terrific new products,” said Robert Maricich, President and CEO of World Market Center Las Vegas. “This unprecedented effort led to retailers and designers buying and left everyone with a sense of fulfillment. We were also pleased with the attendance results. We clearly attracted motivated buyers from across a broad geographic area and were highly successful in getting the right people with a desire to place orders at Market. In an environment that other trade shows and markets are reporting significant double digit declines, the results from this market were truly outstanding. This is a testament not only to World Market Center’s significant investment into this state-of-the-art platform, but also to the optimism and resolve of our industry to accelerate our collective recovery.”

A stunning 94 percent of World Market Center’s 1,400 exhibiting companies and lines launched new products at the September Las Vegas Market, and most manufacturers cited the importance of new introductions as a driving factor for their success. Further, 70 percent of the products at Market will be available for immediate shipment—a near-necessity right now, with low inventories and a strong need for retailers to bolster supply caches.

“Order-writing was off the charts,” said Jeff Cook, President and CEO of Broyhill. “We made a big commitment to new product at this Market and saw a direct correlation to sales.”

Ron Wanek, Chairman of Ashley Furniture Industries, who introduced 380 new collections at September’s Las Vegas Market, said, “Market beat our expectations. Everyone is in a good mood and buying, so we are happy. Buyer traffic in the showroom was outstanding.”

First time exhibitor Farooq Kathwari, Chairman, President and CEO of Ethan Allen, said he could feel that enthusiasm in every aspect of opening day. “There is an attitude that this market exudes. It is really very impressive. You feel it in all of the



**1.** Dennis Wengert of the Small Business Administration (SBA) speaks to seminar attendees about the many loan programs currently available for American businesses **2.** Monica Pedersen, spokesperson for National Home Furnishings Month, introduces the FIRST LOOK Seminar at Las Vegas Market **3.** Artist Alex Hunter demonstrates live painting as part of the Mixed Minds exhibit at Las Vegas Market **4.** Broyhill Furniture Industries, Inc. **5.** ACHLA Designs - Eucalyptus grandis



Market's communications. It captures the world's interest and attitude toward good design."

The inaugural September Las Vegas Market proved to be an opportunity for every segment of the industry, which has withstood trying economic conditions for several consecutive quarters, to begin reversing course. The shift from July to September, which positions Las Vegas Market as the first of the season, was popular among buyers seeking unique product.

Canadian-based retailer Heidi Neumann, owner of Mattress Miracle and Soulful Circle gift store, who shopped Las Vegas Market for the first time said, "Every single retailer in Canada would benefit from being here. Las Vegas Market has a very eclectic mix of suppliers and the buildings make for a very avant-garde presentation. I love buying North American brands because it'll give our stores an edge in our community. Many suppliers had very aggressive promotions and good shipping programs for Canadian buyers."

Robert Maricich applauded industry leaders who opted to take an aggressive approach to revitalizing their businesses. "It's encouraging to see the home furnishings community turn out in such strong numbers to push our recovery forward," Maricich said. "I genuinely believe we're turning the economic corner, and our collective long-term health will benefit from the willingness business owners have shown to be proactive."

## ABOUT WORLD MARKET CENTER LAS VEGAS

World Market Center Las Vegas is an integrated home and hospitality contract furnishings showroom and trade complex. The state-of-the-art campus showcases furniture, decorative accessories, gift, lighting, area rugs, home textiles and related segments, as well as the Las Vegas Design Center (LVDC). World Market Center currently hosts the preeminent Las Vegas Market™ biannually in February and September. For more information on World Market Center Las Vegas, visit [www.LasVegasMarket.com](http://www.LasVegasMarket.com). Find us on Facebook and Twitter. **RO**

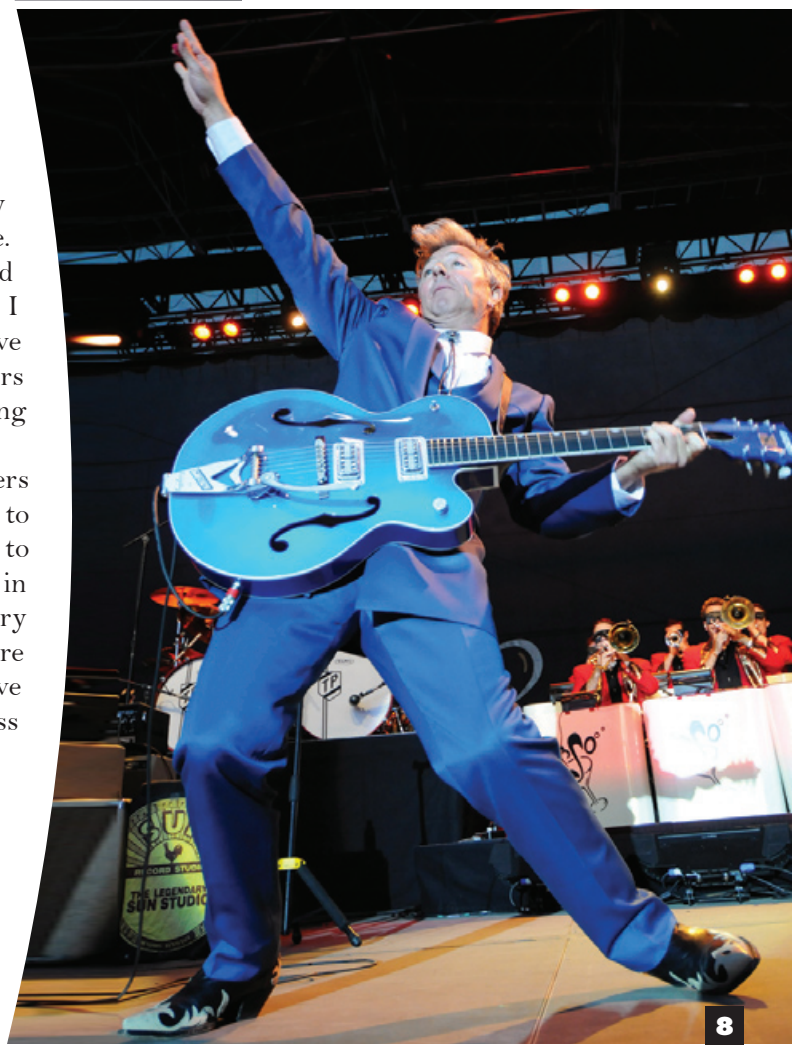
bench of neoclassic style in the silver collection of Colonial Williamsburg. **6.** Traditional to Contemporary featuring Designer Finishes and High Quality Shades by Elk Lighting, Inc. **7.** Amity Home - The brown Barka quilt encapsulates an elegant simplicity. **8.** The band is lead by three-time Grammy winner Brian Setzer - The "King of Cool" **9.** WMCLV Managing Partner - Shawn Samson, entertainer Penn, and WMCLV President & CEO Bob Maricich



6



7



8



9

## Whirlpool Corporation Gives Dishwasher and Disposal Odor the One-Two Punch

NEW AFFRESH™ DISHWASHER AND DISPOSAL CLEANER IS THE ONLY NATIONAL TWO-IN-ONE CLEANER FOR DISHWASHERS AND GARBAGE DISPOSALS



While the aroma of baking pies and browning roasts are welcome in the kitchen, dishwasher and disposal odors are not. To keep smelly kitchen odor at bay and ensure appliance workhorses run smoothly, Whirlpool introduces the new affresh™ Dishwasher and Disposal Cleaner, the only national two-in-one cleaner for dishwashers and garbage disposals.



If not properly cleaned as indicated in the use & care guide, all brands of dishwashers and garbage disposals have the potential for odor. Dishwashers in particular can be a problem when dirty dishes sit for multiple days or when food residue is not completely rinsed away. Until now, no product on the market removed both dishwasher and garbage disposal odors.

“Appliances are designed to make consumers’ lives easier, and maintaining them properly helps to ensure smooth and odor-free operation,” said Tremitchell Wright, Engineer Lead, Whirlpool Corporation. “When consumers adopt a monthly maintenance routine as indicated in the appliance use & care guide using a product like affresh™ Dishwasher and Disposal Cleaner, they can rest easy knowing that the kitchen is clean and fresh, right down to the dishwasher and disposal.”

An extension of the affresh® Washer Cleaner brand, the affresh™ Dishwasher and Disposal Cleaner is simple to use. Simply place one tablet in the main dishwasher detergent tray and another tablet in the prewash tray or in the bottom of the dishwasher. Run on the heaviest cycle – without dishes – using the hottest wash temperature to activate the affresh™ chemistry to dissolve and neutralize odor, leaving behind a crisp citrus scent. If consumers have a garbage

disposal, they should follow up with a tablet in the disposal to remove odor in the drain pipe, which connects to the dishwasher. To clean the garbage disposal, place one tablet into the disposal, slowly run hot water through the disposal for 15 seconds. Turn off water and disposal, and wait 30 minutes before flushing with hot water.

Affresh™ Dishwasher and Disposal Cleaner is safe for septic tanks, dishwashers, disposals and plumbing, and is the #1 recommended cleaner by KitchenAid, Whirlpool, Maytag and Amana brands. For more disposal and dishwasher maintenance tips, consumers should review their appliance use & care guides.

The MSRP for a package of six affresh™ Dishwasher and Disposal Cleaner tablets is \$5.99 and is available at major home appliance dealers and [www.affresh.com](http://www.affresh.com).

## A Trio of Innovative European Kitchen Brands Come Together to Help Launch Chef Eric Ripert’s PBS TV Series, *AVEC ERIC*



PHOTO BY ANGIE MOSIER

Three international superstars in kitchen design—Poggenpohl kitchen cabinets, Miele appliances and BLANCO sinks/faucets have teamed up to outfit world renowned chef, Eric Ripert for the launch of his first solo TV series on PBS stations, *AVEC ERIC*.



"I am thrilled to have Poggenpohl, Miele and BLANCO associated with my show, and thank them for their generous support of *AVEC ERIC*," states Eric Ripert. Ripert's kitchen plays an important part in his creative process and is truly a reflection of his holistic approach to food and lifestyle.

Eric Ripert, Chef of Le Bernardin restaurant in New York City and fan favorite guest judge on Bravo's "*Top Chef*," stars in his own 10-episode series airing nationally now on PBS stations (check local listings). *AVEC ERIC* is co-produced by Anomaly and A La Carte Communications and was directed by Emmy-winning director Geoffrey Drummond. In each episode Chef Ripert guides viewers through a culinary journey to where he finds his sources of inspiration. Shot on location around the world, each show returns to his home kitchen where Ripert translates the inspiration gained from his travels into dishes that home cooks could make themselves—all in stunning surroundings and with high performance tools of the trade.

#### ABOUT POGGENPOHL

The white laminate Poggenpohl cabinetry selected for the show provides a clean, modern look, maximum storage and maintains Ripert's vision for an eco-friendly space. The main island and seating area extends the social and entertainment aspects of the kitchen. Open cabinets and shelving areas provide effortless access to seasonings and tools. Poggenpohl kitchen designers worked closely with Ripert to integrate a countertop where the butcher block surrounds and is flush with the cooktop surface, for a more streamlined cooking process. Established in 1892, Poggenpohl is the world's oldest kitchen cabinet brand and is available in more than 60 countries. Poggenpohl is the world's leading luxury kitchen cabinet brand with 13 showrooms and 20 dealers across the United States. [www.poggenpohl.com](http://www.poggenpohl.com)

#### ABOUT MIELE

Miele MasterChef Collection™ cooking appliances have long been a favorite of both chefs and novices for their high performance, stunningly clean design and ease-of-use. Ripert's kitchen includes a convection oven, speed oven, warming drawer and induction cooktop. In addition to these exceptional elements, the kitchen also boasts two Miele dishwashers plus an Independence Series refrigerator and wine storage unit. The refrigeration and wine storage come equipped with RemoteVision™ technology so Miele can alert Ripert if something goes wrong (say a door left open) while he's on location. Founded in 1899 with a single promise of *Immer Besser*, a German phrase meaning *Forever Better*, Miele has dynamically grown to become the world's largest family-

owned appliance company with over 16,000 employees in 44 countries. [www.miele.com](http://www.miele.com)

#### ABOUT BLANCO

BLANCO sinks and faucets are known for their artistry, durability and array of eye-catching designs. Ripert's sink of choice is the PRECISION™ 16" R10 Single Bowl—a sophisticated, handcrafted sink made by BLANCO's exclusive STEELART® division. The 10mm rounded corner radius is flawlessly smooth with an uncompromised attention to detail. A unique satin polished finish with exacting drain grooves complete the beautiful design for easy-to-clean functionality. The KONTROLE faucet sleekly hides a pull-down spray in its elegant pillar design. 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. [www.blancoamerica.com](http://www.blancoamerica.com)

## Ultra-Fast Commercial Dishwasher Increases Throughput by 70 Percent



Recently, Miele's ultra-fast commercial dishwasher was installed at the famed De Gustibus Cooking School at Macy's Herald Square. Within just a few days, the kitchen staff experienced a 70% increase in cleaning throughput. Sal Rizzo, De Gustibus's owner, says the commercial dishwasher is a hit with the chefs and kitchen support staff responsible for making each presentation a success because of its ability to turn around dishware, cutlery and glasses in just 10 minutes.

"If a culinary school can achieve this kind of efficiency, imagine what a home cook could experience when serving guests ranging from 25-250 people. This is a one-of-a-kind product and we are thrilled to have it as a part of our kitchen operation. It makes the whole clean-up process run much smoother," states Rizzo.

| continued on page 12 |





## TRUE® Professional Series—Green Promise

At TRUE, we are continually searching out environmentally friendly components and processes that will reduce our carbon footprint. This process encapsulates both our approach to manufacturing as well as our approach to the performance of our equipment.

TRUE's 63+ years of commercial refrigeration focus has enabled us to become experts on the design and development of our systems. While energy efficiency has always been part of our design process, we have recently put forth an initiative to improve our systems to be the most efficient in the industry, without sacrificing the performance that ultimately provides food safety for our customers throughout the World.

### TRUE INITIATIVES

We are committed to the overall sustainability of our entire operation with specific examples below:

- In 2008, TRUE joined Climate Leader—An EPA industry-government partnership that works with companies to develop comprehensive climate change strategies. True is committed to aggressively reducing its greenhouse gas emissions by 15% in 2013. TRUE is currently the only North American refrigeration manufacturer that has made this pledge.
- We have recently discontinued the use of Ozone Depleting Potential (ODP) chemicals in the refrigeration systems more than 10 years before the legal mandate. TRUE has also eliminated the Global Warming Potential (GWP) of blowing agents used in its foaming insulation process of equipment from 142,000 tons of CO<sub>2</sub> equivalent units to ZERO. (THIS IS EQUIVALENT TO REMOVING 23,500 CARS OFF THE ROAD EACH YEAR)
- Over the last 10 years, we have reduced certain EPA reportable chemical releases by 80%, our total water use by 58%, and reduced our natural gas consumption by 23% per square foot of manufacturing.
- As of 2007, TRUE equipment meets RoHS compliance. RoHS stands for "Restriction of the use of certain Hazardous Substances" in electrical and electronic equipment. This eliminates the use of major hazardous substances in the production of TRUE products, such as lead, mercury and cadmium.

### EVERYTHING HELPS

TRUE's green promise continues outside of the factory and throughout our offices. Small steps such as recycling paper and plastic to removing Styrofoam plates and cups from the cafeteria are key to the overall impact of our efforts.

### IN 2008, TRUE HAS COLLECTED THE FOLLOWING FOR RECYCLING/REUSE:

- 21 tons of paper
- 312.9 tons of cardboard
- 1.5 tons of plastic bottles
- 643 pounds of aluminum cans
- 3.1 tons of protective laser film
- 19.4 tons of plastic laminate
- 8.6 tons of acrylic/polycarbonate
- 88.4 tons of wooden pallets
- 1084 pounds of mixed metals

### TOTAL—455.7 TONS OF MATERIAL KEPT OUT OF THE LANDFILL!

TRUE is committed in its efforts toward becoming a more sustainable entity and reducing the overall carbon footprint. We are making this promise to all of our employees and customers and will continually improve our processes to insure that generations to come will be able to enjoy TRUE products.

For more information on True Professional Series call 888.616.8783 or visit [www.true-residential.com](http://www.true-residential.com)





True Refrigeration can be found in some of the most prestigious hotels and restaurants throughout the World, and it is with this success that we are now crafting the same quality for your home that the world's best chefs demand in their kitchens. Introducing the True Professional Series new line of residential, high-performance refrigeration, designed specifically for those that demand perfection.



TRUE PROFESSIONAL SERIES  
2001 East Terra Lane, O'Fallon, MO 63366

phone: 888.616.8783 • fax: 636.272.7546 • [info@true-residential.com](mailto:info@true-residential.com) • <http://www.true-residential.com>

## Ecoxera Announced as Sustainability Consultant to Professional Retail Store Maintenance Association (PRSM)

ECOXERA TO ASSIST PPRSM IN DEVELOPING MEMBER TOOLS, RESOURCES, AND EDUCATION ON SUSTAINABILITY FOR RETAIL STORE OPERATIONS AND MAINTENANCE



The Professional Retail Store Maintenance Association (PRSM) today announced Ecoxera as its sustainability consultant. Together they will develop a robust sustainability program for PRSM members.

There is confusion in the sustainability market place—Ecoxera and PRSM's collaboration will bring clarity and direction for programs and practices that make business sense while helping retailers deliver on environmental commitments. The program will include innovative, revenue-generating tools, education, and resources such as guides, articles, best practice sharing, white papers, and a number of interactive features such as a discussion forum and "Ask the Expert" web feature on sustainability topics. "We are excited to have Ecoxera on board to help us deliver a more robust program for our members," said Patricia Dameron, PRSM Executive Director. "Ecoxera's support will be pivotal in meeting our green initiative mission of positioning PRSM as the voice of the retail facility maintenance industry on greening initiatives."

Since the establishment of the green initiative in 2007, PRSM has made great strides in educating members on the benefits of sustainability and greening operations as well as building a foundation for further program development. As part of the initiative, the Green Council was formed to recommend and develop programs in response to member needs. A survey revealed that members were most interested in topics related to retrofitting stores, energy efficient lighting, waste management & recycling, eco-friendly products and services, and water conservation.

The greening retail landscape continues to be driven by a variety of factors such as code compliance, energy and water use reduction, waste management, and shifting consumer buying behaviors. "There are many great opportunity in retail for green initiatives," Ecoxera President David DeVos said. "We are thrilled to be working at the forefront of the eco era movement with such a progressive association to deliver green programs for their forward-thinking retailer and vendor members."

### ABOUT PRSM ASSOCIATION

The Professional Retail Store Maintenance Association is comprised of North America's most innovative and reputable retailers and suppliers that need an equally dynamic organization committed to advancing the industry and the careers of those engaged in the retail facilities maintenance profession. PRSM's commitment to its members is to be the industry leader by providing | continued on page 16 |

**Küppersbusch**

THE FUTURE OF COOKING SINCE 1875

FOR MORE INFORMATION, PLEASE CONTACT YOUR KUPPERSBUSCH DISTRIBUTOR LISTED BELOW:

---

#### EXCEL DISTRIBUTING

CA, NV, NM, AZ

707.762.3392

[www.exceldist.com](http://www.exceldist.com)

---

#### ICONIC DISTRIBUTION, INC.

IL, IA, IN, MI, MN, MO, NE, and WI

773.533.0096

[www.iconicdistribution.com](http://www.iconicdistribution.com)

---

#### INNOVATIVE CONCEPT APPLIANCES

FL, GA, AL, LA, SC, NC

888.262.7079

[www.inconappliances.com](http://www.inconappliances.com)

---

#### MEADOW CREEK SALES

CO, MT, S. ID, UT, and WY

800.777.6702

[www.meadowcreeksales.com](http://www.meadowcreeksales.com)

---

#### SNAIDERO HAWAII

HI

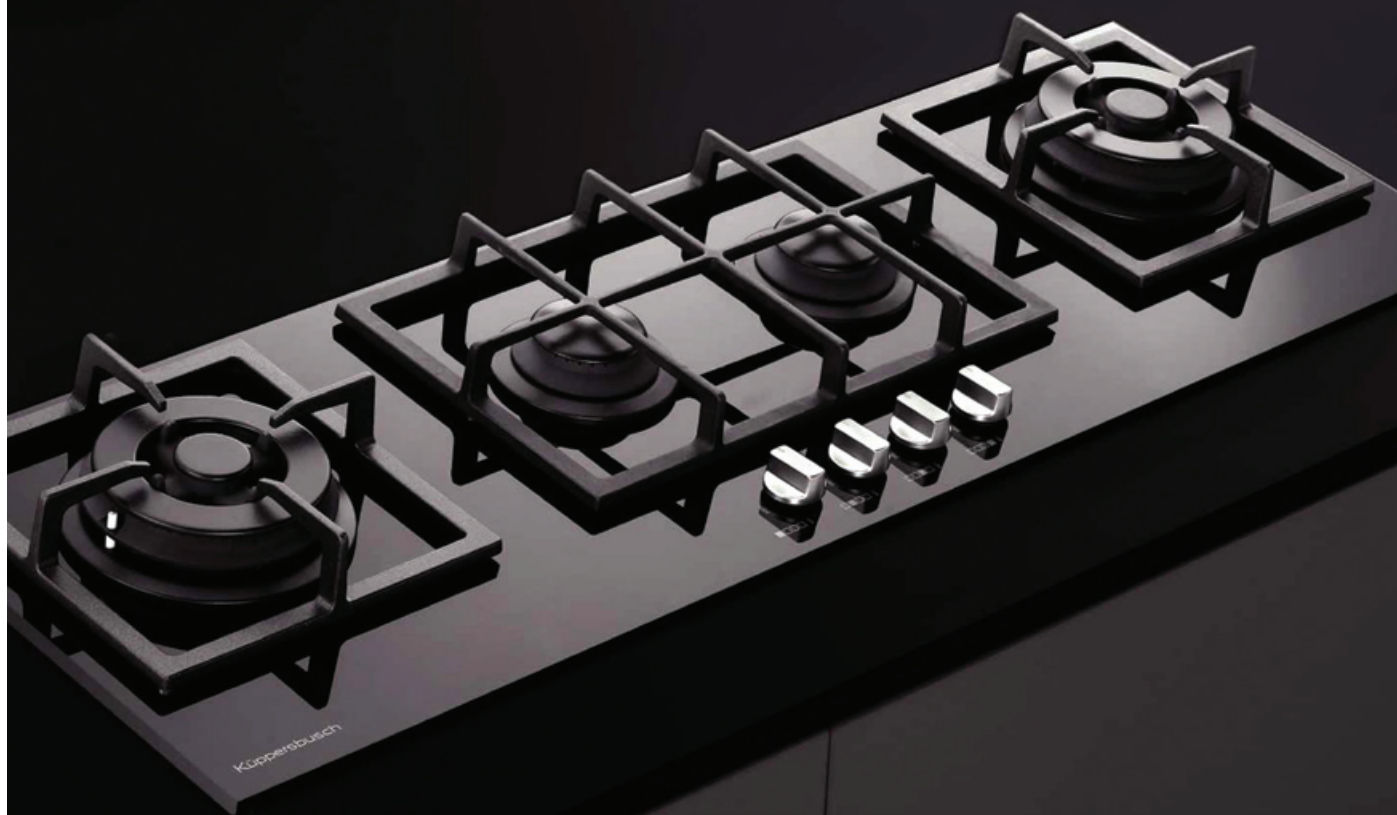
808.599.4554

[www.snaidero-usa.com](http://www.snaidero-usa.com)



# Küppersbusch

Live your lifestyle



[www.KuppersbuschUSA.com](http://www.KuppersbuschUSA.com)

1-800-459-0844

## Introducing Liebherr's New Humidor

REFRIGERATION SPECIALIST PROVIDES PERFECT ENVIRONMENT FOR CIGARS



Liebherr has taken its expertise in food and wine storage and used it to best protect another one of life's pleasures—fine cigars. The XS 200 Humidor provides the optimal environment in humidity, temperature and hygienic conditions, the three areas that matter the most to the preservation of cigars. And true to form, the unit is designed with Liebherr's signature sleek, European styling and stainless steel surround making it an attractive accessory in a bar and entertainment area, library/study or mounted on a wall in any other part of the home.

"The Humidor is a new product for us and targeted to a more male demographic than our other appliances. We've placed one ad in Cigar Aficionado magazine and the response has been amazing," says Thorsten Platt, Vice President of Liebherr North America. "The XS 200 was recently launched in Europe and has already won a prestigious red dot award for design. Cigar aficionados can have complete confidence that our new Humidor meets every quality requirement," adds Platt.

Liebherr's unique MagicEye control system allows individual settings for humidity and temperature thanks to three different control circuits with four fans. Ideal humidity, depending on owner preference and the type of cigar is between 68% and 75%. The humidity control works with an integrated water tank filled with distilled water. Sensors regulate the water requirements and a visual display alerts the user when the water needs replenishing. The touch control system also allows the humidor to respond to a change within minutes. If the conditions change by opening the door, the unit readjusts as soon as the door is closed again. In addition, an automatic alarm prevents the door from being inadvertently left open too long.

Temperature is equally important to the storage of fine cigars although constancy is more crucial than the number. Cigars exposed to constant fluctuations in temperature can change in volume, even if the humidity stays constant, causing damage to the integrity of the cigars and even causing rot or mold. Liebherr answers this challenge by employing an integrated temperature control and fans to ensure that the temperature stays constant in the humidor without changing the humidity. The temperature can be set to the level wanted between 61° F and 68° F (16° C and 20° C) by gently tapping the touch panel. **RO**



[WWW.LIEBHERR-APPLIANCES.COM](http://WWW.LIEBHERR-APPLIANCES.COM)

---

### ALMO SPECIALTY PRODUCTS

AZ, CA, CT, DE, DC, FL, GA, IL, IN, IA,  
KS, KY, ME, MD, MA, MN, MO,  
NV, NH, NJ, NY, NC, ND, OH, PA,  
RI, SC, SD, VT, VA, WV  
800.836.2522  
[www.almospecialty.com](http://www.almospecialty.com)

---

### EURO-LINE APPLIANCES INC.

Eastern Canada  
800.421.6332  
[www.euro-line-appliances.com](http://www.euro-line-appliances.com)

---

### PACIFIC SPECIALTY BRANDS

BC, AB, SK, MB  
604.430.5253  
[www.pacificspecialtybrands.com](http://www.pacificspecialtybrands.com)

---

### PARAGON

AL, AR, LA, MI, NM, OK, TN, TX  
800.683.4745  
[www.paragondistributing.com](http://www.paragondistributing.com)

---

### TRI STATE DISTRIBUTORS

AK, CO, HI, ID, MT, OR, WA, WY, UT  
800.488.0646  
[www.tristatedistributors.com](http://www.tristatedistributors.com)



# The perfect pairing.

Create the ideal environment for your treasured wine and cigar collections with the Liebherr WS1200 wine storage cabinet and XS200 humidor. Beautifully styled and small enough to sit on a counter or wall mounted, these innovative units balance levels of temperature and humidity perfectly, ensuring that both wine and cigars emerge at their fullest potential.



continuing education and information about current events as well as a thriving market place for the industry's best products and services.

For more information on PRSM Association, visit [PRSM.com](http://PRSM.com)

#### ABOUT ECOXERA

Ecoxera, based in Austin, Texas, is an innovative team of experienced professionals in the field of sustainability who are driven to help the retail industry implement innovative and sustainable business models. Comprised of LEED® accredited professionals who have developed retail sustainability programs for prominent corporations as well as the United States Green Building Council, Ecoxera has the unique ability to develop effective, integrated green approaches that yield lasting bottom-line results and provide green equity into a retailer's brand. Ecoxera's expertise extends across four main sectors: Building Efficiency & Green Operations, Innovative Design & Construction, Sustainable Products & Supply Chains, and Greentelling™. For more information visit [ecoxera.com](http://ecoxera.com)

## LG Electronics' New Gas Cooktops Bring Professional-Grade Features to the Home Kitchen

NOW AVAILABLE NATIONWIDE, NEW COOKING LINE PROVIDES HIGH-END STYLE, GREATER VERSATILITY



LG Electronics has expanded its kitchen portfolio with its first line of gas cooktops for the U.S. market. LG's 30- and 36-inch gas cooktops, which

blend high-performance with innovative design, are available at retailers nationwide - just in time for the holiday entertaining season.

The new LG cooktops provide consumers with the utmost in flexibility and cooking options. And, with a stainless steel, professional-looking design and blue LED lighting, each model is designed to look as good as it performs. More power and versatility translates into better cooking results for today's home chefs, according to John Weinstock, Vice President of Marketing, LG Electronics U.S.A.

"With powerful performance and contemporary styling, our newest cooktops include features not traditionally found in home kitchens," said Weinstock. "The combination of intuitive design and state-of-the-art features allows users to tackle any cooking challenge or need with greater ease and flexibility."

LG GAS COOKTOPS OFFER CONSUMERS ENHANCED FUNCTIONALITY AND ADDED VALUE, INCLUDING:

- **Powerful Performance:** Home chefs will enjoy the powerful performance of LG's cooktops. Both the 30- and 36-inch models range in power from 5,000 to 19,000 BTUs, with an impressive center burner offering a powerful 19,000 BTU output, a feature most often seen on professional-grade cooktops.

| continued on page 18 |



FOR MORE INFORMATION CONTACT  
YOUR DISTRIBUTOR LISTED BELOW

---

#### ALMO

Northeast, Southeast, Midwest  
800.836.2522  
<http://specialty.almo.com>

---

#### CAPITAL DISTRIBUTION LLC

Washington, Oregon, Colorado,  
Idaho, Montana, Wyoming,  
Hawaii and Alaska  
1-877-RANGENW  
[www.capitaldistribution.net](http://www.capitaldistribution.net)

---

#### INTEGRATED APPLIANCES

Ontario, British Columbia,  
Alberta, Manitoba,  
Saskatchewan, Nova Scotia  
416.646.2500  
[www.integratedappliances.ca](http://www.integratedappliances.ca)

---

#### PARAGON DISTRIBUTING

South  
800.683.4745  
[www.paragondistributing.com](http://www.paragondistributing.com)

---

#### SOUTHWEST BBQ AND APPLIANCE DISTRIBUTING

Southwest  
602.225.2722  
[www.southwest-bbq.com](http://www.southwest-bbq.com)

---

#### VAH MARKETING

California  
800.836.8246  
[www.vahmarketing.com](http://www.vahmarketing.com)



CAPITAL BELIEVES  
*Perfection is in the Details*

and offers two perfectly designed products with unique features



**FOR THE FIRST TIME:** INTRODUCING  
"MOIST BAKE" IN DOUBLE AND SINGLE  
ELECTRIC WALL OVENS



MWOV302ES

MWOV301ES

**30" ELECTRIC WALL OVEN FEATURES:**

- High quality stainless steel exterior
- Glass oven bottom – for easy cleaning
- Hidden heating elements – for clean oven cavity
- Integrated rotisserie
- Six roller rack positions
- Halogen lights for better viewing
- Glass touch control panel
- Rotary selection knobs
- Child lock-out for added safety
- Integrated meat probe
- Countdown timer
- Timed cooking
- Delayed cooking
- Die cast chrome knobs with comfort grips

**MOST POWERFUL DROP-IN COOKTOP WITH  
A 20,000 BTUs CENTRAL "WOK" BURNER**



MCT365S

**36" COOKTOP FEATURES:**

- Non-rusting Stainless Steel
- 64,000 BTU's total
- Power-Wok central burner = 20,000 BTU's
- Power-Flo = 2 @ 14,000 BTU's
- Power-Flo = 1 @ 10,000 BTU's
- Power-Sim burner = 6,000 BTU's
- All burners feature true simmer feature
- Electronic ignition/re-ignition on all burners
- Individual igniters for each burner
- One piece fully sealed top
- Reversible central wok grate
- Continuous grate constructed of heavy duty cast iron with porcelain coated finish
- Indicating lights for burners
- Die cast chrome knobs with comfort grips
- Available in NG or LP  
*(not field convertible, please order according to gas type)*



CAPITAL COOKING EQUIPMENT INC.  
13211 Florence Ave. • Santa Fe Springs, CA 90670

Phone: 562-903-1168 • Fax: 562-903-1167 • Toll Free: 866-402-4600 • [www.capital-cooking.com](http://www.capital-cooking.com)

- **Style and Design:** A contemporary stainless steel styling package includes professional-grade knobs and three heavy-duty continuous grates covering each burner for a professional look. LED lights offer added safety protection by indicating when a burner is in use or may still be hot to the touch. The controls are placed at the front of the cooktop offering users easier access when the cooktop is in use.
- **Versatility:** This new gas cooktop accommodates a variety of different sized pots and pans, providing greater cooking flexibility. Consumers can easily prepare a variety of meal options using the five burners, consisting of a dual-stacked center burner, twin burners with matching griddle and a separate simmer burner.
- **Easy Cleaning:** Consumers will enjoy easier clean-up after meal preparation as each burner is sealed to avoid food build-up.

“Having participated as a judge in LG’s ‘Taste of Something Better’ cooking competition, I have seen firsthand how the professional-grade features of LG cooktops can transform the home kitchen,” said Chef Richard Blais, a fan favorite of Bravo’s “Top Chef” Chicago. “LG’s new gas cooktops offer convenience and versatility, and are a must for anyone who loves to cook and entertain as much as I do.”

The 30-inch cooktop model LCG3091ST and 36-inch model LCG3691ST are available now at manufacturer’s suggested retail prices of \$1,299 and \$1,499, respectively. The new cooktops join LG’s broad portfolio of cooking appliances including induction and radiant cooktops, electric and gas ranges and built-in wall ovens.

LG is committed to delivering appliance innovations that offer consumers smart technology and high performance features, along with a distinctive and stylish design package. LG has ranked “Highest in Customer Satisfaction with Ranges, Cooktops and Ovens” by J.D. Power and Associates two years in a row.

#### ABOUT J.D. POWER AND ASSOCIATES 2009 KITCHEN APPLIANCES STUDIES<sup>SM</sup>

LG received the highest numerical score for ranges, cooktops and ovens in the proprietary J.D. Power and Associates 2009 Kitchen Appliances Studies<sup>SM</sup>. 2008 received award for satisfaction with cooktops/wall ovens. 2009 study based on 4,067 total responses measuring 12 brands and measures opinions of consumers during the previous 24 months. Proprietary study results are based on experiences and perceptions of consumers surveyed in March-April 2009. Your experiences may vary. Visit [jdpower.com](http://jdpower.com).

\* Specifications, pricing and availability subject to change without notice.

## Prestige Appliance Outlet Celebrates the Grand Opening of its Whiskey Road Location with Major Donation To Charity



As part of the grand opening festivities, Prestige owner Doug Huffer, the 2575 Whiskey Road store General Manager Trent Roth and special guests including Whirlpool Chairman of the Board and CEO Jeff M. Fettig and “Maytag Repairman” Clay Jackson presented a truckload of appliances to Aiken County Habitat for Humanity. The appliances are

used but working and will go into Habitat’s resale store on Park Avenue.

“We always collect appliances from our customers for Habitat,” Roth said. “One of the services we provide to the community is that if it’s a working appliance, we donate it to Habitat for Humanity and get the customer a tax receipt for the donation. We have also set up a dryer in the store where we’re accepting cash donations for Habitat for Humanity all this week through next Saturday.”

“This is going to put us over the top,” said Henry Krippner, Habitat resale store manager. “We’re doing exceptionally well in resale this year, as have all the Habitat for Humanity resale stores. We’re at our all-time peak in sales for our store, which has been here in Aiken for 13 years, and we’re so appreciative of what Doug Huffer has done for us, because appliances are a major part of our sales.”

Whirlpool’s CEO made the visit specifically in support of the donation to Habitat for Humanity.

“This is an exciting day for both Prestige Appliance opening the new store here in Aiken and for us as well,” Fettig said. “Partnering with Habitat for Humanity has been a great honor, and it’s been a great partnership for Whirlpool for more than 10 years. For every Habitat house in the world now, we supply a free range and refrigerator. It’s our strong belief, along with Habitat for Humanity, that providing affordable housing for everyone is a wonderful thing to be a part of. Habitat is an incredibly powerful organization, and, as a company, we’re so honored to be part of its movement.”

Richard Church, Executive

| continued on page 20 |



# Introducing BlueStar's New Wall Ovens

**All Gas. High Performance. French Doors.  
Convection. 190 Colors. WOW.**



Shown above: BlueStar's 30" Single Gas Wall Oven in Ruby Red, Cobalt Blue, Traffic Yellow and Moss Green.  
Visit [bluestarcooking.com](http://bluestarcooking.com) to view all 190 available colors.

## **Incomparable Performance Meets Beautiful Design**

With features such as 25,000 BTU burners, 15,000 BTU ceramic broilers, and dependent French doors, BlueStar's new wall ovens are built for people who love to cook. And with 190 available colors, they can match any kitchen décor. Available in 24", 30", and 36" width sizes and as single units or double stacked. Visit us at [www.bluestarcooking.com](http://www.bluestarcooking.com).



Director of Aiken County Habitat for Humanity, was also at Prestige Appliance on Saturday to accept the donation.

“What Whirlpool does for Habitat is huge for the whole country, and it’s greatly appreciated. At the same time, we’re also benefiting here in Aiken from Prestige Appliance,” Church said. “They’ve been a good supporter of ours, and they’ve really made a big difference. We’re thrilled to be part of their grand opening here because we really believe in them.”

“I think this kind of support is very important for us,” Huffer said. “We live here, we work here, our children go to school here and we think it’s very important to invest in our community.”

## What Makes a Product ENERGY STAR™?



ENERGY STAR™ products are the same or better than standard products, only they use less energy. To earn the ENERGY STAR™, they must meet strict energy efficiency criteria set by the U.S. Environmental Protection Agency or the U.S. Department of Energy. Since they use less energy, these products save you money on your electricity bill and help protect the environment by causing fewer harmful emissions from power plants. And you get the features and quality you expect.

### SOME EXAMPLES:

- Qualified refrigerators are at least 15% more efficient than the minimum federal efficiency standard.
- Qualified TVs consume 3 watts or less when switched off, compared to a standard TV, which consumes almost 6 watts on average.
- Office equipment that qualifies automatically enters a low-power “sleep” mode after a period of inactivity.
- Qualified light bulbs (CFLs) use two-thirds less energy than a standard incandescent bulb and must meet additional operating and reliability guidelines.
- Qualified furnaces offer a rating of 90% AFUE or greater, which is about 15% more efficient than the minimum federal efficiency standard.

### ENERGY STAR™ QUALIFIED PRODUCTS

Products in more than 60 categories are eligible for the ENERGY STAR™. They use less energy, save

money, and help protect the environment. Ask for the ENERGY STAR™. To learn more, become a partner or order rebate forms go to <http://www.energystar.gov/>

## Reveal Designs Partners with The Frank Lloyd Wright Foundation Through its School of Architecture



Reveal Designs today announced they have embarked on a relationship with the Frank Lloyd Wright Foundation to produce architectural hardware designs through its School of Architecture. Reveal Designs will be the exclusive licensed manufacturer of the Taliesin Design™ Hardware Collection.

The students and faculty of the renowned architectural institute known as Taliesin, founded by Wright in 1932, will design this new hardware line. These products will then be developed and marketed by the specialists at Reveal Designs in NY. The new designs will showcase the creative expressions from some of the most talented and brightest future architects and faculty with each product created as a continuation of Frank Lloyd Wright’s indelible legacy.

This exclusive contract with Reveal Designs is a unique development for the Frank Lloyd Wright Foundation as they move into decorative hardware. The collection will initially include cabinet knobs, pulls and eventually door hardware and accessories.

Frank Lloyd Wright stated, “Whether people are fully conscious of this or not, they actually derive countenance and sustenance from the ‘atmosphere’ of things they live in and with.” This philosophy resonates throughout the Foundation and is surely shared by the students and faculty of Taliesin as well as the creative team at Reveal Designs.

“We have the vision, passion and creative desire to work with the students and faculty from the Frank Lloyd Wright School of Architecture to capture the essence of Frank Lloyd Wright’s most timeless buildings and style,” stated Scott Roskind, Principal with Reveal Designs. “What an incredible opportunity to work with such a visionary group. We strive to partner with the finest architects | continued on page 22 |





Dacor is in the details.  
See them in our products.  
Feel them in your bottom line.



**GET IT WHILE  
IT'S HOT!**

**FREE** WARMING DRAWER or MICROWAVE when you purchase an eligible Dual-Fuel Range or Wall Oven/Cooktop combination. For a limited time. Offer ends December 31, 2009.

Dacor is more than just craftsmanship and performance. We offer a partnership that will strengthen your business and competitive appliance packages that give your customers even more reasons to choose Dacor.

Visit [dacor.com/trade](http://dacor.com/trade) or call 800.793.0093 for more details.

**dacor**  
The Life of the Kitchen.®

and designers and to have the opportunity to be a part of this new endeavor is both humbling and exhilarating.”

Innovation, sustainable and human-oriented designs for living have recently attracted international attention to a new generation of students and faculty at the Frank Lloyd Wright School of Architecture. Noteworthy designs from the School include elegant, simple and surprising uses of familiar building materials, as demonstrated in its award-winning Taliesin Mod.Fab™ residence. Those same design principles and the overarching belief that form follows function will best characterize the new Taliesin Design™ Hardware Collection by the Frank Lloyd Wright School of Architecture.


“This type of collaboration and interdisciplinary program is integral to the mission of the Frank Lloyd Wright Foundation and specifically the Frank Lloyd Wright School of Architecture,” stated Victor Sidy, AIA and Dean of the Frank Lloyd Wright School of Architecture. “The school strives to advance new understandings of how buildings and natural environments can work in harmony to enhance the experience of everyday life and we believe Reveal Designs shares this mission and has the resources to bring these products to market.”

The new Taliesin Design™ Hardware Collection is scheduled to debut later this year.

#### ABOUT REVEAL DESIGNS

Reveal Designs partners with exceptional design firms to create unique and ever expanding lines of door hardware, cabinet hardware, hardware accessories and furniture. All of the partner-designed products are handcrafted predominantly in the U.S.A. and are sold exclusively through Reveal Designs and their retailer/distributor network across the United States, Canada and the United Kingdom. For more information on Reveal Designs, please call 914-220-0277 or visit [www.reveal-designs.com](http://www.reveal-designs.com).

#### ABOUT THE FRANK LLOYD WRIGHT SCHOOL OF ARCHITECTURE

Taliesin, the Frank Lloyd Wright School of Architecture with campuses in Arizona and Wisconsin, offers two fully accredited degrees: Masters of Architecture (M.Arch) and Bachelor of Architectural Studies (BAS). Graduates of the program are prepared to enter leadership roles within the architectural profession and become licensed architects upon completion of internship experience and passing the architectural exam. Both degree programs are designed for students who thrive in a multifaceted environment focusing on rigorous design, critical thinking, and hands-on learning. The small-scale of the school facilitates an individualized educational experience and fosters a close relationship between students, faculty and staff. Project-based learning is central to the educational experience. With more than 90 percent of its graduates actively practicing architecture, the Frank Lloyd Wright School of Architecture builds upon the foundation of the educational ideas of Frank Lloyd Wright and interprets them within the context of our rapidly changing world. For more information on the School visit: [www.taliesin.edu](http://www.taliesin.edu). 



**U-LINE**

FOR MORE INFORMATION ON U-LINE PRODUCTS, PLEASE CALL THE FOLLOWING:

---

**AMCO DISTRIBUTING**

Oregon  
503.659.2623

---

**LAKEVIEW APPLIANCE DISTRIBUTING**

North Dakota, South Dakota,  
Minnesota, Wisconsin,  
Northern Illinois, Indiana,  
Kentucky, Southern Ohio  
877.546.1280  
[www.lakeviewdist.com](http://www.lakeviewdist.com)

---

**PURCELL MURRAY COMPANY INC.**

California, Northern Nevada  
800.892.4040  
[www.purcellmurray.com](http://www.purcellmurray.com)

---

**SUNWEST APPLIANCE DISTRIBUTING**

Arizona, New Mexico  
Southern Nevada  
480.784.6611  
[www.sunwestdist.net](http://www.sunwestdist.net)

---

**TRI STATE DISTRIBUTORS**

Washington, Montana,  
Northern Idaho, Alaska  
800.488.0646  
[www.tristatedistributors.com](http://www.tristatedistributors.com)



# The Perfect Place for Luxury Undercounter



- ICE MAKERS
- WINE CAPTAIN® MODELS
- COMBO® MODELS
- REFRIGERATOR/FREEZER
- REFRIGERATORS
- DRAWERS
- BEVERAGE CENTER

*For Every Room There is a U-Line®*

To request a catalog or locate a showroom, please visit our website.  
U-Line Corporation • Milwaukee, WI • 414-354-0300 • [www.u-line.com](http://www.u-line.com)

©2006 U-Line Corporation. All rights reserved.

  
**U-LINE**  
CORPORATION





Contessa





**highpoint** MARKET  
the world's home for home furnishings

# Exhibitors Recognized

FOR EXCELLENCE IN SHOWROOM DESIGN

THIRD ANNUAL COMPETITION NAMES BEST OF MARKET AND PEOPLE'S CHOICE AWARD

The home furnishings industry's annual showcase for excellence in showroom design culminated the last evening with the presentation of two special awards honoring the High Point Market's most creative and innovative exhibitors.

## BEST OF MARKET AWARD

On the Stars Under the Stars stage, Brian D. Casey, President and Chief Executive of the High Point Market Authority presented Market exhibitor Brett Hatton, Founder and Chief Executive of Four Hands, with the prestigious Best of Market Award in the High Point Market Showroom Design and Merchandising Ideas Competition 2009. The award singles out the very best display for Fall 2009 as determined by a jury of respected industry editors with great eyes for design and keen insights into the importance of fresh, new merchandising ideas. The panel of judges for the third annual event

represented both domestic and international publications, led by Sheila Long O'Mara, Home Furnishings Business, Ray Allegrezza, Furniture/Today and Mark Woodman, Mix Magazine.

"Four Hands is a leader in trend setting for the industry in terms of product," Casey says. "They are well known for an eclectic mix from different countries at excellent price points. In choosing the showroom as the Best of Market winner for Fall 2009, the judges' rationale was that the Four Hands presentation would encourage visitors to venture farther into the space. They also liked the global emphasis, which remains so popular now, along with the environmental story that can be told with the products." Four Hands team members responsible for the winning showroom presentation included designers Fran Weil, Visual Merchandising, Nicholas Miller, Graphic Designer, and Keith Britt, Marketing Director.

BEST OF MARKET:  
**FOUR HANDS**

STEPHEN CANNATO • JUSTIN HATCH  
FRAN WEIL





According to the judges, runners up for the Best of Market award this season were Global Views, and Lexington Home Brands.

**BEST OF MARKET**

**Four Hands**

Stephen Cannato • Justin Hatch  
Fran Weil

**BEST OF MARKET—FIRST RUNNER-UP**

**Global Views**

Rick Janecek • Gregg Lovell  
Erin Davis • Seth Vaughn

**BEST OF MARKET—SECOND RUNNER-UP**

**Lexington Home Brands**

Linda King

**PEOPLE'S CHOICE AWARD**

**Global Views**

Rick Janecek • Gregg Lovell  
Erin Davis • Seth Vaughn



**PEOPLE'S CHOICE AWARD**

For the first time in the history of the Competition, the High Point Market Authority invited all Market-goers to vote for their favorite showroom design via Twitter or standard text messaging—ushering in the presentation of the first People's Choice Award. "Launched this year to honor the voice of our customers, the High Point Market People's Choice Award takes our showroom competition to a whole, new level," Casey relates. "Not only does the winning exhibitor have to present a spectacular display, they have to develop and implement a strategy to get their guests to vote. Global Views, winner of the High Point Market's 2009 People's Choice Award, excelled in both aspects of the competition," the executive relates. "Their showroom design was so creative and compelling that it earned Second Runner Up status in our juried Best of Market contest, and on top of



that fine performance, the Global Views team did an exceptional job of promoting their display.”

With a focus on merchandising made easy, Global Views creative team Rick Janecek, Gregg Lovell, Erin Davis and Seth Vaughn developed a series of display ideas that brick-and-mortar retailers can use to draw customers into their stores. “To promote their ideas, throughout the week before Market, the design team tweeted their Twitter followers and updated their Facebook page with regular reports of the showroom’s progress, complete with before and after photos,” Casey says. “Clearly, spectacular merchandising and smart, social media-savvy promotion strategies create a winning combination in today’s super-connected, high tech market-place,” Casey says. “For proof, you need look no further than Global views.” Runners up in the People’s Choice competition included Feizy Rugs and Charleston Forge.

“We instituted this very special event to celebrate the extraordinary creativity and inventiveness of our exhibitors,” Casey says. “Additionally, by showcasing and honoring our exhibitors in this way, our goal is to provide retailers with a source of ideas, inspiration and techniques that they can use on their floors throughout the year as they work to deliver the ultimate shopping experience to their customers.” View our awards booklet: <http://www.highpointmarket.org/sc2009/PDF/2009awardsbooklet.pdf>

The High Point Market Authority is the official sponsor of the High Point Market in High Point, North Carolina. Featuring an extensive selection of exhibitors spanning every category, style and price point and attracting thousands of visitors from more than 110 countries twice each year, the High Point Market is the driving force of the home furnishings industry. [www.highpointmarket.org](http://www.highpointmarket.org). **RO**



PEOPLE'S CHOICE AWARD  
**GLOBAL VIEWS**  
RICK JANECEK • GREGG LOVELL  
ERIN DAVIS • SETH VAUGHN

## GE, Whirlpool and Others Launch Smart Green Grid Initiative

AIMED AT INCLUDING SMART GRID IN COPENHAGEN MEETINGS

GE, Whirlpool Corporation and a number of other companies today announced the creation of a new collaborative effort aimed at demonstrating the role of smart grid technologies and practices in the achievement of climate change goals. Called the Smart Green Grid Initiative (SGGI), the effort will include educational events at the upcoming climate change meetings in Copenhagen. SGGI has been approved by the United Nations to be an official smart grid delegation to the Copenhagen meetings. SGGI will also be sponsoring educational events in the U.S. in the weeks preceding the meetings in Copenhagen.

One of the groups that SGGI will work with in Copenhagen is the Pew Center Global Climate Change. "It is important that we look at all of the options that can help address and mitigate climate change," said Eileen Claussen, President of the Pew Center on Global Climate Change "and smart grid's role in enabling energy efficiency and other climate-friendly technologies deserves greater attention. We look forward to participating in an SGGI side event in Copenhagen that will help carry this message to the broader climate change community."

"We need to help the world understand the real potential for Smart Grid technologies to help slow climate change," said Bob Gilligan, Vice President of GE Energy's Transmission and Distribution business. "Smart Grid solutions are often viewed primarily for their efficiency and cost savings, but every kilowatt saved is also a carbon savings. Add the potential carbon benefits we get through easier integration of more renewable energy, like wind and solar, and the Smart Grid can have a major effect on the carbon impact of our energy infrastructure."

"We launch this effort today to try to illustrate the relationship between a smart grid with smart products and technologies, and the global effort to mitigate climate change," said Jeff Noel, Corporate Vice President, Communications and Public Affairs, Whirlpool Corporation. "Complementary policies in these areas benefit consumers, create jobs, and reduce environmental impact. Today, these two areas are for the most part in different silos, and there is not enough awareness or understanding of how important development of the smart grid can be to meeting climate change goals."

"Another important area is energy efficiency," said Dan Delurey, Chairman of the Smart Green Grid Initiative. "Today, it is important to view energy efficiency in a more holistic and dynamic way than in the past. New technologies

and applications mean that energy efficiency can mean more than just replacing one device with a newer, more efficient one. It can include providing new information to the consumer that they have simply never had before. Research has shown that electricity customers with energy usage information become more energy efficient overall — by upwards of 15%. The Smart Grid may help make energy efficiency sustainable and institutionalized in business and society."

"This is also true with appliances," said Noel, of Whirlpool, and "we need to not only make our appliances more efficient, but smarter." Jim Campbell, President & CEO of GE Consumer & Industrial, the GE division innovating demand response appliances, added "Smart appliances connected to the grid can schedule energy intensive activities to take place during lower energy usage periods like evenings and nights, when some renewable resources like wind are more likely to be available."

Supporters of the Smart Green Grid Initiative include both Utilities and Technology companies. Included in the group are National Grid, Southern Company, AEP, Google, LG Electronics, Landis + Gyr, Echelon, Tendril, Ice Energy, Enspira, eMeter and Itron. In addition, the Demand Response and Smart Grid Coalition and the Demand Response Coordinating Committee, the leading groups in the U.S. focused on promoting the development of the Smart Grid and smart grid practices like Demand Response, will be supporting SGGI. SGGI also said that a web site has been created at [www.smartgreengrid.org](http://www.smartgreengrid.org) where information can be found about SGGI events as well as how the Smart Grid can play a role in addressing climate change.



### ABOUT DEMAND RESPONSE AND SMART GRID COALITION

The Demand Response and Smart Grid Coalition (DRSG) is the trade association for companies that provide technologies, products and services in the areas of demand response and smart grid. More information can be found at [www.drsgcoalition.org](http://www.drsgcoalition.org)

### ABOUT DEMAND RESPONSE COORDINATING COMMITTEE

The Demand Response Coordinating Committee (DRCC) is a non-profit organization that focuses on developing and disseminating information about demand response and facilitating the exchange of information and expertise within the demand response community. More information can be found at [www.demandresponsecommittee.org](http://www.demandresponsecommittee.org). **RO**



# COASTER<sup>®</sup>

Fine Furniture

*Giving you Quality, Value and Style.*

Coaster has a complete selection of furniture that meets the demand of every consumer. Our 7 nationwide warehouses makes it convenient for you to retrieve your purchase.



DINING



BEDROOM



LIVING ROOM



Group 501501R

See the 2010 Catalog for additional products.



YOUTH



HOME OFFICE



ACCENTS

7  
NATIONWIDE  
WAREHOUSES  
COASTER<sup>®</sup>  
Fine Furniture



WE HAVE A  
DELIVERY  
PROGRAM TO  
MANAGE YOUR  
FREIGHT.

12928 Sandoval Street, Santa Fe Springs, California, 90670

Atlanta | Chicago | Dallas | Florida | Los Angeles | New Jersey | San Francisco

Contact Larry Furiani at ext. 1149 or  
Linda Marie Rada at [lrada@coasteramer.com](mailto:lrada@coasteramer.com)  
[www.coastercompany.com](http://www.coastercompany.com)

## Yahoo!'s Carol Bartz to Deliver Keynote Address at 2010 CES

YAHOO! CEO TO SPEAK AT 11 A.M. ON OPENING DAY



**YAHOO!**

Carol Bartz is leading the development of Yahoo!'s approach to delivering personally relevant, meaningful Internet experiences," said Gary Shapiro, President and CEO, CEA. "We welcome Carol Bartz to the 2010 CES keynote stage to talk about what's next for Yahoo! and the industry."

Bartz has served as Chief Executive Officer and as a member of the Board of Directors of Yahoo! since January 2009. Previously, Bartz served as Executive Chairman, President and CEO of Autodesk, Inc. During her 14 years at Autodesk, the company diversified its product line and grew revenues from \$285 million to \$1.523 billion in FY06.

She previously held positions at Sun Microsystems, most recently as Vice President of Worldwide Field Operations and an executive officer of the company. Before joining Sun, she held product line and sales management positions at Digital Equipment Corporation and 3M Corporation. She is currently a member of the Board of Directors of the National Medals of Science and Technology Foundation. Ms. Bartz also serves as a director of Cisco Systems, Inc.

Carol Bartz will take the CES keynote stage at 11 a.m. on Thursday, January 7, 2010 in the Hilton Theater of the Las Vegas Hilton. Carol Bartz joins Steve Ballmer of Microsoft, Alan Mulally of Ford, Paul Otellini of Intel, Olli-Pekka Kallasvuo of Nokia and Zhou Houjan of Hisense in an impressive 2010 International CES keynote lineup.

For more information, or to register for the 2010 International CES, please visit [www.CESweb.org](http://www.CESweb.org).

The Consumer Electronics Association (CEA)<sup>®</sup> announced today that Carol Bartz, Chief Executive Officer of Yahoo! Inc., will deliver a keynote address at the 2010 International CES<sup>®</sup>. The world's largest consumer technology tradeshow will take place January 7-10, 2010, in Las Vegas, Nevada.

"Yahoo! is a top global brand whose vision is to be the center of people's online lives, and

## Samsung Electronics Develops World's First Single Chip for North American Mobile Digital TV Standard



Samsung Electronics Co., Ltd., a global leader in consumer electronics, telecommunications and information technology, today announced that it has successfully developed the world's first single chip compatible with the newly approved North American mobile digital TV broadcasting standard.

Samsung's latest chip innovation combines the radio frequency (RF) and digital chip components into one single 65 nanometer (nm)-scale chip. Compared to traditional multiple-chip sets, the single chip provides makers of various mobile devices including mobile phones, car-mounted televisions and portable media players an optimal solution that is more compact, uses less power, and is more affordable.

The Advanced Television Systems Committee (ATSC) has been working towards standardizing mobile digital TV broadcasting utilizing the existing digital TV broadcasting spectrum and facilities since May 2007. After a membership vote that concluded yesterday, ATSC Mobile DTV was officially adopted as an ATSC standard.

"Prior to Samsung's technical demonstration at the 2006 NAB Show, industry experts believed that the compatibility of mobile TV broadcasting technology with the existing ATSC broadcasting system was not possible. In early 2005, Samsung Electronics decided to apply significant resources to ATSC standardization," said Mr. Byung Duck Cho, Executive Vice President of the Digital Media and Communications R&D Center of Samsung Electronics. "Samsung succeeded in ATSC Mobile DTV standardization through its dedication and support in cooperation with the ATSC, broadcasters, and other electronics manufacturers. Through this collaborative accomplishment, Samsung Electronics aims to advance its leadership in the North American mobile market with mobile TV."

Over 70 broadcast stations have announced their support of this initiative and have agreed to broadcast on a trial basis across North America by the end of 2009. The goal is to prepare for formal broadcasting tests to North American consumers beginning in early 2010.

ATSC Mobile DTV makes live mobile broadcast TV possible by installing minimal additional equipment at



existing TV transmitters while utilizing the same frequencies as current terrestrial digital TV broadcasting. ATSC Mobile DTV does not influence current DTV receivers even when operating in the same channels making it in-band compatible. It is widely considered as the best solution for mobile broadcast digital television in North America. Through mobile broadcasting, consumers will be able to access free content such as local news, emergency alerts, weather reports and entertainment as well as premium paid services.

## 2010 CES Gaming Showcase to Increase by More Than 50 Percent



PC GAMING ALLIANCE AND LEGO UNIVERSE TO SHOWCASE THE LATEST IN GAMING TECHNOLOGIES AT 2010 CES

The 2010 International CES®, the world's largest consumer technology tradeshow, will feature the latest in gaming hardware and software in the largest Gaming Showcase in CES history. The Gaming Showcase will feature advancements in online gaming and gaming-related product debuts all in one centralized location. The International CES returns to Las Vegas January 7-10, 2010.

The latest gaming technology will be prominently showcased across more than 13,000 square feet of exhibit space, up more than 50 percent over last year's display. Located in the North Hall of the Las Vegas Convention Center, the Gaming Showcase will feature gaming hardware and software – from online PC and HD gaming, plasma HDTV to surround sound and power conditioning hardware.

“We are thrilled to add the PC Gaming Alliance and Lego Universe to the 2010 Gaming Showcase, allowing 2010 CES attendees to experience cutting-edge products changing the gaming market,” said Karen Chupka, senior vice president, events and conferences, CEA. “CES is the global hub for the latest gaming trends.”

Major gaming exhibitors at CES include: D-Box, DDR (Dance, Dance Revolution), Guillemot, Iron Will Creations, Microsoft - Games for Windows and Tritton. Microsoft and Sony will also feature the latest gaming developments in their respective booths. The video game market will generate approximately \$23 billion in revenue in 2009. Gaming software continues to lead the way, with projected revenue increasing 10 percent this year.

For more news about the 2010 International CES before, during and after the show, including the Gaming Showcase, exhibitor information, conference sessions and TechZones, visit [www.CESweb.org](http://www.CESweb.org).



## Sustainable Planet Grows 40 Percent at 2010 CES

CES SPOTLIGHT TO FEATURE LATEST IN GREEN DESIGN, SUSTAINABLE PACKAGING AND ALTERNATIVE ENERGY TECHNOLOGIES

The Sustainable Planet CE Spotlight, an exhibit area at the 2010 International CES® featuring technologies and services that benefit the environment, utilize new forms of energy and contribute to a sustainable lifestyle, will increase by more than 40 percent in size over the 2009 International CES.

Located in the North Hall of the Las Vegas Convention Center, Sustainable Planet will feature more than 30 exhibitors focused on product advancements in green building, sustainable packaging, automotive, wireless and alternative energy technologies across 5,500 net square feet of exhibit space.

“Green technology is a huge business opportunity in 2010, and green tech companies know the International CES is the largest global platform for launching their innovative new products,” said Karen Chupka, Senior Vice President, Events and Conferences, CEA. “Due to growing customer demand across the green spectrum, we’ve nearly doubled the space for the Sustainable Planet at the 2010 CES. This exciting exhibit area will showcase cutting edge technologies that will change the world—benefiting the environment, renewing resources and bringing new forms of sustainable energy to developing areas around the globe.”

Companies exhibiting in the Sustainable Planet at the 2010 International CES include American Express OPEN, Bits Ltd., Electronics Recycling Coordination Clearinghouse, Embertec Power Savings Technologies, Goal 0, Horizon Fuel Cell Technologies, Meadwestvaco, Miniwiz, PowerGenix, Sean Energy Inc. and Solio.

Also featured as part of the Sustainable Planet at the 2010 CES will be the Greener Gadgets Display, which will highlight pioneering technologies from the annual Greener Gadgets Design Competition, produced by CEA. Sustainable Planet exhibitors also will demonstrate products at regular intervals on the showcase's stage.

Owned and produced by the Consumer Electronics Association (CEA), the 2010 International CES is the world's largest tradeshow for consumer technology.

Registration for the 2010 International CES is now open. For more information on the 2010 CES visit [www.CESweb.org](http://www.CESweb.org). **RO**



# CE INDUSTRY

DELIVERS ECONOMIC ANALYSIS, RETAIL STRAT

The current and future state of CE retail, breakthrough technology innovation and social media trends were among the hot technology topics discussed at the Consumer Electronics Association (CEA)<sup>®</sup> 2009 Industry Forum, designed to connect, educate and inform consumer technology professionals. CEA President and CEO Gary Shapiro opened with a recap of CEA's achievements throughout 2009. He outlined recent CEA market research, industry standards, policy initiatives, launching of the Innovation Movement, the upcoming Greener Gadgets and CEA Line Shows in New York City and highlights of the 2010 International CES this January.

*Economic Outlook: The Economy in CE Terms* was moderated by CEA's Chief Economist Shawn DuBravac and included presentations from Dr. Tom Davis, Corporate Vice President, Finance Operations, Motorola and David Prince, Economist, Intel Corp. The economists agreed that there is a global economic recovery happening. Prince said, "We anticipate three to five percent growth next year but it will take three years to get back to where we were." Davis said, "Due to the fiscal stimulus, we will see an impact in 2010." Both economists were upbeat about the future. Davis said, "It is time to plan for the upturn."



Consum

CEA Chief Economist Shawn DuBravac gave a sneak peek of the top trends and technologies likely to prominently feature at the upcoming 2010 International CES. Interactive TV topped the list as a trend to watch with a variety of partnerships, widgets, menus and new ways to manage content across screens likely to generate buzz at the upcoming CES. 3D TV also will be a big trend, with the question of whether 3-D glasses or an alternative solution will emerge as the most viable option. E-books and Netbooks were also highlighted as top 2010 CES trends. DuBravac concluded by presenting several other technologies to watch, including iPod and iPhone software and applications, green technologies, digital health, augmented reality and further integration across the three screens (TV, PC and phone).

Steve Smith, Editor-in-Chief, *TWICE* magazine led the panel, *The Future of Retail*, during an afternoon session. The panel discussed ideas on strengthening the retail industry and experience in the coming years. The important role that social media will play



# A'S Y FORUM

EGY, GREEN TRENDS AND INDUSTRY ADVICE

between the consumer and the sale was a hot topic. The changing environment of retail was also discussed. Panelist Jeanette Howe, Executive Director, Specialty Electronics Nationwide summed it by saying, "It's not just simple retail anymore, it is project management; it's not just selling one thing but rather selling a product, the installation and the experience."

Jesse Thomas, CEO and Founder of Jess3, moderated the session *Social Media and Business: Where's the Money?* with panelists Ben Grossman and Intel's Kelly Feller. The discussion focused on the best ways to measure social media, including free and paid monitoring services. Particular attention was paid to how social media can positively impact all parts of the sales cycle, especially the post-purchase evaluation cycle. Companies can make

a name for themselves in the social media sphere

by answering customer questions and building trust. Companies should weigh the cost it would take to produce a social media resource (ie: video) versus the opportunity it creates to impact consumer behavior. The panelists

agreed that the next big trends include mobile/portable applications and Open I.D., the concept

of having a single address book across a variety of networks that integrates the information and more easily allows you to connect with friends and communities.

In the session, *How to Use Challenging Times to Your Advantage*, Bill Rancic, winner of Donald Trump's original *Apprentice* and star of A&E's new hit series, *We Mean Business*, leveraged his extensive entrepreneurial experiences and high-profile stint as the first-reigning *Apprentice* to offer insight into how businesses can use challenging times to their advantage. Rancic enthralled the crowd with examples of how the CE industry can make the most of these difficult times.

Katie Fehrenbacher, Editor, Earth2Tech moderated *The 10 Things You Will be Doing in Five Years* panel. The panel discussed the benefits of manufacturers establishing voluntary recycling program and how the industry is best suited in making products "greener". The panel agreed that environmental education will be vital to all manufacturers going forward as well as the need for standards on how to define what is "green" and the criteria to make products more sustainable. **RO**





## Consumer Electronics Association Inducts Thirteen Industry Leaders Into 2009 Hall of Fame

At its 10th annual Consumer Electronics Hall of Fame awards ceremony held at the Consumer Electronics Association's (CEA)<sup>®</sup> Industry Forum in Phoenix, 13 prominent industry leaders were inducted. They join 133 inventors, engineers, retailers, journalists and entrepreneurs that have been inducted since 2000. These leaders have played a crucial role in providing products and services that entertain, inform and connect consumers. A full list of the 2009 inductees is available at [www.CE.org/halloffame](http://www.CE.org/halloffame).

**Gary Shapiro**, President and CEO of CEA, praised the inductees for their contributions to the growth of the industry. "The CE Hall of Fame gives us the opportunity to showcase the people in our industry that offer creative solutions. Their ideas have changed the way consumers live," he said. "Future leaders will expand upon these ideas and produce the next-generation of consumer electronics products," he added.

Hall of Fame Inductee **Dr. Joe Flaherty** of CBS, who established the Advisory Committee on Advanced Television Systems, leading to the ATSC standard for digital television, said he often told his audience during HD demos, "Today you will see the worst HDTV you'll ever see" but that the technology has grown beyond anyone's expectations and "perhaps HDTV will soon be called the universal TV standard."

Inductee **Richard E. Wiley**, past Chairman of the Federal Communications Commission (FCC), played a pivotal role in the development of HDTV. In his acceptance speech, Wiley, who spent thousands of hours working as an unpaid volunteer to advance HDTV, praised Flaherty's work and also recognized Shapiro for the role he played in promoting the standard. He mentioned how his career has been roughly divided in thirds; his time as FCC Chair, opening his law firm Wiley Rein LLP and his work on HDTV. He said, "If I had to choose one part of my career that I find to be the most satisfying, it would be the work I did on HDTV along with all of the others that were so committed."

**Dr. Irwin M. Jacobs**, co-founder of Qualcomm who led the commercialization of CDMA technology, accepted his award and spoke about the humble beginnings of Qualcomm when he and his partner were trying to find the right digital strategy before they settled on CDMA. "It's worked out pretty good for us," he said. He also showed a cutting-edge device with a large screen that was running mobile TV.

**Walt Stinson**, President and co-founder of the Denver-based Listen Up audio/video specialty chain and co-founder of the Professional Audio Video Retailer's Association, in his acceptance speech talked about his boyhood love of electronics and how he could not have predicted what the future held. He said he was grateful to be included in the Hall of Fame that contains some of his heroes. He said, "Paul Klipsch and Jerry Kalov [2004 inductees] were two of my mentors that spent a great deal of time with me. It is an honor to be in the Hall of Fame with them."

One of the most sentimental parts of the evening was when **Neil Terk's** daughters Michaela and Romi accepted the award on behalf of their father who passed away in 2003. Terk created the Pi Antenna, which was so innovative in its design it was sold through the Museum of Modern Art in New York City. Michaela, on leave from the Israeli Army said, "It means so much that my father lives on through this award."

**John Shalam**, a long-time CEA volunteer and founder of Audiovox Corporation, recognized the executives at Audiovox, Shapiro, the CEA staff and his wife Jane. He said he was grateful that his father had the foresight to relocate his family from Egypt to America when he was a teenager. He said, "America provides so many opportunities that if you want to work hard, you can better yourself."

The Hall of Fame inductees were chosen by a panel of industry judges from nominations submitted by industry professionals. Judging for the 2009 Hall of Fame took place on February 24 in New York.

Additional information about the CE Hall of Fame and bios of the inductees are available at [www.CE.org](http://www.CE.org). In addition, nominations for the 2010 class can be made online.

### ABOUT CEA:

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$172 billion U.S. consumer electronics industry. More than 2,000 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES - Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA's industry services. Find CEA online at [www.CE.org](http://www.CE.org). **RO**



12  
Nationwide  
Locations

Rapid Ship  
Services

Legendary  
Customer  
Service

Drop-Ship  
Services

## Samsung Appliances Now Available to the Independent Dealer Channel.

Breathe new life into your appliance sales with cutting-edge designed appliances from Samsung, like serious cool refrigerators that are huge on style, and even larger when it comes to space. Throw in advanced cooling technology and adjustable storage, and it's no wonder Samsung is the most elegant appliance customers want most — and now, you have an Independent Dealer Channel Program that makes selling Samsung Appliances easy and profitable.



### Space for the turkey and all the trimmings

With a whopping 29 cu. ft. of storage space, external digital display that shows the inside temperature and when to change your filters, and Samsung's unique Twin Cooling Plus System®, these French door refrigerators are bigger and brighter than any other in its class. Perfect for Thanksgiving and throughout the year.

**SAMSUNG**



Microwaves



Dishwashers



Ranges



Laundry

Imagine the possibilities with Samsung. Give Almo a call today and we'll show you how, with our Independent Dealer Channel Program.

Consumer  
Appliances

Home  
Entertainment

Portable  
Entertainment

Small  
Electronics

Mobile  
Electronics

▶ Laundry ▶ Microwaves ▶ Dishwashers ▶ Ranges ▶ Refrigerators

*distribution on a personal level*

**ALMO**<sup>®</sup>

1.866.9Samsung | [www.sam-appliances.com](http://www.sam-appliances.com)

## 2010 CES Knowledge Tracks

If you want to know—really KNOW from the inside out—what’s big, what’s coming, what matters in consumer electronics, you’ll find it in Knowledge Tracks. These stimulating, wide-ranging sessions are conducted by experts in their fields who share their unique perspectives on where the industry’s headed and why. Whether you’re eager to learn about a new technology, emerging market segment, global trend or consumer-based research, this is the place to be.

### EMERGING TECHNOLOGY

New technologies emerge at the speed of light, but are they all buzzworthy? Market-makers? Consumer must-haves? Or are they soon to be yesterday’s news? These entertaining sessions evaluate what’s in and what’s out across many categories of emerging technology.

### HOME ENTERTAINMENT & LIFESTYLE TECHNOLOGIES

Who drives innovation in lifestyle technologies - the companies that produce them or the consumers who use them? From this fascinating, symbiotic relationship, entire subgenres of products have emerged, covering every aspect of home: communication, entertainment, health, work, commerce. See what’s next on the home front from leading companies and service providers. Get a deeper understanding of which products will get the welcome mat from consumers and which will be shown the door.

### IN-VEHICLE TECHNOLOGY

We eat, work, conference, and watch DVDs in our cars. Can computing, social networking and other forms of entertainment be far behind? These innovations are closer than they appear! Look ahead to learn what will be driving this dynamic category in the year to come.

### ISSUES AND ATTITUDES

Who really owns an idea? How does ownership change once it’s disseminated? The issues around intellectual property are complex, challenging and vexing in this age of digital content. As barriers between nations and devices disappear, how can content distributors find the appropriate balance between rights and responsibilities, between consumer interests and creator interests? These sessions always spark lively discussions that leave attendees wanting more.

### JUST THE FACTS: RESEARCH, REPORTS AND REVELATION

The global economic downturn of 2009 caused even the

most robust producers to re-evaluate their business models, product pipelines, target markets and partnerships. Perhaps at no other time in recent memory has research been as valuable to companies strategizing ways to emerge from the recession. These information-packed sessions look at what we’ve weathered, where we’re headed and which categories are coming back stronger than ever.

### TECHNOLOGY & THE ENVIRONMENT

Green is the color of choice for increasing numbers of consumers. If they’re asking, “Why buy a model that uses 700 kw per year when this one uses only 430?” rest assured that manufacturers are thinking up new ways to design, package and label more eco-friendly electronics. Discover what’s being done to boost efficiencies, educate consumers and refine recycling before obsolete gadgets hit the graveyard.

### UP NEXT AT CES: CREATIVITY, CONTENT AND CASH

UP NEXT at CES is a series of sessions that cuts through the new media hype and presents real-world strategies for monetizing all forms of media content across the most promising platforms. From smartphones to broadband-enabled HDTVs, consumer electronics is a vital part of the value chain. UP NEXT is where the best creative, business and technical talent shares and compares the smartest ways to produce, promote and profit from media content.

### UP NEXT FEATURES:

- Media business models that redefine broadcasting and monetize multiple platforms
- Exclusive new research on audience behavior, ad tolerance and willingness to pay for content
- Search and multiplatform promotion: Moving from eyeballs to insights
- Consumer devices that enhance story, character and audience engagement
- Media-savvy show floor tours plus insider forecasts of future media technology

### WIRELESS COMMUNICATIONS

As the globe becomes more interconnected, wireless devices are leading the way. This track explores the spectrum of advances in wireless phones-4G, superphones, the smartphone ecosystem - as well as the future of wireless TV and new directions for GPS technology. **RO**





Great kitchens are like great meals.  
You have to know where to look for the right ingredients.



Sub-Zero, the preservation specialist. Wolf, the cooking specialist.  
You'll find them only at your local kitchen specialist.



RIGGS DISTRIBUTING, INC.

1755 Rollins Road, Burlingame, CA 94010  
650-240-3000  
riggsdistributing.com

## Baker Brothers ‘Cash for Crappers’ to Benefit Habitat for Humanity



Baker Brothers Plumbing is pleased to announce the launch of their new “Cash for Crappers” program. When customers replace their old toilets with new high efficiency models, not only will Baker Brothers Plumbing give them a \$100 discount, the old toilet will be donated to Habitat for Humanity.

“Based on the success of the government’s Cash for Clunkers program, this is an excellent

opportunity for Tucson homeowners to help conserve our precious natural resources while benefiting a deserving local charity like Habitat for Humanity,” said owner Kevin Cummings, continuing, “And, if your old toilet is no longer useable, Baker Brothers Plumbing will donate a new toilet to Habitat for Humanity. It’s truly a win-win situation for everyone.”

### ABOUT BAKER BROTHERS PLUMBING

With over 100 years combined plumbing experience, Baker Brothers Plumbing is Tucson’s premiere full service plumbing contractor, serving Tucson, Marana, Oracle and Catalina. For more information, visit [www.baker-brothers.com](http://www.baker-brothers.com)

### ABOUT HABITAT FOR HUMANITY TUCSON

Habitat for Humanity Tucson offers an innovative solution to the crisis of poverty housing by giving a hand up, not a hand out. Rooted in the shared impulses of all faith traditions to care for our most at-risk and vulnerable neighbors, Habitat for Humanity Tucson works to end poverty housing by creating opportunities for homeownership in partnership with low-income families; and by making decent shelter a matter of community conscience and action. For more information, visit [www.habitattucson.org](http://www.habitattucson.org).

## Elkay® Creates New Hospitality Design Lines Faucets for the Commercial and Residential Markets

AVAILABLE IN AN ARRAY OF STYLES, NEW HOSPITALITY FAUCETS OFFER ONE-STOP SOLUTION



Leading architects and designers in the hospitality industry continue to note the importance of creating a sense of escape for hotel guests. Often the first element on the “escapism” design checklist is creating a great shower experience. “If you have a large, spacious, spa-like bathroom with a fantastic shower, the guest experiences a true level of escapism,” noted architect Monica Cuervo from Wimberly Allison Tong & Goo.

As the bathroom continues to grow as a design focal point for the hospitality industry as well as the residential market, Elkay wanted to provide industry insiders with a simple, one-stop shop solution for all their fixture needs with the launch of its nine new Elkay hospitality design faucet lines. Featuring distinctive styles ranging from everyday and transitional to traditional and contemporary designs, Elkay’s new hospitality design faucets make it effortless for hospitality designers to bring unique design concepts to life in the guest room bath. All Elkay’s hospitality design faucet lines are available in chrome and feature two to three lavatory faucet options ranging from single hole to wide spread to vessel, which are accompanied by matching shower heads, shower valves, tub spouts and trim options to complete the look of the bathroom.

This extensive offering ensures that Elkay’s hospitality





designers and architects can customize every order to match any décor and meet the functional requirements of each application. The MSRP price range for the faucets in the new hospitality design lines (LKHD1000, LKHD2000, LKHD3000, LKHD4000, LKHD5000, LKHD6000, LKHD7000, LKHD8000, LKHD9000) is \$205 - \$680. The additional options for shower and tub/shower applications range in price from \$95 - \$720 MSRP.



#### ABOUT ELKAY

For more than 89 years, Elkay has been an innovative manufacturer of stainless steel sinks, water coolers, drinking fountains and faucets for residential and commercial use. Elkay, which is ranked 57th in Crain's Chicago Business list of Chicago's Largest Privately-Held Companies, has more than 3,600 employees in facilities across the United States and select international markets.

Elkay is also a member of key industry associations including the U.S. Green Building Council (USGBC), the American Society of Interior Designers (ASID), the National Kitchen & Bath Association (NKBA), and the Plumbing Manufacturers' Institute (PMI).

For more information, Elkay customers can contact Elkay customer service at (630) 572-3192 or visit [elkayusa.com](http://elkayusa.com).

## Kohler Repeats as EPA WaterSense Partner of the Year, Building Off Inaugural '08 Recognition

EFFORTS TO PROMOTE THE WATERSENSE PROGRAM UNDERSCORE KOHLER'S COMMITMENT TO WATER CONSERVATION

THE BOLD LOOK OF **KOHLER**®



Kohler Co., a global leader in kitchen and bath design and technology, was chosen by the Environmental Protection Agency's WaterSense program as the Manufacturing Partner of the Year for the second time in as many years as the award has been in existence.

"Kohler is honored to be recognized by the EPA for the company's efforts promoting the WaterSense program. And, we are extremely proud to be

the first and only two-time recipient of this significant award for water efficiency," said David Kohler, President and COO for Kohler Co. "Kohler has a large stake in the availability of clean, safe water. Because water is integral to the very function of our products, and to the experience of those who use our products, our company has an implicit responsibility to raise the public awareness about how to use water more efficiently."

EPA launched the WaterSense Awards program in 2008, honoring work performed during 2007. Kohler received the inaugural award in 2008. The Partner of the Year awards recognize WaterSense partners who help advance the overall mission of WaterSense; increase awareness of the WaterSense program in a measurable way; and demonstrate overall excellence in the water-efficiency arena.

Kohler prominently displays the WaterSense logo in product literature, on its Web site, at trade shows and regularly conducts continuing education courses on water efficiency.

Moreover, the company's spokesperson, Ed Del Grande of Ed the Plumber on the DIY Network, tours the United States talking about high-efficiency toilets, conducting interviews on reducing water use, and promoting WaterSense for audiences at national trade shows.

In August 2007, Kohler signed on as a Presenting Sponsor of the new IMAX film, *Grand Canyon Adventure: River at Risk*, from MacGillivray-Freeman Films. The film, released in March 2008, speaks powerfully about how civilization is impacting the Colorado River, and what can be done to reduce our use of water. Kohler hosted more than 30 IMAX events around the country throughout 2008, and invited guests to view the movie and learn about the water-conserving products from Kohler. This sponsorship of the movie signaled a massive effort by Kohler to promote the message of water-conservation and WaterSense directly to homeowners. Tens of thousands of homeowners were introduced to the WaterSense program via these events, and more than 90 million media impressions were garnered about the film.

Kohler built upon its successful support of WaterSense in 2007, and into 2008 introduced new programs, products, media opportunities and promoted the company's recognition of the inaugural EPA WaterSense Partner of the Year Award. During 2008, Kohler worked to convert all of its lavatory faucets to adhere to the WaterSense guidelines, with full conversion completed in the first quarter of 2009.

—a viral site devoted to water conservation—was developed by Kohler in 2008, and officially launched in January 2009. The viral site educates homeowners about WaterSense plumbing products, and provides useful information to reduce their water consumption.

WaterSense, the EPA's voluntary | *continued on page 40* |

public-private partnership program, seeks to protect the future of the nation's water supply by promoting water efficiency and enhancing the market for water-efficient products, programs and practices. Plumbing fixtures and faucets that qualify for the WaterSense label assure consumers of actual water savings and strict performance standards.

Founded in 1873 and headquartered in Kohler, WI, Kohler Co. is one of America's oldest and largest privately held companies. Kohler is a global leader in the manufacture of kitchen and bath products, engines and power generation systems, cabinetry, tile and home interiors, and an international host to award-winning hospitality and world-class golf destinations.

## Bottled Water a Faux-Pas at Opportunity Green Pentair to Provide Filtered Water for Conference Attendees

PENTAIR HOSTS EVERPURE FILTERED WATER BARS THROUGHOUT OPPORTUNITY GREEN CONFERENCE



Bottled water is a definite faux-pas for even the lightest green enthusiasts and Opportunity Green attendees would most definitely shun the wasteful H<sub>2</sub>O containers. The green business conference participants won't have to worry about water waste thanks to Everpure LLC, manufacturer of recyclable water filtration systems, which is set to serve great-tasting filtered water at water coolers throughout the UCLA Anderson venue. Conference attendees can also sip Everpure sparkling filtered water and enjoy flavored sparkling beverages at the company's water bar.

"Plastic water bottles have notoriously filled landfills for years and per recent studies, many bottled water companies have just been packaging filtered tap water," said Joe Hutko, Marketing Manager for Everpure. "Our water filtration

systems offer environmentally-conscious businesses and consumers an ideal alternative with great-tasting water, provided in an eco-friendly manner. We are thrilled to give Opportunity Green attendees the chance to enjoy Everpure water throughout the show."

For more than 75 years Everpure has been delivering innovative, superior-quality water treatment programs and filtration systems for the foodservice industry as well as the residential, marine and aviation markets. Everpure products not only provide customers premium water but also address their environmental needs.

The partnership with Opportunity Green is on the heels of an Everpure partnership with environmental steward, Waste Management. The two eco-conscious organizations recently teamed up to offer customers additional ease in recycling Everpure commercial grade filtration canisters. Now, Everpure customers across the country can simply visit [www.everpure.com/recycle](http://www.everpure.com/recycle) for instructions on how to recycle 100 percent of the Everpure aluminum water filter cartridge at a Waste Management location.

### ABOUT EVERPURE

With a 75-year history in water filtration, Everpure is the number-one selling manufacturer of commercial grade products worldwide servicing five-star restaurants, renowned companies such as Coca-Cola® and Walt Disney World®, as well as marine and aviation markets and consumers. Offering an eco-conscious alternative to bottled water, Everpure is a trusted provider of drinking water systems and appliances for those desiring the cleanest, freshest tasting water possible. Everpure water filtration products are recyclable and details on recycling locations can be found at [www.everpure.com/recycle](http://www.everpure.com/recycle). In 2004, the company became part of the Water Technologies Group of Pentair, Inc. (NYSE: PNR). For more information on Everpure and its new products, visit the company's Website at [www.everpure.com](http://www.everpure.com) or contact (800) 323-7873.

### ABOUT PENTAIR, INC.

Pentair ([www.pentair.com](http://www.pentair.com)) is a diversified operating company headquartered in Minnesota. Its Water Group is a global leader in providing innovative products and systems used worldwide in the movement, treatment, storage and enjoyment of water. Pentair's Technical Products Group is a leader in the global enclosures and thermal management markets, designing and manufacturing thermal management products and standard, modified, and custom enclosures that house and protect sensitive electronics and electrical components. With 2007 revenues of \$3.30 billion, Pentair employs approximately 16,000 people worldwide.

RO



KWC ONO highflex<sup>®</sup>



A company of the HANSA group

**DPD** DECORATIVE  
PLUMBING  
DISTRIBUTORS  
*Your source for decorative plumbing products.*

DPD | 800 660 4690 | [www.dpdonline.com](http://www.dpdonline.com)

**DPD.** Your source for decorative plumbing products.  
Like the revolutionary KWC ONO highflex<sup>®</sup>.  
Innovative technology, ingeniously presented.

DPD distributes mid- to high-end kitchen and bath fixtures. Knowledgeable staff for personal assistance, together with 24/7 online access to check stock, place orders, see great specials and more. Thousands of SKUs ready to ship same day.

## New Year Business Planning

As we look ahead and make those famous New Year's resolutions—like losing those extra ten pounds and exercising more often—we'd be well-served to think about what we'd like 2010 to look like for our businesses.

The difficult and uncertain economic climate makes it more important than ever to build a plan for 2010. In the best of times, those with a solid roadmap are more nimble, more agile and more successful than those flying by the seat of their pants.

Some will say that business is just too uncertain and it's too difficult to predict sales or to create an annual expense budget. "It's better to take it a week at a time and see what the marketplace looks like." That is risky business at best. I'd hate to leave my destiny to the whims of this squirrely market.

Others will think that planning is too difficult and too time consuming, but it's time well spent. It's time invested to increase your chance for profitability in the coming year. A streamlined process can be easy to implement.

- First, **look at your mission** and see if it still defines who you are. Is your mission to sell quality audio/video products? Or is it instead to deliver a great customer experience to those customers looking for new entertainment options for their home?

Are you in the appliance business or do you offer home improvement solutions for kitchen and bath?

- **Look at your customers.** In the past you may have been selling to contractors and designers but now you may be selling more replacement products directly to consumers. Those customers may be less familiar with what you offer than trade professionals are.
- Once you've defined your mission and your target customers, **review your product and service mix** to see if it aligns with them. If you want to offer home improvement solutions, for instance, you may want to partner with other specialists who offer design, cabinets, countertops, lighting and flooring. If you're really creative, you can all work together to upgrade your store to a mini-showroom.

More important, does your merchandise mix reflect what today's customer wants to buy from you? Many retail surveys show that customers are trading down. Where they once bought more aspirational items, they may now be buying more utilitarian models.

- **Set monthly sales and gross margin goals.** Using 2009 sales as a guide, determine what you think you'll sell each

month this year. Yes, it's a bit of a guess, but use information from your local Chamber of Commerce, your suppliers and your buying group to forecast your sales volume. National Retail Federation had forecasted that fourth quarter sales would be down 1% but CEA sees continued growth in that category. Appliance sales will continue to be tough but probably not down as much as last year.

To hit your margin target you may have to budget for increased sales of extended warranties and accessories to compensate for falling prices on core products.

- With your sales budget established, you know how much gross profit you have and you can **create an expense budget**. After fixed expenses like payroll, rent and insurance, you'll know how much you have left for marketing and advertising. If you find that your fixed expenses eat up all of your gross profit dollars you'll have to increase margins or sales to ensure you have enough to cover other expense line items.
- Establish an **advertising and promotional calendar and budget**. If there's ever been a time to focus on getting your message out, this is it. With fewer buyers in the market and hungry competitors vying for their business as well, you've got to get your name out more and more.

Since over 80% of shoppers do research online before buying, you need a robust website to help tell your story. Remember, on the Internet, small businesses with great sites often appear much bigger than they might be.

If anything, 2010 will be the year we get used to the new frugality. The shift to thrift is here to stay. Unemployment will continue to hover at about 10%. You'll need to run faster and harder to get the other 90% off their couches and into your store. Don't look back next December and say "we should have..." Instead say, "our plan was pretty close and we're still in the game."

Best wishes for a happy holiday season and a healthy and profitable New Year. **RO**

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





# THE "BEST VALUE" PROFESSIONAL RANGES



**NXR**

DRGB3001 ALL-GAS  
FREESTANDING RANGE (30")

**30" PROFESSIONAL RANGES RETAIL PRICED FROM \$1,999.00**  
High Margins and Retail Incentives



Four 15,000 BTU burners found on the DRGB3001 are products of the world-renowned burner manufacturer Isphording, located in Attendorn, Germany.



The 4.2 cubic foot oven is spacious enough to hold multiple dishes at the same time, while the convection feature ensures even cooking temperatures throughout the oven cavity.  
22,000 Oven BTU Burner.



For searing and broiling recipes, our range boasts a powerful 16,500 BTU Infrared broiler.



Constructed using all 304 stainless steel, the DRGB3001 meets the highest standards of both quality and durability, in an industry that demands perfection.

 **SIERRA SELECT  
DISTRIBUTORS**

Sierra Select Distributors, Inc.  
4244 S. Market Court, Suite A, Sacramento, CA 95834  
PH: 800.793.7334 FAX: 800.481.5212 [www.sierraselect.com](http://www.sierraselect.com)

## 6 Steps of Customer Service

MASTER THESE PRINCIPLES & YOU WILL SUCCEED

Customer Service. It's a phrase freely tossed around by everyone from multi-million dollar corporations to mom-and-pop businesses in hopes of luring customers with the promise of exceptional service. All too often, it's an empty promise that results in customers who disappear, taking with them any hopes of increased sales and profits.

Customer service includes everything from greeting a customer and thanking her for her business to delivering what you promise and doing whatever it takes to satisfy the customer. My company has developed more than 26 customer-service training programs for clients throughout the world. Providing your customers with exceptional service will give you and your organization a competitive edge by increasing customer loyalty.

When I launched my first customer-service training program in January 1980, I based it on six principles. Those principles are as valid today as they were then. They are as follows:

1. **FEEL GOOD ABOUT YOURSELF** - We live in a negative world and we tend to think negatively. It's critical that you feel good about yourself, that you are confident, enthusiastic, and positive. Each of us is responsible for how we feel about ourselves. You must believe in yourself, concentrate on your strengths, and recognize the importance of your role. Use affirmations and visualizations. Read books on self-improvement and strive to be the best you can be. See yourself as you can be, not as you are.
2. **BE COURTEOUS** - It takes no more time to be nice and polite than it does to be rude. Every customer wants to feel important to you and your organization. Treat them with courtesy and respect. When you do, they will return to you time and time again.
3. **GIVE POSITIVE COMMUNICATION** - Smile, call customers by name, and give specific, genuine, sincere, and timely feedback. When you communicate positively, you form a connection with the customer that says, 'I am pleased that you patronize my organization, I value you, and I am here to ensure your needs are met.'
4. **PERFORM FOR THE CUSTOMER** - Customers have the right to demand performance, they aren't interested in your problems and excuses; they want you to take care of them. You can be polite and courteous but, if you don't do what you say you will do, you will not meet the standards of good customer service. If you say you'll call a customer on Tuesday, do it. If you say you'll ship the product on Friday, do it. Do what you say you will do—and do it with speed and accuracy. If you ship a product when you say you will, but you ship the wrong product, you've taken a giant step backward.
5. **LISTEN CAREFULLY** - Few employees do this, and if you don't listen to what the customer is telling you, you cannot give that customer what he needs. Listen to the customer, then clarify what he has said by repeating it: 'Ted, let me repeat what you said so I'm sure I'm on the right track.' Ask questions, get involved, and show that you care.
6. **LEARN AND GROW IN YOUR JOB** - If a customer asks you to explain the difference between product A and product B, she's asking you to provide more than the difference in price. Study your organization's products and services—as well as those of your competitors—so that you can provide your customers with the information they need to make a purchase decision.

I admit that these six principles might appear to be common sense, but common sense seems to be in short supply these days. If you focus on these principles, these fundamentals of customer service, you will keep your current customers and attract new customers. You also will greatly increase your chances of being promoted. **RO**

*John Tschohl, an international service strategist and speaker, is founder and president of the Service Quality Institute in Minneapolis, Minnesota. Described by Time and Entrepreneur magazines as a customer service guru, he has written several books on customer service, including Ca\$hing In: Make More Money, Get a Promotion, Love Your Job; Loyal for Life; e-Service; Achieving Excellence Through Customer Service; and The Customer is Boss. The Service Quality Institute ([www.customer-service.com](http://www.customer-service.com)) has developed more than 26 customer service training programs that have been distributed and presented throughout the world. John's bi-monthly strategic newsletter is available online at no charge. He can also be reached on Facebook, LinkedIn and Twitter.*





*World Class Kitchen Ventilation*



*Exceeding Your Expectations*

UNIQUE DESIGN, SPECIAL SIZES, SPECIFIC VENT LOCATIONS, FOUR WEEK LEAD TIME

**MODERN-AIRE**

*Range Hoods*

818.765.9870 • 866.731.2007 • [www.MODERNAIRE.COM](http://www.MODERNAIRE.COM)

# BUILD

## Aim for the Bull's Eye on Every Throw

In my college days I used to play a fair amount of darts. Cricket, mostly. I got to be pretty good. The object of Cricket is to hit numbers 15 through 20, and the bull's eye three times each, after which you can begin scoring on your opponent, or prevent him scoring on you. But the point of this column is not to bore you with the nuances of Cricket. I think the game contains a lesson that can be applied to your branding.

When I played Cricket, I followed a fairly simple strategy. I systematically shot for certain numbers, starting with the easiest, 20, which is top-center on the dartboard. Once I had 20 closed out, I would then aim for the next number, 19, 18, and so on. Of course, that left the bull's eye for last, and I would spend several rounds trying to hit the tiny spot in the center.

Then I came up with a new strategy. I would start by shooting for the bull's eye on the first throw of the game, and every throw. More often than not, I would miss. But the bull's eye is in the middle of the board; every other number touches it, so there was a good chance I would hit one of the other five numbers in the process. And every so often, I would hit the bull's eye, so by the end of the game, the last remaining target was not the hardest to hit.

What does all this have to with branding? I think branding is like darts in a lot of ways. It's challenging because you're trying to hit specific targets. It's strategic, but inexact. You're competing against others trying to hit the same targets. Some people like to do it with a beer in their hands.

Given all of that, I think it makes sense to aim for the "bull's eye" on every throw. Everything you do, branding-wise, should be aimed at that one, very small, specialized target market that is just perfect for your product or service. Your brand should appeal to the kind of person who is made for you, your ideal customer.

Like a bull's eye on a dartboard, this target will be hard to hit. Also, like in Cricket, it's not the only target you need to hit, but in aiming for them, you will probably hit some of your "secondary" targets in the

process. In essence, you cover the whole board by aiming for the center.

This bull's eye analogy only applies to branding. Your company's brand should be highly targeted, a reflection of your ideal customer, and vice versa. Everything the company does from a branding perspective, should be aimed at this small target.

Why? They are the ones who are positively predisposed to your brand and who tell all their friends about their experiences, about the products and services they buy, about the brands they use – about you! These customers are a critical influence in the success of your business, and how you hit the other numbers on the board.

Not long ago, I put forth this analogy in my blog, but I mistakenly substituted "marketing" for "branding." A commenter correctly called me out, saying that a business cannot survive by selling to that narrow segment that is its bull's eye customer. In order to generate adequate revenue, especially in tough times, you have to branch out and market to other targets. He was right. In branding, it is crucial to remember what your brand stands for and who the target customer is. You should never deviate from that target – otherwise your brand message will get diluted.

### HAPPY HOLIDAYS

And so we come to the end of another year. It has been a privilege to share my ideas and opinions with you, and I hope you have been able to draw a little inspiration from it. Thanks to the folks at *The Retail Observer* for their continued support of this column.

I want to wish all of you a peaceful and joyous holiday season. Here's to a 2010 full of renewal, growth and prosperity. **RO**

*Christopher Thiede owns BUILD Communications, a branding and PR firm. Read Christopher's blog at [www.buildcommunications.com](http://www.buildcommunications.com).*







## A kitchen so inviting, your friends might show up uninvited.

The GE Café kitchen. Perfect for preparing a fabulous meal for spur-of-the-moment friends. With the range's two ovens, you can bake a soufflé and dessert simultaneously. Let the ENERGY STAR® qualified refrigerator chill your chardonnay in under 20 minutes, just in time for dinner. Use the microwave's soften feature for ice cream to complete your à la mode dessert. Even cleanup is easier with the ENERGY STAR qualified dishwasher, where you load detergent once every 30 cycles. It's a kitchen that's so comfortable and easy to use, it does the inviting for you.

[www.geappliances.com/café](http://www.geappliances.com/café)



imagination at work

**GE Café™**

**For more information on GE Café™ appliances, please contact:**

Northeast: Pete Furfaro at 508.698.7790

Southeast: Steve Campbell at 727.939.8191

North Central: Steve Stremke at 630.771.0341

South Central: Marc Ingram at 972.770.3313

Northwest: John Boyd at 425.226.7194

Southwest: Craig Cracchiolo at 480.367.2911

Mid-East: J. J. Brown at 614.774.9330

# Handguns, Tequila, and Computers...Oh My!



*"To err is human, but to really foul things up you need a computer."* - Paul Ehrlich

The phrase *out of sight out of mind* best describes the strategy that most business leaders employ when it comes to IT. Many businesses are operating with systems that have been cobbled together with little consideration for process automation, optimization, system integration, or dare I say... *new technology*. There I said it. The proverbial cat is out of the bag... The genie is out of the bottle. New technology is a scary proposition for any business owner. Implementing a new enterprise system (ERP) is a major investment in your business - one that takes careful consideration and meticulous planning. Even the best systems can fall short, if the implementation is not planned and managed throughout the process. Selecting the wrong technology, working with the wrong software partner, or simply failing to plan the development and implementation internally, can literally sink your business.

I know what you're thinking. The old system is looking pretty good about now. So why make the investment? The answer lies in due diligence. You must painstakingly analyze your current systems, and ask some tough questions: Does your software vendor offer support for your current platform? Are you able to upgrade or optimize your existing systems to utilize current technology? Does financial management provide timely and accurate reporting? Are your systems integrated, or are you operating separate systems between key business functions such as accounting, POS, CRM, HR, and warehouse management? Does your system utilize current technology to automate key processes, or provide a simple, intuitive user interface? If you are in the business of generating custom reports that don't tie back to the original data, or you are accumulating spreadsheets like a squirrel hoarding nuts for the long winter to manage your day-to-day business, it may be time for you to consider new technology.

*"If the automobile had followed the same development as the computer, a Rolls-Royce would today cost \$100, get a million miles per gallon, and explode once a year killing everyone inside."*

- Robert Cringely

For most, selecting and implementing a new system for your business lies somewhere between a root canal and medieval torture. Relax...take a deep breath... pull yourself out of the fetal position, and get it together. It's not that bad. There are amazing new technologies that can significantly

improve your ability to automate operations, and allow business specific customization to simplify complex tasks. In addition, most ERP systems seamlessly integrate all key business functions, and allow add-on software integration to further enhance job specific functions like advanced forecasting and procurement, warehouse management systems, document management, EDI, CRM, payroll, web portal integration, and sophisticated data mining and reporting applications. These technologies, coupled with improved hardware and server operating system platforms can significantly improve efficiency, drive better decision making through unprecedented reporting, and ultimately reduce overhead, while enhancing your ability to serve your customer. Simply stated - selecting, developing and implementing the *right* technology is like upgrading your car from an AMC Pacer to a Porche 911 GT2. Now that's what I call *"pimping your ride"*.

*"A computer lets you make more mistakes faster than any invention in human history - with the possible exceptions of handguns and tequila."* - Mitch Radcliffe

Technology alone is not a cure-all for your business. Implementing technology without consideration of critical process control is not only irresponsible, but a recipe for certain failure. As highlighted by the above quote, new technology implemented with poor process control, will **not** eliminate mistakes...*it just makes the mistakes faster*. Due diligence, professional project management and ROI analysis is a golden opportunity to scrutinize every function of your business. The implementation of a new ERP is an arduous and risky proposition. Planning, analysis, project management and execution not only mitigates risk, but allows you to successfully implement the technology, while driving process efficiency, overall cost reduction, and improved reporting and business analytics capability. In other words, cut your costs, streamline investment ROI, and improve your ability to manage your bottom line. Now, slowly lower the handgun, and put away the tequila...Presto! Mistake-free. **RO**

---

*Kelly M. Rigdon and David LaFollette are business consulting partners in R2: Rigdon Resources, a firm specializing in working with both manufacturers and distributors to cut costs, increase revenue, embrace technology and grow the bottom line. These two industry veterans represent over 43 years of consumer products business experience, and have a lifelong passion for the appliance industry. Learn more at [www.r2-online.com](http://www.r2-online.com)*



**RIGDON  RESOURCES**  
drive revenue. cut costs. grow your bottom line.

**CUT COSTS**

*R<sup>2</sup> can help improve operational efficiency by effectively cutting costs.*

**GROW REVENUE**

*R<sup>2</sup> has proven strategies to grow revenue, even in difficult economic environments.*

**EMBRACE TECHNOLOGY**

*R<sup>2</sup> will ensure your systems and processes create a competitive advantage for your business.*

Contact Kelly Rigdon ([kelly@R2-online.com](mailto:kelly@R2-online.com)) or David LaFollette ([david@R2-online.com](mailto:david@R2-online.com)) at 262.366.5430 to see how R<sup>2</sup> can help you drive revenue, cut costs and grow your bottom line.



# Wood Stone Home



Bring a tradition of stone hearth cooking & the visual warmth of a live flame to your kitchen and home

Visit [www.woodstonehome.com](http://www.woodstonehome.com)  
or call our factory at (800) 578-6836 (OVEN)



## 2009 Solar Decathlon Winners Announced

The winners of the 2009 Department of Energy Solar Competition on the National Mall in Washington, D.C. announced the student team from Darmstadt, Germany, who won top honors by designing, building, and operating the most attractive and efficient solar-powered home. Team Germany's winning "Cube House" design produced a surplus of power even during three days of rain. The University of Illinois at Urbana-Champaign took second place followed by Team California in third place.

The 2009 Solar Decathlon challenged 20 university-led teams from the United States and as far away as Spain, Germany, and Canada. New to this year's competition, the Net Metering Contest was worth 150 points towards the final results and was the most heavily weighted contest. It challenged teams to generate surplus energy, above and beyond the power needed to run a house, which they fed into a power grid.

### SOLAR DECATHLON INDIVIDUAL CONTEST WINNERS:

- **APPLIANCES**—The University of Illinois at Urbana-Champaign earned the most points (93.53 out of 100) based on keeping a refrigerator and freezer cold, washing and drying 10 loads of laundry during the contest week, and washing dishes in a dishwasher five times during the competition—all on electricity generated only from sunlight.
- **ARCHITECTURE**—Team California took first place in the Architecture contest and earned 98 points out of a possible 100. A jury of architects judged homes on the aesthetic and functional elements of the home's design; ease of circulation among the public and private areas; integration of various spaces into a holistic design; generosity and sufficiency of space; and design surprises meant to inspire visitors.
- **COMFORT ZONE**—Team Germany topped the contestants in the Comfort Zone contest, with 92 out of 100 points for maintaining indoor temperatures between 72 and 76 degrees Fahrenheit and relative humidity between 40 percent and 55 percent.
- **COMMUNICATIONS**—Team California's communications efforts, including communications plans, student-led tours, and team Web site, were judged best by the jury of Web site and public relations experts with a score of 69.75 points out

of a possible 75 points.

- **ENGINEERING**—The Engineering contest was evaluated by a group of prominent engineers, who determined which solar home best exemplified excellence in energy systems design, energy-efficiency savings, creative innovations in design, and reliability of energy systems. The University of Minnesota scored 96 out of a possible 100 points.
- **HOME ENTERTAINMENT**—The Home Entertainment contest required students to use electricity generated by their solar houses to run interior and exterior lights, a TV, a computer, and a kitchen appliance to boil water. Teams were also required to hold two dinner parties and a movie night for neighbors. The University of Illinois at Urbana-Champaign earned 92.62 out of a possible 100 points.
- **HOT WATER**—The University of Illinois at Urbana-Champaign earned the maximum 100 points in the Hot Water contest's "shower tests," which aimed to deliver 15 gallons of hot water in ten minutes or less. Of course, the water was heated by the sun.
- **LIGHTING DESIGN**—Jurors toured each house to evaluate the aesthetics, innovations, energy efficiency, user-friendliness, flexibility, and performance of the teams' lighting designs. The University of



Team Germany celebrates winning first place overall in the U.S. Department of Energy Solar Decathlon competition on the National Mall in Washington, D.C. (Credit: Stefano Paltera/U.S. Department of Energy Solar Decathlon)

Minnesota earned 72 points out of a possible 75 points.

- **MARKET VIABILITY**—The Market Viability contest evaluated whether the cost-effective construction and solar technology in a team's design would create a viable product on the open market. Judges gauged market appeal based on three criteria: livability, feasibility of construction, and marketability. The University of Louisiana at Lafayette earned 97 points out of a possible 100 as judged by the professional jury.
- **NET METERING**—Teams were awarded 100 points if the energy supplied to their home's two-way electrical meter registered zero or less after all of the energy demands of the contest week. Each house was connected to a power grid and equipped with a meter that measured both its consumption and production of energy. When a team's meter showed a negative number, the home had generated surplus energy – worth up to 50 additional points. Team Germany scored a perfect 150 points in this contest.

For more information, visit the [www.solardecathlon.org](http://www.solardecathlon.org). **RO**



# Cooktop Trim Kits

*Making New Appliances Fit  
Where The Old Ones Quit!*

Designed To Work With Most Cooktops

*25 Years Experience You Can Trust!  
100% Satisfaction Guaranteed!*

Call Toll Free:  
Ph: (800) 338-8746  
Fax: (800) 346-3890

**MICRO-TRIM** INC.  
[www.microtrim.com](http://www.microtrim.com)

Available In:  
Black • White • Biscuit  
Anodized Brushed Aluminum

**"My NKBA certification gives me the edge  
to design kitchens that 'wow' my clients."**

**X** *Cait Lanza, AKBD*

Mitchell Construction Group, Inc., Medfield, MA

- AKBD®** – Associate Kitchen & Bath Designer
- CKD®** – Certified Kitchen Designer
- CBD®** – Certified Bath Designer
- CMKBD®** – Certified Master Kitchen & Bath Designer

**NKBA CERTIFICATION: make your mark**

**NKBA**  
National Kitchen & Bath Association



**ENROLL TODAY**

[NKBA.org/Certification](http://NKBA.org/Certification) 800-THE-NKBA

# COMING EVENTS

## CALENDAR 2009-2010

### DECEMBER 2009

5-6 ..... **LeisureLiving Annual Dealer Market and Conference** - Hilton Anatole, Dallas, TX

### JANUARY 2010

7-10 ..... **2010 International CES** - Las Vegas Convention Center, The Hilton & The Venetian, Las Vegas, NV

19-22 ..... **2010 International Builders' Show** - Las Vegas Convention Center, Las Vegas, NV

31- Feb. 3 ..... **MSA Convention 2010** - Caesars Palace, Las Vegas, NV

### FEBRUARY 2010

1-5 ..... **Winter 2010 Las Vegas Market** - Las Vegas Market, Las Vegas, NV

17-20 ..... **ASTI 2010** - PSA/USA National Joint Convention - Disney Coronado Springs Hotel, Orlando, FL

28- Mar. 3 ..... **Nationwide Marketing Group Prime Time! Convention** - MGM Grand, Las Vegas, NV

### MARCH 2010

11-13 ..... **HPB (Hearth, Patio & Barbecue) Expo** - Orange County Convention Center, Orlando, FL

11-14 ..... **MEGA Group USA Spring National Convention** - Rosen Shingle Creek Hotel, Orlando, FL

14-16 ..... **International Home & Housewares Show 2010** - McCormick Place, Chicago, IL

24-27 ..... **EHX Electronic House Expo** - Orange County Convention Center, Orlando, FL

27-31 ..... **BrandSource Summit Convention** - Hilton Anatole, Dallas, TX

### APRIL 2010

14-18 ..... **K/BIS 2010** - McCormick Place, Chicago, IL

17-20 ..... **2010 NARMS Spring Conference & Exposition** - Saddlebrook Resort, Wesley Chapel, FL

25-26 ..... **2010 AHAM Annual Member Meeting** - Wigwam Hotel, Litchfield Park, Arizona

### MAY 2010

18-20 ..... **Top to Top Executive Business Conference** - Renaissance Chicago Hotel, Chicago, IL



**TO RECEIVE A COPY OF THE RETAIL OBSERVER ONLINE, GO TO [WWW.RETAILOBSERVER.COM/SUBSCRIBE/](http://WWW.RETAILOBSERVER.COM/SUBSCRIBE/)**

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





**Blomberg**

The One New Product Line  
You Don't Want To Miss Out On This Year



European dishwashers  
ADA approved • ENERGY STAR qualified  
Award-winning technology and design  
Advanced water and energy efficiency  
Service centers throughout California  
Stocked in Northern & Southern California

All backed by 125 years of tradition  
from Europe's fourth largest appliance maker

**Surprisingly low prices**

For more information, please contact your local Blomberg distributor

**EASTERN MARKETING CORP.**  
VA, DE, NJ, NY, CT, MD, DC  
MA, NH, VT, ME, E. PA  
800.966.8300  
[www.easternmarketingcorp.com](http://www.easternmarketingcorp.com)

**PACIFIC SPECIALTY BRANDS**  
Western Canada  
WA, OR, MT, N. ID.  
604.430.5253  
[www.pacificspecialtybrands.com](http://www.pacificspecialtybrands.com)

**V-A-H MARKETING**  
CA, N. NV  
800.836.8246  
[www.vahmarketing.com](http://www.vahmarketing.com)

## Chief Architect Provides Free Software to NKBA Design Students

The National Kitchen & Bath Association (NKBA) and Chief Architect are proud to announce the 2010-2011 NKBA Accredited Program Software Sponsorship. Through this sponsorship, design students across the country will have access to the latest design software.

Chief Architect software, created for the design professional, is a powerful, easy-to-use 3D design tool for kitchens, baths, and interior design projects. The software assists with 3D visualization, creates construction drawings that follow NKBA standards with line weights, dimensions, centerlines, CAD details, and elevations. It conveniently supports many popular manufacturers, as well as custom cabinet catalogs.

Under the terms of the sponsorship, Chief Architect will supply students currently taking at least six credit semester hours of coursework with a free student software license. This will include free lab packs for NKBA supported and accredited schools (there is small shipping and security hardware lock fee for the lab packs). NKBA students who are not enrolled in an NKBA Supported or Accredited Program can obtain a student license of Chief Architect at a discounted price of \$189.

The NKBA will announce the program to students in NKBA Supported/Accredited Programs through student newsletters and the NKBA's monthly e-newsletter, QuickClicks. In addition, the software offering was featured in the kickoff package sent to all NKBA Supported and Accredited Programs educators.

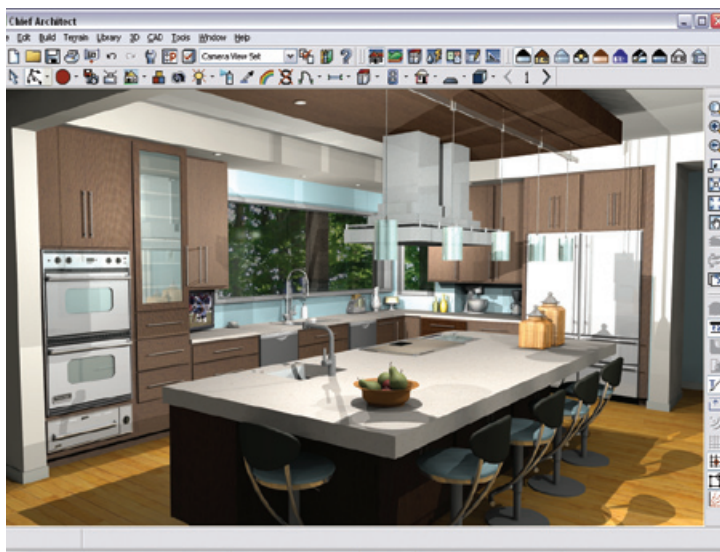
"The strong connection between the NKBA, educational institutions, and kitchen and bath product manufacturers is one of the greatest benefits of NKBA Accreditation," said NKBA Academic Relations Manager Sherylin Doyle, AKBD. "This educational offer gives educators yet another valuable tool to prepare students for careers as kitchen and bath designers."

"Interior designers have been key members of our user base for years and we're excited to extend our academic support to the NKBA and its educational programs. Designing kitchens and baths can be a fun, visual experience. Chief Architect is the modern 2D & 3D tool for the professional designer," said Scott Harris, Vice President of Sales and Marketing for Chief Architect.

For more information, visit [ChiefArchitect.com/NKBA](http://ChiefArchitect.com/NKBA).

### ABOUT THE NATIONAL KITCHEN & BATH ASSOCIATION

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



### ABOUT CHIEF ARCHITECT, INC.

Chief Architect, Inc. is a leading developer of 3D Architectural home design software for builders, designers, architects, and home enthusiasts. The company first introduced architectural home design software in 1991. For the consumer market, it publishes the Home Designer® product line, #1 in market share according to NPD. The Chief Architect Home Designer products are available direct and in many retail stores and on [www.HomeDesignerSoftware.com](http://www.HomeDesignerSoftware.com). The company leads the professional architectural and building home design software market with its professional Chief Architect® product line. **RO**



“Our membership in the NKBA has increased our industry recognition and brought in more business.”

◀ **John Petrie, CMKBD - Member, NKBA Board of Directors**  
Mother Hubbard's Custom Cabinetry, Mechanicsburg, PA  
NKBA Member Since: 1991

**Favorite Member Benefit:** NKBA courses help our company by keeping us up to date on the latest design and business practices.

◀ **Les Petrie, CMKBD - NKBA Past President**  
Mother Hubbard's Custom Cabinetry, Southern Shores, NC  
NKBA Member Since: 1991

**Favorite Member Benefit:** Networking at NKBA chapter events has really helped our business grow.

**Strengthen your business.**

**NKBA**  
National Kitchen & Bath Association

**The benefits of membership:**

Education, Networking, **Leadership**, and Business Tools

🕒 **JOIN TODAY**

NKBA.org/Join 800-THE-NKBA

## Declining Economy Brings Increased Opportunity...

The ongoing economic downturn has presented the appliance service industry with opportunities not enjoyed for many years. As more and more consumers make the decision to keep, rather than replace, an appliance that is not fully functional, doesn't have the latest technology or is not as energy efficient as a new model, independent servicers are increasingly put in position to capitalize on the resulting service opportunities. There has been an enormous amount of chatter in online forums, at seminars and conventions and around water coolers about what this all means for our industry. The answer to this question hinges on the willingness and ability of the players in our industry to identify common objectives and work together toward accomplishing those goals.

Frankly, independent companies both service or retail have historically demonstrated an inability to effectively organize and mobilize to take advantage of industry opportunities. The result is that national service and retail organizations have materialized, grown, been successful and made things very difficult for independents, often times putting them out of business. If this trend is not reversed we could soon be talking about the independent appliance service industry in the past tense.

The philosophy of Brand Source Service (BSS) has been to serve as a hub that links independent service companies, trade associations, parts distributors, manufacturers and consumers together as opposed to becoming just one more industry entity with a separate agenda. BSS has been successful in this effort and is proud to be pioneering an effort to create a culture of co-operation rather than competition.

We are witnessing other efforts along this vein as well. In February of 2010 United Servicers Association (USA) and Professional Servicers Association (PSA) will jointly host the Appliance Service Technical Institute (ASTI) in February 17-20 in Orlando, FL. The subject of the two trade associations working jointly on a convention has been discussed for some time. BSS strongly encouraged this cooperation, is happy to see it come to fruition, and is a proud supporter of the 2010 ASTI.

Brand Source Service has enjoyed a relationship with another of the industry's premier service organizations, the Picture Perfect Service Network (PPSN). PPSN, a division of Marcone Servicers Association (MSA), is a select group of servicers that have met certain performance standards to earn PPSN certification. BSS has worked in cooperation with PPSN

network since 2007 and looks forward to another year of working together. PPSN and MSA members will be convening at the 2010 MSA convention in Las Vegas, NV January 31-February 3 and BSS is proudly supporting this event.

While manufacturers from time to time make policy decisions that frustrate independent servicers, Brand Source Service believes that independents and manufacturers have more goals in kind than not. To that end, Brand Source Service has worked hard to build strong working relationships with the major manufacturers. One example of this is Brand Source Service's Service Professional Seminars beginning in the spring of 2010. Brand Source Service, with the support of the Whirlpool Corporation, will be hosting regional technical training seminars in several markets across the country beginning in February. The regional events will be built on the traditional week-long Whirlpool technical training center format. The sessions will feature in-depth technical training conducted by Whirlpool product training specialists the latest technical advances and innovations. The training sessions will be open to all service companies regardless of Whirlpool service authorization. The training is designed for the inexperienced tech or the experienced tech that needs training in an area where experience is lacking.

Whirlpool's Pay for Performance program, designed to give servicers a financial incentive to improve performance in specific areas, has been received with mixed reviews. While the critics of this program have been vocal, Brand Source Service believes that Whirlpool should be applauded for creating a program designed to reward companies who can demonstrate a superior level when measured against their peers. Two of the program's metrics are based on reducing cycle time. Reducing cycle time is one of the surest ways to keep a customer happy, and is a common thread in BSS business management training classes.

In order for the independent appliance service industry to thrive, and not just survive, in the years to come it will take the cohesion of everyone in the industry, service companies, parts distributors and manufacturers alike. Brand Source Service intends to continue to set examples of this in 2010 and urges all others to do the same. We look forward to working alongside our trade partners in the industry, as 2010 has the potential to be a year to celebrate! **RO**



*J.R. Zirkelbach is the Director of Brand Source Service*



During the Holiday Season,  
more than ever our thoughts turn gratefully  
to those who have made our progress possible.  
And in this spirit we say simply but sincerely,

*Thank you and best wishes  
for the Holiday Season and  
a Happy New Year*

From All of Us at

The  
**RetailObserver**

# Primetime! by Nationwide

PrimeTime! is the #1 buying show and conference for appliance, electronics and furniture independent dealers in America. For decades, PrimeTime! has been providing independents the best in education, networking and buying opportunities.

Join us for 3 days in Las Vegas, filled with intensive workshops, specialized seminars, one-on-one vendor meetings, social networking events and the most competitive product deals in the industry!

By attending PrimeTime!, you will gain essential knowledge and have access to resources that will make your business more profitable in 2010.

Register today and let us show you new ways to grow in today's new marketplace. Visit us at [www.nationwideprimetime.com](http://www.nationwideprimetime.com)

Now more than ever, independent dealers require the support of a buying group. If you are not already a member, now is the time to join. Call, email or visit us online today! (336) 722-4681, [memberinfo@nationwidegroup.org](mailto:memberinfo@nationwidegroup.org), [www.nationwidemarketinggroup.org](http://www.nationwidemarketinggroup.org).

## ABOUT NATIONWIDE MARKETING GROUP

For more than 30 years, Nationwide Marketing Group has helped thousands of independent appliance, electronics and furniture dealers not only compete but win in today's competitive marketplace. With over 3,000 members operating some 8,000 store fronts and \$12 billion in combined annual sales, Nationwide Marketing Group is America's largest buying and marketing organization. **RO**



new days · new ways

nationwide marketing group PrimeTime!

1980 1990 2000 2010 2020 2030 2040

**GET READY!**

2.28 - 3.3.2010 • MGM LAS VEGAS



CALM .



AND COLLECTED .



Building an emergency preparedness kit could help save your life.

Make sure your family is Red Cross Ready for all types of disasters and emergencies by taking these steps:

1. Get a kit
2. Make a plan
3. Be informed

Are You Red Cross Ready?



For more information, visit [www.redcross.org/BeRedCrossReady](http://www.redcross.org/BeRedCrossReady) or contact your local Red Cross chapter.



To our members, our suppliers and  
independent retailers everywhere—

**BRANDSOURCE**

Wishes You a

*A Healthy  
and Happy  
Holiday Season,  
and a Prosperous  
New Year.*





**Research shows children heal better and faster with their family nearby.** So, while Ronald McDonald House Charities® (RMHC®) can't make medicine taste better or take away painful treatments, we can help ensure children have the most important weapon close by during their fight—their family. Without steadfast supporters, like BrandSource® who donate thousands of home appliances to our U.S. Ronald McDonald House® programs every year, and people like you, RMHC and our network of local Chapters couldn't serve over four million families and children a year.

This holiday season consider giving the gift of RMHC. **Go to [rmhc.org](http://rmhc.org) to donate.**

## Showcase Home

The New American Home 2010 is shaping up to be a model of innovation in energy and resource efficiency. The 2010 Home is being built to NAHB's Green Building Standard and will meet the requirements of the U.S. Department of Energy's Builders Challenge and Energy Star energy efficiency programs.

The home's green building features include APEX block construction for exterior walls, a solar hot water with gas backup, several types of insulation for different parts of the house, and photovoltaic cells. It also includes a greywater recycling system, tankless hot water heaters, hydronic air handlers, and "intelligent" fire places. It even has a green roof system to cover part of the patio.

The home features hot trends in outdoor living, including elegant entertaining areas, retractable screens and an outdoor kitchen and fireplaces. The whole back side of the house opens up into indoor-outdoor living areas. A bridge connects the family room, kitchen and entertainment areas to the bedroom areas.

Las Vegas builder Domanico Custom Homes has taken on the challenge of building The New American Home 2010. The home was designed by the Architecture firm KTGy Group of Irvine, Calif. Much smaller than other recent homes in the series, the 6,000 square foot desert-contemporary home is a model of space efficiency in residential design. The architects have also incorporated many Universal Design features into the home.

Sponsored by the National Council of the Housing Industry (NCHI) and Builder Magazine, The New American Home is one of the most successful and visible programs of the National Association of Home Builders (NAHB). NCHI is made up of the leading product suppliers of the residential construction industry, and the show home provides an excellent way to highlight NCHI members' products.

Some of the building technologies being used in the 2010 home are so new that they have drawn extra scrutiny from the Las Vegas Building Department. Building inspectors, for

example, had not seen the energy-efficient Apex block wall system, which is made from recycled polystyrene and cement. The Cupolex structural flooring system was also new to the Building Department. The Italian-made Cupolex system is used in Europe but has not been used much in the United States. The system is designed to enhance the building energy efficiency and to mitigate radon, volatile organic compounds and humidity that can be held in homes with traditional flooring systems. The architect, the builder and the city's building department have worked closely to learn the advantages of these new building technologies.

In addition to the energy efficiency systems discussed above, the 2010 home includes a number features designed

to enhance resource efficiency. These include:

- Low VOC Paints, Stains, Adhesives & Sealants
- Formaldehyde-free Wood Cabinetry, Paneling & Sheathing
- Borate based Cellulose Insulation
- No CFC, HCFC or Halon Based HVAC Refrigerants
- Dual Flush Waterclosets



PHOTO CREDIT: JAMES F. WILSON

- Whole House Automation System
- Whole House Lighting Control System
- Low Flow Shower Head & Faucets
- Native & Drought Tolerant Plants
- Weather Controlled Irrigation System
- A Rainwater Collection System

The New American Home 2010 is just 10 minutes from the Las Vegas Convention Center. The Home will be open for free guided tours during IBS 2010 exhibit hours. The International Builders' Show® (IBS) is the largest annual building industry tradeshow in the country. It runs January 19-22, 2010 in Las Vegas. It's THE place to see and discuss the hottest products on the market and network with your friends and allies. On top of that, IBS offers more than 175 education sessions taught by industry experts. To register: [www.buildersshow.com](http://www.buildersshow.com)



# IBS Daily Keynote Speakers

KEYNOTE SESSIONS ARE FREE TO ALL ATTENDEES



DAVE BARRY

GRAND OPENING CEREMONY -  
KEYNOTE SPEAKER

TUESDAY, JANUARY 19, 9:00 AM

LVCC, HALL S3

NAHB is thrilled to announce famous humor columnist, Dave Barry as the Keynote speaker during the Grand Opening Ceremonies at the 2010 International Builders' Show®.

For 25 years Barry was a syndicated columnist whose work appeared in more than 500 newspapers in the United States and abroad. A snippet of Barry's official bio reads, "In 1988 he won the Pulitzer Prize for Commentary. Many people are still trying to figure out how this happened."



JAMES CANTON

WEDNESDAY, JANUARY 20

10:00 AM - 11:30 AM

LVCC - SOUTH 222/223

*Eco-Business:  
Towards A Sustainable Future*

There is a new trend emerging: Green and Clean. It is transforming every business, customer and industry. This keynote charts the course that every organization will need to follow in order to succeed in the 21st century. Learn how to develop an Eco-Business strategy - through which your emphasis on sustainability will become a new competitive advantage, and your ticket to growth in market share. Learn from case studies, forecasts and bottom line examples that map the new model of Eco-Business.



TIM SULLIVAN (MODERATOR)  
WITH LAURENCE PELOSI AND  
STEVE HILTON

THURSDAY, JANUARY 21

10:00 AM - 11:30 AM

LVCC - SOUTH 222/223

*Resiliency Check! Using Non-Traditional  
Approaches To Stay In Business*

In this session, a panel of industry experts will discuss how successful builders are making adjustments large and small to survive the current economic challenges. The panel format will allow you to "pick the brains" of the industry elite. Discussion topics will include non-traditional sales strategies that builders are using to sell homes quickly, even in the current environment, and how some builders are diversifying to hedge their bets.



DAN HEATH

FRIDAY, JANUARY 22

10:00 AM - 11:30 AM

LVCC - SOUTH 222/223

*How To Lead A Switch*

All of us have things we want to change - in our businesses, our families and our communities. Some of these changes are big, yet can happen easily - while sometimes small changes can prove impossible. The reason hinges on some of the most fascinating findings in psychology. Building on this research, Heath will reveal a simple, 3-part framework that will help you change things in tough times, whether the change you seek is at work, at home or in society. **RO**

## DO YOU REMEMBER THESE?

Send us your pictures and old ads to [info@retailobserver.com](mailto:info@retailobserver.com)



Mehr Komfort mit  
Küppersbusch

Allgas-herde. Allgas-Heizautomaten. Zusatzherd  
Geschirrspülautomaten. Waschnollautomat.  
Kühlautomaten.



**Küppersbusch**

THE FUTURE OF COOKING SINCE 1875



# Imagine the Possibilities



KitchenAid® commercial-style cooktops, ranges, and ventilation hoods reflect the professional performance and bold design found in restaurant kitchens around the world. Imagine the possibilities with the industry's most powerful burner available\* and industry-exclusive dual-fan convection with steam-assist technology. Architect® Series II handle kits, stainless steel backguards, and stainless steel knob kits are also available to customize each appliance to fit any style.

\*Among leading brands.



FOR THE WAY IT'S MADE.®

For additional information about KitchenAid® appliances, visit [KitchenAid.com](http://KitchenAid.com)

®Registered trademark/™Trademark/the shape of the stand mixer is a registered trademark of KitchenAid, U.S.A.  
©2009. All rights reserved.

## PURCELL MURRAY: PRODUCT SPOTLIGHT

© PURCELL MURRAY, INC. 2009

- **Everpure:** A 75 year proven history and a bright future as the flagship water filtration brand of Pentair.
- #1 trusted name in water filtration, **certified** to the highest quality and performance by NSF standards 42 and 53 ratings.
- New and innovative water appliances and systems that raise the bar in the appliance, filtration, and faucet categories.
- Only **Everpure systems** that use genuine Everpure replacement cartridges are protected under warranty against defects, water leakage, and damage.

**EVERPURE**<sup>®</sup>  
WATER YOU CAN TRUST<sup>®</sup>



**best**

 **BOSCH**

**BROAN**

**EVERPURE**

**FRANKE**

**GAGGENAU**



**Thermador**

**U-LINE**  
CORPORATION



**PURCELL MURRAY**

The Premier Resource for the  
World's Finest Kitchen Appliances

To learn more about Everpure's Water Filtration Systems or any of our full range of premium kitchen products, call us or visit our Web site. Purcell Murray proudly distributes Bertazzoni, Best, Bosch, Broan, Everpure, Franke, Gaggenau, La Cornue, Thermador, and U-Line.

**1-800-863-7133**

**PURCELLMURRAY.COM**