

# VDTA NEWS

VACUUM DEALERS TRADE ASSOCIATION

The trade publication for the independent retailer

August 2017 | ISSUE 431

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- **Attend the Niagara Summer Trade Show! Info on pg 14**
- **Dealer Site Spotlight  
3 dealer websites &  
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## Letter from the Editor

I'm baffled by the contradiction that is "summer." During summer, time passes equally fast and slow, and the days that start sluggish also somehow fly by.

For example, this past weekend, temperatures reached the upper 90s. I spent a couple hours on Saturday trying to brave the heat, but by noon I retired to the air conditioning where laundry and a good book awaited. I thought to myself, "This weekend will be SO SLOW if I can't be outside having fun." But then I blinked and it was Sunday night, and I was preparing for the week ahead.

Do you face this summertime contradiction at work? Maybe summer is your slower season. You think, "I'll have lots of time to work on my to-do list at the store. I'll cross off some projects that have been on the list for far too long." But now, August is here and you are preparing for fall/winter sales.

With these magazines, we try to keep time under control. We do our best to publish timely materials – things relevant to you NOW and in the near future. We are also renewing our commitment to publish time-saving materials – articles that will HELP you operate your business efficiently.

Here are a few examples:

**Trade Show Information:** VDTA is hosting a Summer Trade Show in Niagara Falls, Canada. To save you time and hassle, we have gathered all the need-to-know information on **pages 14-17**. This includes shuttle information, hotel information, class sign-up instructions, and more.

**Also note: If you are driving to the show, check with your car insurance company to make sure your insurance is valid in Canada.**

**NEW VDTA Dealer Survey:** We want you to pour your time and energy into business efforts that matter. And so, we have released the VDTA Dealer Survey (see page 25). This survey will protect your privacy. Only dealers who complete and submit this survey will receive the compiled statistics. **The data and statistics gathered will provide vital information on how to best move business and the industry forward.**

CHECK OUT THESE ITEMS AND MORE!



Tonya Tienter



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# Fall Cleaning Month

**N**EW for the **FIRST TIME** in October 2017, the VDTA is offering the **FALL CLEANING MONTH Promotion**. Like Int'l Spring Cleaning Month, this promotion is meant to help boost sales even before the holiday shopping season.

**With this promotion, you receive FREE marketing materials, which include five different 11"x17" posters in addition to sales tags** with our Fall Cleaning Month artwork (see top of page). Use these posters in your store displays to attract customers throughout the entire month of October.

However, there will be **no drawing for prizes or prize giveaways**. There will also be no grand prize in-store gift certificate. Rather, the marketing materials we provide are open-ended and allow for YOU to choose the sales and/or giveaways that best fit your store and customer base.

**SIGN-UP TODAY!** These promotional materials are **FREE for VDTA Members**. All you have to do is fill out the form below and fax, scan/email, or mail to our offices. You'll receive the promotional kit in August/September.

Name: \_\_\_\_\_

Store Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax to 515-282-4483 • Email to [mail@vdt.com](mailto:mail@vdt.com), or Mail to VDTA, 2724 2nd Ave, Des Moines, IA 50313  
First kit is **FREE**; Call 800-367-5651 for cost of additional kits



# 2017 VDTA•SDTA Independent Dealer of the Month

## Aloha Sewing & Vacuum and Fabric Too Beaverton, Oregon



To spread the word of these fun classes and other sales, Aloha has built a strong presence on social media, especially Facebook. They keep customers up-to-date and in their store by promoting exclusive sales, hands-on demonstrations – most recently by Westalee Rulers, – and invitations for special occasions. In fact, on July 22<sup>nd</sup> Aloha celebrated its “Sweet 16” birthday and hosted a party for customers with cake, refreshments, discounts, and giveaways on select purchases.

Owners Kimberly and Joel have made a commitment to their community in Beaverton and to the industry. Aloha Sewing & Vacuum has been a member of the VDTA since 2002, and staff attend the VDTA annual convention every year. Closer to home, Aloha participates in functions to benefit local youth, including Toy Drives during holidays.

The folks at *Aloha Sewing & Vacuum and Fabric Too* can be contacted by phone, email, or by visiting their website at [www.alohavacnsew.com](http://www.alohavacnsew.com).

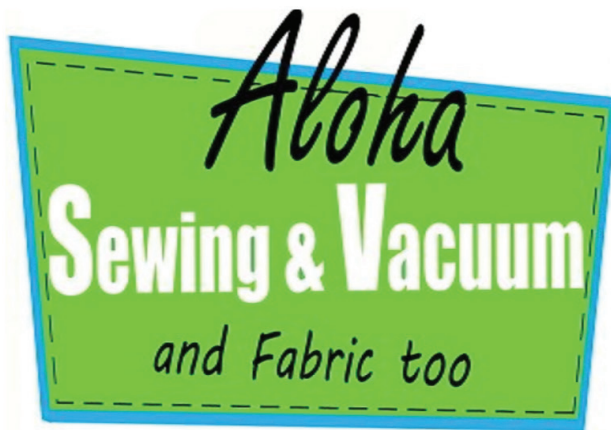
VDTA•SDTA honors *Aloha Sewing & Vacuum and Fabric Too* as the August Independent Dealer of the Month. Located in Beaverton, Oregon, Aloha Sewing & Vacuum has been serving customers in the Portland area since 1977. Current owners Kimberly and Joel Turner purchased the store in 2011, and it proudly stands as a second-generation family-run business with a staff of five outstanding employees.

As part of their mission statement, Aloha Sewing & Vacuum pledges “to provide customers with a personalized shopping experience for high-quality embroidery and sewing machines, vacuum cleaners, air purifiers, fabrics, notions, furniture, and more.” The brands they carry include Brother and Elna on the sewing side and for vacuums, Riccar, Royal, Sanitaire, Maytag, SEBO, and Oreck – plus Miele for which Aloha is an authorized internet dealer. Anita Goodesign products are also a popular staple along with fabric.

Should any sewing machine or vacuum cleaner need repair, Aloha offers full-service for most machine makes and models. Customers are ensured a free diagnosis and estimate, and as the store carries a variety of parts, they get back to their crafting and cleaning routine in no time.

Store events at Aloha are listed on their website with regular – and NEW – classes being added all the time. The Aloha Sewing Club meets once or twice a month at no cost and showcases new project ideas, products, and techniques in embroidery, sewing, and quilting. This summer, Aloha will also host several Kimberbell Events and Brother PE Design digitizing and embroidery classes.

***Congratulations to Kimberly, Joel and the staff at Aloha Sewing & Vacuum and Fabric Too on being named the 2017 August Dealer of the Month!***



# VDTA•SDTA Dealer of The Month

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Owner's Name \_\_\_\_\_ Web site \_\_\_\_\_

Address \_\_\_\_\_ E-mail address \_\_\_\_\_

City, State, Zip \_\_\_\_\_ Local Newspaper \_\_\_\_\_

1. What year was your store established? \_\_\_\_\_

2. How many stores do you operate? \_\_\_\_\_

3. How many employees do you have? \_\_\_\_\_

4. What product lines do you carry? \_\_\_\_\_

5. What services do you provide? \_\_\_\_\_

6. Is your business family run? How many generations? \_\_\_\_\_

7. What is your age group: ☐ 40 – under ☐ 41 – 50 ☐ 51 – 60 ☐ 61 plus

8. Check all equipment that your business carries:

☐ Vacuum ☐ Vacuum/Central Vacuum ☐ Vacuum & Sewing ☐ Janitorial

☐ Sewing Machines ☐ Quilt Shop with Sewing Machines ☐ Longarm machines

☐ Quilt Shop without Sewing Machines ☐ Other \_\_\_\_\_

9. Do you have and maintain e-mail lists of your customers? ☐ Yes ☐ No

10. Do you have and maintain direct mail lists of your customers? ☐ Yes ☐ No

11. Do you have a rental program for sewing machines? ☐ Yes ☐ No

12. Do you rent time on a longarm quilting machine to quilters to machine quilt? ☐ Yes ☐ No

13. Do you offer sewing /quilting classes in your store? ☐ Yes ☐ No

**On a separate sheet of paper or email (to mail@vdt.com) please answer the following**

14. How often do you offer classes and what age group do you target?

15. Community projects you participate in or support.

16. Marketing plans you have done that draw people to your store.

17. Any awards received from a manufacturer or from your community.

18. What tips of success or advice do you have for other independent retailers in the industry?

19. Share a paragraph about the history of your business and how it has grown?

20. How often do you attend the VDTA•SDTA Annual Convention? IE: Every year, every 2 yrs, etc:

21. What makes your shop stand out in your community.

23. Are you a member of the VDTA•SDTA? ☐ Yes ☐ No

24. What year did you join? \_\_\_\_\_

**Fax to: 515-282-4483**

**Mail to: Dealer of the Month, VDTA•SDTA, 2724 2nd Ave, Des Moines, IA 50313.**

**E-mail to: mail@vdt.com.**

You may also visit [www.vdt.com](http://www.vdt.com), click on "Members," and fill out the form online and submit.  
You must be a current member of VDTA•SDTA to be selected as the Dealer of the Month.

# What's Your Idol?

## AKA "The Things You Can Learn From a Teenager"

Last month I wrote about integrating business and personal goals, thinking I would write about goals for one month and then move on. But wait, there's more!

I have three sisters, each living several states away. Out of those three sisters, one of them has battled cancer twice and won. The second sister has just started cancer treatment and things are looking good as well. Today, with cancer affecting almost every family, ours is fortunate to have seen a positive response to treatment.

My story starts with my second sister. She was diagnosed with cancer and scheduled to undergo radiation therapy. This sister and her husband have two adopted children: a 13-year-old boy named Stephen and his 14-year-old sister. Both of these kids have been homeschooled, and bless my sister's patience and perseverance as Stephen is very bright but has Attention Deficit Hyperactivity Disorder (ADHD).

Recently, my mother decided she wanted to visit them and stay for a few weeks. Since my mother lives in our area and no longer travels by herself, she asked me to drive her the 1,000-some miles. It wasn't even a question; she's my mother and I enjoy driving. Once there, the topic came up as to Stephen going back home with me. Since I volunteered last year to have Stephen stay with us for a week or two anyway, it wasn't a problem. Having one less teenager in the house while their mom was undergoing cancer treatment 75 miles away from home each day would make it easier on my sister. Little did I know that a couple of weeks would turn into 6 weeks...

While Stephen takes medication for ADHD, his doctor cut him back to a "summertime" dosage, and Stephen was going to be a very "busy" young man during his stay. Taking care of Stephen at times was like handling a mad scientist on the loose...

The drive back to Bismarck with Stephen was somewhat uneventful. Stephen's a car guy and

knows all the 0-60 times, horsepower specs, etc. of most vehicles. He really enjoyed learning all the features of Uncle Jim's car, especially the electronic touch screen navigation and radio controls. Like with most newer vehicles, there are lots of electronic buttons to push. (And Stephen also figured out a couple of Uncle Jim's buttons to push and kept this on file too.)

Once in Bismarck, Stephen hit it off pretty well with our 17-year-old daughter. They have a few things in common including a love of video gaming. Towards the end of Stephen's 6-week visit, they were more

like brother and sister. Close at times but also having teenage sibling disagreements.

Since I have daughters but have not had a son, I was going to take this opportunity and do "guy" things with Stephen.

*"Setting goals and working towards them can break addictions to your idols."*

One of the first things we did was go fishing. Knowing Stephen's level of patience would be relatively short, we went to a lake with plenty of easy-to-catch fish. The fish cooperated and Stephen who had never fished before was having a great time. Then after the first 50 fish, it was time to go. The newness had worn off, and the call of video gaming was all that was heard.

Another day we went cycling. After we reached an area about 4 miles away from our starting point, the pedal came off Stephen's bike. The threads to put the pedal back on were damaged, so I was unable to maneuver a roadside repair. Uncle Jim traded bikes with Stephen and we limped back to our starting point, with me riding a bike that was too small and only powered by one pedal. At the end of the ride, Stephen was ready for his tablet and video games.

Since Uncle Jim still has a job to go to once in a while, we decided that Stephen could work at the store and earn some extra money. His goal was to earn enough money for camp this summer. One of the first things I had Stephen do was vacuum the floor. "That will keep him busy for a while," I thought. Wrong! Over 5,000 square feet of carpet was vacuumed in less than 10 minutes. Then we



asked him to put advertising inserts into bags. After about 20 bags, Stephen was “done.” I explained that we put most purchases in these bags, and each day requires well over 50 of them. He questioned “why” and “was it time to go home yet?” Ah, yes, the video games were beckoning.

Knowing how much Stephen is into cars, one night we went to the car races. Lots of anticipation and excitement for the first couple of hours, then we lost Stephen’s attention. Another night, I volunteered Stephen and I to serve at a local free dinner. He had a great time serving those in need and working with other volunteers, including an older woman. The older woman happened to be 18 years old, was willing to talk with Stephen, and was passing out cookies. Stephen was in love for days. ❤️ Video games did not call Stephen’s name quite as much, as he had a beautiful distraction bringing him cookies. Uncle Jim didn’t want to encourage this type of distraction, but it did make him smile.

Stephen’s very obvious attraction to the older woman and the fun I had with it got me thinking that there must be something in addition to girls and video games that Stephen is interested in. As it turns out, his mechanical aptitude is great. In asking Stephen about his goals, Stephen told me he either wants to be an engineer or a pastor. With his mechanical aptitude, interest and knowledge of the Bible, and his tenacity, Stephen will do well at either one if he can set his goal and focus.

To give Stephen something to work for, we decided that in addition to summer camp, Stephen could use a laptop computer for his homework and gaming. The goal was set and Stephen eventually earned enough money to pay for both summer camp and purchase the laptop. In order to keep Stephen focused, I put him under the mentorship of our younger vacuum technician, and Stephen worked on vacuums we were donating to charity. While focus was an issue at times, Stephen kept his purpose in mind and put in the hours required to reach his goal. The mentoring technician received a “combat pay” bonus to compensate for his loss of income on completed repairs.

Like any 13-year-old boy with Attention Deficit Hyperactivity Disorder, keeping Stephen on task was a job all in itself. There were distractions including the day Stephen – with the “help” of one of our sewing technicians – hooked up a lightbulb to an ohmmeter to see if it worked. The whole plan seemed great until Stephen slipped with the clip

on the bulb, tripped the breaker, and took out the electricity to our entire service department. Oops!

In the end, our family really enjoyed having Stephen move in for 6 weeks. It gave me the opportunity to temporarily have a 13-year-old son, with lots of experiences to go along with it. I was also able to see the growth in Stephen as we went through good times and bad with his video

game obsession. We set a goal for Stephen, and he reached it by working enough to pay for summer camp and purchase his laptop computer. Whether it’s Engineer Stephen, Pastor Stephen, or something entirely

different, if Stephen can focus on his goals, he is going to do very well in life.

My experience with our houseguest and the presence of video games reminded me of our idols and how they affect us.

What’s your idol?

- Money
- Work
- Sports
- Electronics
- Food
- Gambling
- Alcohol/Drugs

It seems many of us have idols. An idol is anything that consumes us and takes our focus away from what’s really important. Idols can take our focus away from family, work, self-care, or God.

Setting goals and working towards them can break addictions to your idols. Determine your idol and then determine your plan of action to reach your goals.

FOCUS on your GOALS! NOT on your idols!

REMINDER! If your store is doing something similar to our Community Meal Project please share! We would like to acknowledge you and spread the word. Your business should be a part of making your community a better place to live. E-mail your comments, ideas and suggestions to [jimbarnhardt@msn.com](mailto:jimbarnhardt@msn.com)



Jim Barnhardt,  
J & R Vacuum and Sewing  
VDTA • SDTA Board Member

# Tesla Passes the Test

The best leaders are those whose “best stuff” comes to life in the toughest situations. Elon Musk is not only a creative tech guru – think Tesla and SpaceX – he’s become a leadership model. In a recent message to his team, Musk wrote:

*“No words can express how much I care about your safety and wellbeing. It breaks my heart when someone is injured building cars and trying their best to make Tesla successful.”*

*Going forward, I’ve asked that every injury be reported directly to me, without exception. I’m meeting with the safety team every week and would like to meet every injured person as soon as they are well, so that I can understand from them exactly what we need to do to make it better. I will then go down to the production line and perform the same task that they perform.*

*This is what all managers at Tesla should do as a matter of course. At Tesla, we lead from the front line, not from some safe and comfortable ivory tower. Managers must always put their team’s safety above their own.”*

Tesla’s safety problems did not affect the performance of their vehicles or the perception of the company by the public – but it did touch its founder.

Here’s what we can learn from Mr. Musk’s message:

- **He showed emotional intelligence** and freely said he cared about the safety of his employees. When someone says “it breaks my heart,” that’s real, not just a PR platitude.
- **He owned the problem.** He didn’t blame his line managers or faulty equipment for the issues. It didn’t matter to him why there were so many accidents, he just wanted to fix the problem. And he was willing to pitch in and do that himself.
- **He is going to be part of the solution.** He’s not going to get reports from the safety team; rather, he will meet with them every week. He’s going to go on the line to perform the problematic tasks himself. He’s willing to get his hands dirty to stop future mishaps.

- **He didn’t hand the problem off.** Delegation is a critical management trait. But sometimes issues need to be addressed at the top. Business leaders are always time starved, but sometimes getting down with the troops is the best use of that limited resource.
- **Action vs. Apology.** It’s easy to say, “We’re sorry” or that “We hope these things don’t happen again.” Musk instead outlined a specific action plan to improve processes, a plan in which he personally will be involved. In doing so, his employees can now hold him accountable if things don’t improve – and he’s willing to take that risk.
- **Leadership from the front.** It’s hard to juggle all the balls business owners have in the air, but the term is leadership not followership.

So how does this apply to you?

- Get on the floor and watch how your associates interact with their prospects. Commend or coach.
- When you see bottlenecks, say in your delivery scheduling, meet with that team and show that it’s your problem, too.

*“It’s hard to juggle all the balls business owners have in the air, but the term is leadership not followership.”*





- Call at least one customer every day. Learn their perspectives on doing business with your company.
- Meet with team members, not just their managers, regularly. Talk to your techs, support staff, and sales associates. They have great ideas that may never get to you. Schedule these meetings in your planner and make them a priority.
- We often think that our jobs would be easier if we had the resources that larger businesses do. But remember that big companies were once small, and that's where their culture was formed.

Leadership trickles down. "Command and control" leadership creates robotic employees just there to do their jobs. Leaders committed to the welfare of the staff, the satisfaction of their customers, and making a difference in their communities create engaged employees, loyal customers, and profitable businesses.

**About the Author:** Elly Valas is a speaker, author, and retail consultant. She shows retailers large and small how to beat the big box stores by using unconventional marketing and sales tactics that are simple, inexpensive, and effective. Her book *Guerilla Retailing* is available on Amazon.com with more than 14 million copies in print.

Ms. Valas has also worked with many manufacturers to help them take products to retail through the independent channel and train dealers to provide an improved shopping experience. From 1992 through 2003, Ms. Valas was the President and CEO of the North American Retail Dealers Association (NARDA), a trade association providing training, consulting, and business services to independent retailers in the consumer electronics, home appliance, and furniture industries.

Contact her at [elly@ellyvalas.com](mailto:elly@ellyvalas.com) or 303-316-7568 for information about her programs, consulting services, or to purchase her new book, *Lessons from the Links*.



Host Hotel  
for the 2017  
VDTA Niagara  
Summer Show

## Hilton Niagara Falls / Fallsvview Hotel & Suites

6361 Fallsvview Blvd  
Niagara Falls, Canada L2G - 3V9  
Group Code: VACU  
Phone: 1-905-354-7887  
Cut-off Date: August 1, 2017

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# Fall into Sales in Niagara

## **VDTA•SDTA**

VACUUM & SEWING DEALERS TRADE ASSOCIATION

## **Summer Trade Show**

**September 9-10, 2017**

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# VDTA•SDTA 2017 Niagara Summer Show Registration

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Visit [www.vdt.com](http://www.vdt.com) for complete schedule and updates.

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Is this your first convention? ☐ Yes ☐ No

What hotel are you using? \_\_\_\_\_

☐ **Yes, I want to become a member and pay a rate of \$130, which waives my convention registration fee.**

## Badge Names

For additional names use separate paper

Name: \_\_\_\_\_

Email: \_\_\_\_\_

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## WORKSHOPS & MORE!

### RETAIL SALES & MARKETING WORKSHOP BY RNK

**Sept 8, 9 AM - 5 PM: Open to all retailers.**

Topics covered in the workshop include increasing sales without upping advertising budget, prioritizing profit & more.

\_\_\_\_ Yes, I want to attend this Workshop

\_\_\_\_ Number attending.

### JANOME NEW LONGARM PRESENTATION!

**Sept 9, 9 AM - 12 PM: Open to all retailers.**

Come see the newest Longarm from Janome. Learn about being part of an authorized Janome Longarm center network. Hands-on demos and Q&A. Sign up now to reserve a spot!

<http://www.etches.com/vdtacanalongarmpresentation>

### JANOME LONGARM & ROBOT TRAINING

**Sept 9, 2 PM - 5 PM AND Sept 10, 9 AM - 12 PM.**

**Janome Dealers only:** Learn about the new QM Pro Stitcher & how to navigate the program for effective demos.

<http://www.etches.com/vdtacanalongarmtraining>

### GAME CHANGER: THE RETRACTABLE HOSE

**Trail DeGondea and Eric Vachon, Trovac Ltd**

**Sept 9, 1 PM - 2 PM: Open to all retailers.**

Amazing ways to utilize the industry-changing retractable hose to make more money.

### MAKING A SUCCESSFUL SERVICE CALL

**Trail DeGondea and Eric Vachon, Trovac Ltd**

**Sept 10, 10 AM - 11 AM: Open to all retailers.**

An interactive class that teaches how to satisfy customers AND make a profit out of what could be lost time. Do not miss this if you want to boost your bottom line.

#### CLASSIFICATION

- ☐ Independent Dealer
- ☐ Fabric or Quilt Shop
- ☐ Manufacturer
- ☐ Distributor
- ☐ Educator
- ☐ Manufacturer Rep.

#### MEMBER STATUS

- ☐ Independent Dealer
- ☐ Associate Member
- ☐ SEA Member
- ☐ Non-Member

#### PRODUCTS SOLD

- ☐ Vacuum - Domestic
- ☐ Vacuum - Commercial
- ☐ Central Vacuum
- ☐ Janitorial Supplies
- ☐ Air Purifiers
- ☐ Rental Equipment
- ☐ Small Appliances
- ☐ Sewing - Domestic
- ☐ Sewing - Commercial
- ☐ Sewing - Notions
- ☐ Quilting Equipment
- ☐ Fabric

#### TRADE SHOW

Scotiabank Convention Centre  
6815 Stanley Ave • Niagara Falls, CAN

#### EXHIBIT HOURS

**Sept 9:** 12 PM NOON - 8 PM

**Sept 10:** 9 AM - 4 PM

#### PASSPORT INFO

**Website:** <https://travel.state.gov/content/passports/en/passports/information/card.html>

#### AIRPORT SHUTTLE SERVICE

**Website:** [www.niagaraairbus.com](http://www.niagaraairbus.com)

**Phone:** 905-374-8111 • **Code:** 456

**Email:** [airsales@niagaraairbus.com](mailto:airsales@niagaraairbus.com)

from Toronto Pearson, Buffalo & Niagara Falls, NY International Airports

#### HOTEL INFORMATION

Hilton Niagara Falls Hotel & Suites  
6361 Fallsview Blvd • Niagara Falls, CAN

**Group Code:** VACU

**Phone:** 1-905-354-7887

**Cut-off Date:** August 1, 2017

#### CONVENTION FEES

\*Fee for each Additional Person

**All Fees in U.S. Dollars**

##### Independent Dealer

Member: \$30/\*\$25

Non-Member: \$175/\*\$50

##### Manufacturer / Distributor

Assoc. Member: \$750/\*\$250

Non-Member: \$1200

Convention fee \$ \_\_\_\_\_

Membership fee \$ \_\_\_\_\_

Total due \$ \_\_\_\_\_

**PAYMENT METHOD** ☐ Check enclosed (Payable to: VDTA•SDTA)

I authorize a charge of \$ \_\_\_\_\_ ☐ Visa or ☐ MC

CC# \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CCV #: \_\_\_\_\_

Name as appears on card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Is this a one time membership payment?**

☐ Autopay (next membership payment due in 12 months)

☐ This a one time payment, thank you.

# Exhibitors

## VDTA Niagara Summer Show

For an updated list of exhibitors including brands, visit [www.vdta.com](http://www.vdta.com)

### Brother International Canada

[www.brother.ca](http://www.brother.ca) • 800-361-6466

Exhibiting sewing, quilting, & embroidery machines.

### Cana-Vac

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

Exhibiting central vacuums.

### Cyclovac

[www.cyclovac.com](http://www.cyclovac.com) • 800-361-9553

Exhibiting Cyclovac, Trovac, Mvac, Retraflex, and Tip Top parts.

### Daylight Company

[www.daylightcompany.com](http://www.daylightcompany.com) • 1-800-962-3899

Exhibiting Daylight Company LED floor, table and magnifying lamps.

### Desco Vacuum Supply Co

[www.descovac.com](http://www.descovac.com) • 631-873-4914

Exhibiting vacuums, vacuum parts, & accessories.

### Electro Motor Inc & Opti Motor LLC

[www.electromotor.com](http://www.electromotor.com) • 423-538-5303

Exhibiting vacuum motors, blower motors, linear actuators, and induction motors.

### Elna

[www.janome.com](http://www.janome.com) • 201-710-2119

Exhibiting sewing machines, embroidery machines, quilting machines, parts, notions, software, & furniture.

### ESSCO

[www.essco.net](http://www.essco.net) • 800-321-2664

Exhibiting vacuums and parts.

### F2M International

905-856-5120

Exhibiting central vacuum hose covers & accessories.

### Flexi-Felt

[www.flexifelt.com](http://www.flexifelt.com) • 817-243-7203

Exhibiting Flexi-Felt floor protection.

### H-P Products Central Vacuums

[www.h-pcleanfast.com](http://www.h-pcleanfast.com) • 330-875-5556

Exhibiting central vacuum systems & accessories.

### Hibbert International Inc.

[www.hibbert.ca](http://www.hibbert.ca) • 403-248-4344

Exhibiting central vacuums, portable vacuums, and consumables.

### Hide-A-Hose Inc

[www.hideahose.com](http://www.hideahose.com) • 360-863-0775

Exhibiting central vacuums.

### Hizero Inc

[www.hizero.com](http://www.hizero.com) • 323-271-0387

Exhibiting the Hizero bionic mop.

### Janome

201-710-2119 • [www.janome.com](http://www.janome.com)

Exhibiting sewing machines, embroidery machines, quilting machines, parts, notions, software, & furniture.

### Johnny Vac

[www.johnnyvac.com](http://www.johnnyvac.com) • 514-354-4933

Exhibiting vacuums, accessories, & sanitary products.

### Myraton Industries

[www.myraton.com](http://www.myraton.com) • 905-646-2513

Exhibiting telescopic wands, metal handles, and connectors for vacuum cleaners.

### Nadair International

[www.nadair.com](http://www.nadair.com) • 800-776-7891

Exhibiting central vacuums systems.

### Nuera-Air / Duo Vac

[www.duovac.com](http://www.duovac.com) • 450-622-9000

Exhibiting DuoVac power units and accessories.

### Plastiflex

[www.plastiflex.com](http://www.plastiflex.com) • 704-871-8448

Exhibiting Vacpan decor and retractable hoses for Hide-a-Hose and Cyclovac systems.

### RNK Distributing

[www.RNKDistributing.com](http://www.RNKDistributing.com) • 865-549-5115

Exhibiting sewing, quilting, and embroidery products and accessories.

### SEBO Canada

[www.sebocanada.ca](http://www.sebocanada.ca) • 877-258-5005

Exhibiting SEBO vacuum cleaners.

### Steel City Vacuum Co

[www.steelcityvac.com](http://www.steelcityvac.com) • 800-822-1199

Exhibiting Hoover, Royal, Dirt Devil, Carpet Pro, Shark & Oreck vacuums, parts, and chemicals.

### The Grace Company Canada

[www.sewrite.ca](http://www.sewrite.ca) • 403-443-2806

Exhibiting Quique machines, frames, & accessories.

### Vaculine (Canplas Industries)

[www.canplas.com](http://www.canplas.com) • 705-726-3361

Exhibiting Vaculine products.

### Wessel-Werk

[www.wessl-werkusa.com](http://www.wessl-werkusa.com) • 704-658-0502

Exhibiting vacuum cleaner nozzles.

### Wonderfil Specialty Threads

[www.wonderfil.net](http://www.wonderfil.net) • 403-250-8262

Exhibiting quilting and specialty threads.



# Workshops and More at the VDTA Niagara Summer Show

## RETAIL SALES & MARKETING WORKSHOP

**Ricky Brooks, RNK Distributing**

**Sept 8, 9 AM - 5 PM: Open to all retailers.**

- Who Wants To Be A Millionaire?
- Cost effective ways to increase your customer base or market share when on a limited budget.
- Increase sales without upping the advertising budget.
- Making sales is good, making a profit is essential.
- If you want to get more than you are getting, you have to do more than you are doing!

## JANOME NEW LONGARM PRESENTATION!

**Sept 9, 9 AM - 12 PM: Open to all retailers.**

Demystify the set-up, loading, and terminology associated with longarms. Come see the newest Longarm from Janome and learn about being part of an authorized Janome longarm center network. In this presentation, you will learn what sets apart the Janome Longarm from the competition. Learn about its different features and look at the new QM Pro Stitcher for automated quilting programs. There will be time for hands-on demo's and all questions will be answered. Sign up now and reserve a spot!

<http://www.etches.com/vdtacanadalongarmpresentation>

## JANOME LONGARM & ROBOT TRAINING

**Sept 9, 2 PM - 5 PM AND Sept 10, 9 AM - 12 PM.**

**Janome Dealers only:** Come learn about the new QM Pro Stitcher. Learn how to navigate the program for effective demonstrations. There will be time for hands-on demo's and all questions will be answered.

<http://www.etches.com/vdtacanadalongarmtraining>

## GAME CHANGER: THE RETRACTABLE HOSE

**Trail DeGondea and Eric Vachon, Trovac Ltd**

**Sept 9, 1 PM - 2 PM: Open to all retailers.**

Amazing ways for you to utilize the industry-changing retractable hose to make more money. Trail and Eric walk you through the steps to make profits come easy.

## MAKING A SUCCESSFUL SERVICE CALL


**Trail DeGondea and Eric Vachon, Trovac Ltd**


**Sept 10, 10 AM - 11 AM: Open to all retailers.**

An interactive class with industry experts that will teach you to not only satisfy your customer, but make a profit out of what could be lost time. Do not miss this class if you're interested in boosting your bottom line.


**If you are driving  
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company to make  
sure your insurance  
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# The Beauty of Bionic Cleaning Technology



**Tackles Any Task.** Plus with stronger cleaning ability, the F801 is able to clean all daily household wastes like spilled coffee grounds, biscuit crumbs, pet hair, and spaghetti. The F801 is the world's smallest solid-liquid separation machine, which can automatically separate solid and liquid waste. This feature makes it convenient for consumers to dispose of waste with much environmental care.

**Self-clean.** Hizero F801 self-cleans while it's working, meaning it is ALWAYS using a CLEAN MOP to mop the floor. Compare this to a traditional mop, which needs to mop and then be cleaned, then mop and be cleaned again, over & over.

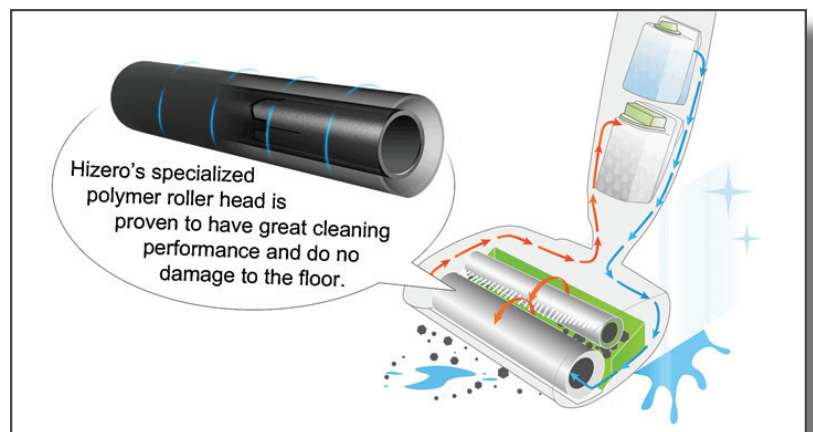
At the 2017 VDTA Trade Show in Las Vegas, one small booth attracted a lot of traffic. That booth was Hizero, a new company exhibiting the F801 floor cleaner with bionic technology.

Hizero F801 uses a revolutionary cleaning technology that totally differs from traditional vacuum cleaning. By using *bionic* technology, the machine is able to achieve multi functions while using little electricity. The unique cleaning rollers imitate an animal's "tongue," while clean water acts as "saliva." The process mimics the cleaning ability of living things; that's why we call it bionic technology.

## What are the beauties of bionic cleaning technology?

First of all, the F801 is a powerful floor cleaning tool that integrates SWEEP, MOP, WIPE, and SELF-CLEANING functions into one, to provide you with a bare floor cleaning one-stop service.

**24/7 Standing By.** As long as there is water in the clean water tank, F801 is ready for work, anytime. With a traditional mop, users need to do a lot of preparation work. But with the F801, you can mop anytime you need. Many customers have said that after using the F801, they get addicted to it!



*F801 works on various kinds of wastes*

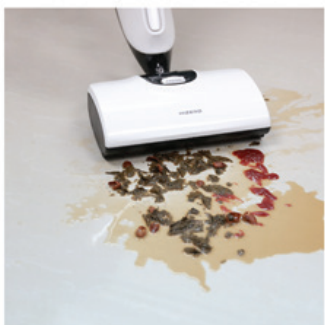




① Fill the clean water tank



② Press the button



③ Wet & Dry & Self-clean



④ Solid trash



⑤ Liquid waste



⑥ Standby and charging

With revolutionary cleaning technology and amazing user experiences, Hizero F801 will be loved by countless end consumers.

*“They [consumers] would rather bear a dirty floor than use inconvenient tools.”*

**Hizero will exhibit at the  
VDTA Summer Show in Niagara Falls,  
Canada this September.  
See you there!**

In addition, many employees at Hizero have one sample F801 to test at home. One conclusion they made is that when the sample is brought in for upgrades, 1-2 days max, their family members won't clean the floor until the F801 is safely back at home! They would rather bear a dirty floor than use inconvenient tools.

**Long-running Battering Time.** The F801 provides users with a powerful cleaning ability for more than 60 minutes after each charge, which is long enough to clean a whole house. If you have a huge house with all hard floors, you may need to refill the clean water tank several times (a filled clean water tank can provide 12 minutes self-clean under mode 1). Still, refilling a clean water tank every 10 minutes is much more convenient than having to recharge every 10 minutes.

**Healthy.** Vacuum cleaning technology inhales air and dirt, then blows it out. Micro-dust is inevitably released into the air. Hizero F801 applies bionic technology to provide a healthy experience for consumers without exhaust air.

**Convenient.** Though the F801 has a powerful cleaning ability, it's incredibly convenient to use at the same time. What you need to do is fill the clean water tank before using, and dispose waste water and solid trash after use. Think of what heavy cleaning work it has done for you!

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# Tornado Industries Celebrates 90<sup>th</sup> Anniversary

*Company Kicks Off Summer of Savings Anniversary Specials*

Firmly rooted in tradition, with an eye on the future, Tornado Industries celebrates its golden anniversary with 90 years in business. To celebrate, the company will offer special savings to its network of distributors.

Since its beginnings in 1927, Tornado has developed into a leading innovator of “Best in Class” industrial and commercial cleaning equipment. With nine decades of janitorial/sanitation industry experience, Tornado provides in-house cleaners, contractors and facility managers across a broad-range of market segments with affordable, and innovative cleaning technology to meet the most demanding cleaning challenges.

Originally founded as the “Breuer Electric Mfg. Company,” Tornado began in a small facility in Chicago, Illinois, building and selling portable electric blowers for cleaning electric equipment. The Tornado brand name was launched shortly after, as the company began designing and producing commercial and industrial vacuum cleaners, hot air blowers, electric insecticide sprayers, and dust collectors.

Following the war and conversion to peacetime construction, the company added numerous products and entered the floor maintenance industry by acquiring the Fay Floor Machine Company. In 1977, the company moved to a location on Chicago’s Northwest Side, near O’Hare International Airport.

In February 1999, three members of the senior management team – Michael Schaffer, Gary Cirone, and Tom Bogusevic – acquired the business from the Breuer family. The ownership change initiated a major product, dealer, and staff expansion. Tornado now carries a complete line of both hard and soft floor care equipment, including vacuums, carpet extraction equipment, floor machines, sweepers, automatic scrubbers, and critical filtration vacuums.

In 2007 Tornado Industries was acquired by Tacony Corporation and now operates in Fort Worth, TX as a subsidiary in the Commercial Floor Care division.

**About the Company:** Tornado Industries has been engineering quality cleaning equipment for 90 years. The company has a long history of innovative products and applying the latest technology to increase productivity, reduce costs, and improve safety. Tornado prides itself on always being on the cutting-edge of cleaning solutions. Many of the company’s products are assembled in America, with globally-sourced parts. For more information, visit [www.TornadoVac.com](http://www.TornadoVac.com).

**About the Company:** Tacony Corporation is a privately-held manufacturing and distribution company operating in four strategic business units: sewing, home floor care, commercial floor care, and ceiling fans. With more than 650 associates in 13 offices around the world, Tacony’s mission is to create long-lasting relationships that are based on trust, and feel like family. For more information, visit [www.Tacony.com](http://www.Tacony.com).



# Vacuum Dealer's Dedication to Customers Pays Dividends

**R**ichard Studer may be the most hands-on central vacuum dealer in the United States. Not only does he install most of the products he sells, but he also routinely talks to his customers at night, on weekends, and holidays.

Studer started in the vacuum business helping his father sell Kirby vacuums door to door in the southwestern Chicago suburbs. In 1980, he acquired Lockport Vacuum that was founded by an uncle. Four years later, a local electrician came into the shop in search of a central vacuum system for a home he was wiring. Studer worked out a deal with the electrician and ordered six systems from BEAM that the electrician would install. Soon after, Studer learned installation techniques and started installing the systems himself.

"It's what kept us in business," he added. "There's more profit in central vacs than there is in portable vacuum cleaners."

Lockport Vacuum soon became one of BEAM's top U.S. dealers. The company has been a Top 20 dealership for more than 20 years. The Studers also are fixtures at BEAM dealer conferences, the latest in Panama in 2016, when they were named BEAM's U.S. Ambassador of the Year.

"I think it's cool," Studer said. "I enjoy the meetings. I guess I'm a workaholic, and I like to do the best job I can do. By learning new things I can help people out."

An example of his work ethic is his practice of forwarding calls from his showroom to his home so he can take customers' calls anytime, day or night.

"My wife hates it that people call us on the weekends and holidays or during dinner, but I answer their questions because I'm dedicated to my business," he added.

He also handles the lion's share of Lockport Vacuums installations, in both new and existing houses, especially for customers who don't think a central vacuum system can be installed in their home.

"I'm probably the only owner that's out there doing installations who's in the top 20," he said. "I like the challenge. If somebody says, 'You can't do it,' I like to prove them wrong."



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**DVCproducts.net**

# Clean Like a Pro:

## How to Conquer Bad Odors Permanently



By Dale Silbaugh, KLEENCO

**H**umans are remarkably sensitive to odors. Smell the scent of some chalk, and instantly you're transported back to that old school classroom. Just a whiff of charcoal and suddenly the whole neighborhood knows about your barbecue. Odors descend upon us, and we can't help but be carried along.

Our sensitive noses are always at work. According to a German study presented at the annual meeting of the *American Academy of Otolaryngology*, odors affect us even while we're sleeping. Participants in the study reported more pleasant dreams when exposed to a good smell (that of roses), but when a foul smell was introduced (rotten eggs), they reported more displeasing ones. So in addition to being highly sensitive to odors, we also can't get away from them.

People like to keep their homes clean. They take out the trash, they vacuum regularly, they buy chemicals to clean their bathrooms and kitchens, and periodically they shampoo their carpets. But when it comes to odors, most homes have one Achilles heel... PETS

### PETS

PET OWNERSHIP	Dogs	Cats
Percent of households owning	36.50%	30.40%
Number of households owning	43,346,000	36,117,000
Average number owned per household	1.6	2.1

Yes, they're certainly cute, but our cats and dogs are also a primary source of unpleasant odors. After all, animals don't always abide by our rules for cleanliness. If they get sick, they don't think to rush to the bathroom. Some pets will also use odors strategically to mark their territory.

And, as the table above shows, whether you're a cat or a dog person, you've most likely got *at least* one in your home. That means most people have a potential source of *very problematic* odors.

And just as pets don't abide by human preferences for cleanliness, they also don't abide by our timetables. Company coming over? Your pet does not have its calendar marked. Party on Friday? Just another day to your cat. Tired after a long day at work? Your dog might have missed you, but it might have also missed that pee pad.

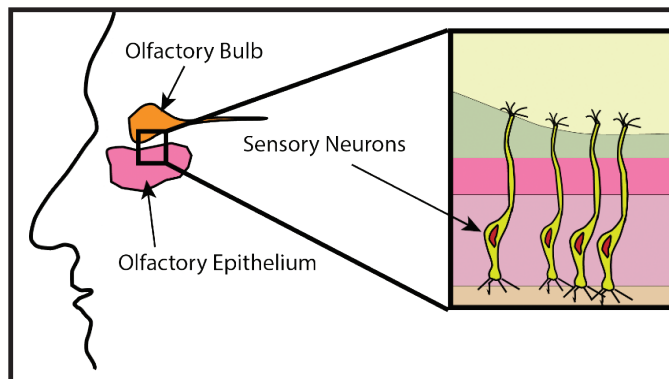
Questions of how to eliminate pet urine odors are ranked in the top ten questions asked by pet owners to veterinarians. People need to get rid of unpleasant odors, they want to get rid of them now and they want to be *sure that they're gone*. So what's a pet owner to do?

Perhaps a desperate pet owner, plagued by the odors caused by their otherwise loveable companion, makes a bee-line to the pet store. Reasonable enough. There, they may be directed to an enzyme-based deodorizer. Ah, salvation at last. Or is it? Actually, enzyme-based deodorizers have a variety of drawbacks that can lead to unpleasant surprises.

But first, in order to effectively combat unpleasant odors (technically called "malodors"), we need to know what they are, how they function, and most important, how they can be eliminated *permanently*.

### ODORS: WHAT ARE THEY?

As we've already mentioned, the human nose is always at work, and the process is called *olfaction*. Olfaction is the course whereby **molecules AKA odorants** enter the nasal cavity and bind to one of the hundreds of different types of **olfactory receptors**. Most odorants are large molecules (greater than 20 atoms). They have a wide variety of molecular conformations, and each receptor binds only to certain chemical features of the odor molecule.





Once the molecule has been captured by an olfactory receptor(s), information on that molecule can be processed and interpreted. It is this interpretation that we perceive as an odor.

For an odor to be perceived, a few things are required.

- It must be sufficiently volatile to get into a gas phase.
- It must reach the olfactory receptor in the nasal cavity.
- The molecule must have a hydrophilic as well as a hydrophobic character.

Some odors are more strongly perceived than others. For example, lilacs and gardenias are noted for their strong, unique scent, but other flowers like sunflowers and dahlias hardly have any scent at all. The relative strength of an odor can be quantified and the resulting measurement is called its *nasal impact factor*, or N.I.F. NIFs range from a low of zero to a high of one hundred.

### PET ODORS

There are thousands of different odor molecules. Some are pleasant, some benign, and some malodorous. This article will concentrate on those odors associated with pets, because pet odors are especially tenacious and many people struggle to eliminate them.

When it comes to pet odors, there's one that has an especially stinky reputation: **urine**. More specifically, cat urine. According to the ASPCA, the most common behavior problem reported by owners of cats is inappropriate elimination. One reason cat urine is more malodorous than other pets is that cats typically produce more highly concentrated urine. And with cats fed a dry food diet, the odor is even stronger.

Urine is chemically complex, involving many different types of molecules. Some of the components are nitrogenous waste compounds...or trace amounts of enzymes, hormones, fatty acids, pigments, or inorganic ions such as: sodium (Na+), potassium (K+), chloride (Cl-), magnesium (Mg2+), calcium (Ca2+), ammonium (NH4+), sulfates (SO42-), and phosphates (e.g., PO43-).

The nitrogenous waste of urea is odorless, but can quickly be broken down into other nitrogen-containing compounds, such as ammonia and trimethylamine. Ammonia has a pungent smell. Trimethylamine is most notably the molecule responsible for the smell of decaying fish. These compounds are continuously created as urea breaks down. That is why stale urine smells so much worse than fresh urine. When a cat urinates, **enzymes** in the urine immediately start the process of creating odors.

In short, the uniquely feline-urine odors – Cat Ketone, MMB, ammonia and trimethylamine – are the result of the **decomposing activity of enzymes**.

**Look for Part 2 of Clean Like a Pro: How to Conquer Bad Odors Permanently in next month's issue of Floorcare-Central Vac Professional.** In the follow-up, Dale will go into detail about the enzymes of pet malodors, explain why common solutions don't work, and talk more about a great solution: Kitty-Scram. For now, here's what you need to know about KLEENCO's Kitty-Scram and how it can start helping your customers today!

### KITTY-SCRAM

*Perfect for Pet Owners for Immediate,  
Permanent Odor Elimination*

When it comes to eliminating odors, especially pet odors, you don't want to wait. And you *don't* want it to return. Every home that has a pet must also have Kitty-Scram.

Kitty-Scram is a proven odor eliminator. It works instantly to chemically alter the structure of malodor molecules, immediately changing putrid odors into inoffensive non-odorous molecules. Formulated with the power of chemical sieves (molecular odor traps), Kitty-Scram can tackle the toughest, concentrated odors. Despite its name, Kitty-Scram is by no means limited to the elimination of pet odors. Due to its novel formulation, Kitty-Scram can combat a wide variety of odor issues.

And once the immediate odor has been destroyed, special denaturing ingredients work to quickly and permanently break the bonds of odor-causing enzymes. The odor is gone and it will not return.

This three-pronged, synergistic approach is unique to Kitty-Scram. It is what makes it superior to enzymes but also to other malodor counteractants.

Kitty-Scram is formulated as a concentrate. It can be diluted. It can be used in carpet extractors or shampoo machines. And when needed, it can be used at full strength.

**How to Use:** Simply spray on the source of the odor! That's all!

But sometimes sources are hard to find. In that case, a few methods are available.

The first is a thorough carpet cleaning with Kitty-Scram added. Or Kitty-Scram, diluted or full-strength, can be applied to a wide area.

When dealing with old deposits, first identify the location of the odor using a black light. Once identified, topically spray the area with a concentrated solution using a trigger sprayer. If the urine spot is near a wall, pull the carpet away from the tack strip and treat the carpet backing as well as the pad, tack strip and subfloor. If not located near a wall, a large hypodermic needle can be used.

When kept in a tightly sealed bottle, Kitty-Scram has an indefinite shelf life. You can rest assured that when an odor emergency happens, you will be ready to fully and permanently eliminate it.

**Tell your customers about Kitty-Scram, and their cat-urine odors - along with their other malodorous issues will be solved!**



# A “Vacuumologist” Visits Tacony Museum!

**T**welve-year-old vacuum cleaner enthusiast Clayton Brite made his second 7-hour road trip from Decatur, Indiana to the Tacony Manufacturing Vacuum Cleaner Museum. In coordination with the annual Vacuum Cleaner Club convention hosted by Museum Curator Tom Gasko, Clayton was able to interact with other vacuum cleaner groupies and share the excitement for their favorite models.

Clayton and 30-plus convention attendees were offered a personalized tour of Tacony’s manufacturing facility where Riccar, Simplicity, and Maytag high-quality vacuums are assembled by Missourians.



As Clayton observed his favorite models assembled by expert Tacony associates, understanding the methodology and synchronization of all departments was emphasized during the tour. Behind the scenes activities are often underappreciated, but as Clayton got to see: parts are delivered to receiving... material handlers stock the production lines... assemblers create the finished product and box it ready for distribution to send out to customers. A favorite division of the tour was plastic injection molding where the process begins. A part is fashioned according to Tacony specs and quality standards. That initial part begins its travel through many stages, finally ending as a component of a beautifully-made vacuum cleaner.

To outsiders, St. James, Missouri may be a small town, but local residents know there are many hidden gems in their city. The Tacony Manufacturing Vacuum Cleaner Museum and Factory Outlet is one of them. The museum displays vacuums from the 1910s to modern times in decade-themed vignettes complete with period furniture and era memorabilia. Visitors will discover a glimpse of Americana through the evolution of the vacuum and accompanying newspaper and magazine advertising. The collection is not just another stop along Route 66; it functions as an information hub for the Tacony Manufacturing Vacuum Factory right upstairs, so Tacony employees can learn from the past and work to create amazing vacuums for American homes.



By building a museum in St. James, visitors pull off I-44 to see the site; otherwise, they may have driven right past the town. The museum has had thousands of visitors from all over North America and even from England, Australia, and Japan!

To arrange a group tour please contact Tom or Connie in the museum/factory outlet store at 573-265-0680/1-866-444-900 or HR Manager Nancy Montgomery at 573-265-0500 ext. 4310. Otherwise drop by Monday through Saturday 9 AM – 5 PM at 3 Industrial Drive in St. James for a personal tour!

**Buy American Assembled Products!**

# DEALERS, Do You Want Data about the Industry?

## VDTA DEALER SURVEY

### TEAR OUT & MAIL TO:

2724 2nd Ave, Des Moines, IA 50313  
800-367-5651 • www.vdta.com

This is a private survey conducted by the VDTA • SDTA for statistical purposes ONLY. WE ENSURE YOUR PRIVACY WILL BE PROTECTED. **The more complete information we have about independent retailers, the better we know how to move the industry forward.** Please complete this survey to the best of your knowledge and return to our offices by **September 15**. Mailing address: VDTA • SDTA, 2724 2nd Ave, Des Moines, IA 50313.

Providing your name and your company name is optional. If you do provide your name, it will never be disclosed nor disclosed with the accompanying information you provide. It is necessary to list your city / state to understand trends in different regions of the country.

**Only those who fill out this survey will receive the survey statistics and results.**

### OPTIONAL INFO

E-mail to send survey statistics: \_\_\_\_\_

Your name: \_\_\_\_\_

Company name: \_\_\_\_\_

*Some of you may receive this by e-mail as well. Please only fill it out once.*

### REQUIRED INFO

City: \_\_\_\_\_ State / Province : \_\_\_\_\_

Country (if other than U.S.): \_\_\_\_\_

**INSTRUCTIONS** For **Yes/No** and **Multiple Choice Questions**, **CIRCLE** your answer.

*Example: How many times a day do you check e-mail?*

a) Zero (0)    b) Once    **c) Twice**    d) More than 3 times

### SECTION 1: GENERAL INFORMATION

- |  |  |
|--|--|
| 1. Are you a VDTA•SDTA Member?    YES / NO   | 7. Do you have a service department?    YES / NO   |
| 2. Years you've been in business _____   | 8. Do you own a branded company vehicle? YES / NO  |
| 3. Number of store locations _____   | 9. Number of employees _____   |
| 4. What are your regular store hours?<br>_____<br>_____  | 10. Benefits offered to employees (full-time)<br>_____<br>_____  |
| 5. Do you have extended hours during holidays?<br>YES / NO   | 11. What is your age? _____  |
| 6. Mode of business, select <b>ALL</b> that apply:<br>a) store front                      c) mail order<br>b) online (I sell products on my website) | 12. What is your succession plan for your business?<br>a) Pass down to family                      d) Other<br>b) Sell to inside party (staff)                      e) I do not have a succession plan<br>c) Sell to outside party |



## Section 2: Marketing

13. Does your business have a website? YES / NO
14. Methods of marketing to customers, circle your **TOP 3**:
- a) E-mail                      d) Print  
b) Radio                      e) Television  
c) Social media              f) Internet  
g) Other: \_\_\_\_\_
15. What is your monthly advertising budget?
- \_\_\_\_\_

16. Did you know that VDTA has marketing materials for members only? YES / NO

## Section 3: Sales

17. Do you offer in-store gift cards? YES / NO
18. Do you accept debit cards with pin #'s? YES / NO
19. Do you offer third-party financing?
- ☐ Yes, through Synchrony Financial  
☐ Yes, through: \_\_\_\_\_  
☐ No, but I am considering it  
☐ No
20. Your estimated gross annual sales
- a) 0 to \$100,000  
b) \$100,000 to \$200,000  
c) \$200,000 to \$500,000  
d) \$500,000 to \$750,000  
e) \$750,000 to 1 million  
f) 1 million to 2 million  
g) Over 2 million
21. If you have a service depart., what percentage (%) does service contribute to your revenue?
- a) 0 - 10%                      c) 10 - 20%                      e) 20 - 40%  
b) 40 - 60%                      d) 60 - 80%                      f) 80%+
22. What is your top selling **machine(s)**?  
(If a Vac-and-Sew store, list for both categories)
- \_\_\_\_\_  
\_\_\_\_\_
23. What is your top selling **brand(s)**?  
(If a Vac-and-Sew store, list for both categories)
- \_\_\_\_\_  
\_\_\_\_\_

24. Average customer's purchase amount per visit
- a) \$0 - \$100                      d) \$100 - \$500  
b) \$500 - \$1500                      e) \$1500 - \$3000  
c) \$3000 - \$5000                      f) \$5000+
25. Age of your average customer
- a) 18 - 30                      c) 31 - 40                      e) 41 - 50  
b) 51 - 60                      d) 61 - 70                      f) Over 71

## Section 4: Products

26. Who are your major suppliers for the products you sell?
- \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
27. If you sell / stock the following, **CHECK MARK (✓)** the box. THEN, write in the product's approximate **PERCENTAGE (%)** of your sales.
- ☐ Vacuum cleaners \_\_\_\_\_  
☐ Central vacuums \_\_\_\_\_  
☐ Security systems \_\_\_\_\_  
☐ Robotic vacuums \_\_\_\_\_  
☐ Sewing machines \_\_\_\_\_  
☐ Embroidery machines  
(multi-needle - domestic) \_\_\_\_\_  
☐ Quilting machines  
(long-, mid-, & short-arm) \_\_\_\_\_  
☐ Janitorial products \_\_\_\_\_  
☐ Brooms, mops,  
dusters, squeegees \_\_\_\_\_  
☐ Air purification  
products / machines \_\_\_\_\_  
☐ Vac bags / belts / etc \_\_\_\_\_  
☐ Aromatic products \_\_\_\_\_  
☐ Green cleaning products \_\_\_\_\_  
☐ Sewing furniture \_\_\_\_\_  
☐ Sewing notions \_\_\_\_\_  
☐ Fabric \_\_\_\_\_  
☐ Appliances  
(microwaves, fans, etc) \_\_\_\_\_  
☐ OTHER \_\_\_\_\_

## Section 5: Square Footage

28. How many square feet is your store(s) in **FLOOR SPACE**? *Approximately*
- \_\_\_\_\_
29. What percent of square footage is dedicated to the following. *Please account for **BOTH FLOOR and WALL SPACE**, and if you have **multiple locations**.*
- |                    |       |
|--------------------|-------|
| Vacuum             | _____ |
| Sewing             | _____ |
| Quilting           | _____ |
| Central Vacuums    | _____ |
| Sewing Accessories | _____ |
| Vacuum Accessories | _____ |
| Other              | _____ |

## Section 6: Education

30. Do you host sewing / quilting / etc. classes?  
YES / NO
31. How many classes do you hold a month?  
\_\_\_\_\_
32. Type of classes you host, *circle **ALL** that apply:*
- |                 |                     |
|-----------------|---------------------|
| a) Garment      | d) Beginning Sewing |
| b) Quilting     | e) Appliqué         |
| c) Embroidery   | f) Kids' Projects   |
| g) Other: _____ |                     |
33. What age group do your classes target?  
*Circle **ALL** that apply:*
- a) Kid's sewing classes (ages 7-12)
  - b) Young adult sewing classes 13-18)
  - c) Adult sewing classes (ages 19-40)
  - d) Adult sewing classes (ages 40-65)
  - e) Senior sewing classes (65+)

**If you have questions, call 800-367-5651 or visit [www.vdta.com](http://www.vdta.com)**

*The VDTA may use select statistics gathered from this survey in future publication materials. **No names will be released, as we ensure the privacy of survey participants.***

## Section 7: VDTA•SDTA Trade Show

34. In the last 5 years, have you attended the VDTA•SDTA International Trade Show & Convention, usually held in Las Vegas?  
YES / NO
35. If yes, how often do you attend the show?
- |                    |                    |
|--------------------|--------------------|
| a) Every year      | d) Every 3-5 years |
| b) Every 1-2 years | e) I do not attend |
| c) Every 2-3 years |                    |
36. If you DO attend, why? *Circle your **TOP 3** reasons:*
- a) Trainings offered by my vendors
  - b) Other classes organized by VDTA
  - c) To see new products
  - d) To connect with my vendors
  - e) To buy, with show specials
  - f) To see industry friends
  - g) To receive an award
  - h) To vacation
  - i) To network / introduce my staff to contacts
  - j) OTHER \_\_\_\_\_
37. If you DO NOT regularly attend the VDTA Trade Show & Convention, why? *Circle **UP TO 3** reasons:*
- a) Not enough new classes
  - b) Class topics are not relevant
  - c) I do business primarily at my vendors' own dealer meetings/retreat
  - d) I cannot afford to close the business
  - e) Cost of travel is too expensive
  - f) I do not feel welcome
  - g) I don't need to network / meet new contacts
  - h) I do not receive information about the show
  - i) OTHER \_\_\_\_\_
38. Do you attend VDTA's Cocktail Reception & Awards?  
YES / NO
39. In dollars (\$), what is your average cost to attend the show?  
\_\_\_\_\_

40. How would you rate the importance of a Keynote speaker at the Trade Show?
- a) Very important      c) Not very important  
b) Important          d) I don't attend the Keynote

41. What is the best Keynote topic?
- a) Business advice      c) Just funny / entertaining  
b) Motivational          d) I don't care

42. How would you rate the importance of the following VDTA Show events?

#### Powerhouse Roundtable by / for Dealers

- a) Very relevant                      d) Not relevant at all  
to my business                      e) Did not attend  
b) Mostly relevant  
c) Somewhat relevant

#### Sewing Industry Executive Forum

- a) Very relevant                      d) Not relevant at all  
to my business                      e) Did not attend  
b) Mostly relevant  
c) Somewhat relevant

#### Vacuum Dealers Town Hall, hosted by Blaine Austin?

- a) Very relevant                      d) Not relevant at all  
to my business                      e) Did not attend  
b) Mostly relevant  
c) Somewhat relevant

#### Everything Has Changed: A Vacuum Panel, hosted by Josh May?

- a) Very relevant                      d) Not relevant at all  
to my business                      e) Did not attend  
b) Mostly relevant  
c) Somewhat relevant

43. What classes topics would you like taught at the VDTA•SDTA Trade Show and Convention?

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44. In 2018, the Int'l VDTA Convention will be held in Charlotte, NC. Will you attend?
- YES / NO / PROBABLY

### Section 8: VDTA•SDTA Magazines

45. In what format do you read the magazines?
- a) Print      b) Online      c) Both      d) None

46. How diligently do you read the *Floorcare-Central Vac & SQE* magazines, published by VDTA.
- a) Cover to cover every month  
b) Most of the magazine every month  
c) 3-4 articles every month  
d) I page through it, & occasionally read something  
e) I look at the new products and ads  
f) I do not read it
47. What types of articles would you prefer?  
*Circle your **TOP 3** choices. "I would like articles..."*
- a) By dealers  
b) By manufacturers / distributors  
d) About general business topics i.e. leadership  
e) More news i.e. new hires, retirements, etc.  
f) More viewpoints  
g) More history of companies, stores, etc.  
h) That feature product reviews  
i) OTHER \_\_\_\_\_

### Section 9: VDTA•SDTA Member Benefits

48. Do you participate in Int'l Sewing Month, a promotion organized by VDTA free for Members?
- This is a Members-only benefit  
For info, call 800-367-5651*      YES / NO / NEED INFO

49. Do you participate in Int'l Spring Cleaning Month, a promotion organized by VDTA free for Members?
- This is a Members-only benefit  
For info, call 800-367-5651*      YES / NO / NEED INFO

50. We may create promotions for *Fall Cleaning Month in October, Quilt Month in March* and *Embroidery Month in October*. If available, would you use posters and price hang tags for these promos?

- ☐ Yes, Fall Cleaning Month      ☐ Yes, Quilt Month  
☐ Yes, Embroidery Month      ☐ No

51. Have you checked out the new Association Healthcare Plan, a benefit for VDTA members?
- YES / NO

- 52. FINAL QUESTION:** Do you visit the VDTA website?

- ☐ Multiple times a week      ☐ A few times a week  
☐ A few times a month      ☐ Only for Trade Show information  
☐ No

***Tear out and mail to: VDTA•SDTA: 2724 2<sup>nd</sup> Ave; Des Moines, IA 50313. If you have other comments, include on separate paper.***





# Hard Work

*“Talent is cheaper than table salt. What separates the talented individual from the successful one is a lot of hard work.” ~Stephen King*

We’ve heard it since childhood. We’ve heard it from parents, teachers, and friends: “You just have to stick with it and try (work) harder.” Success is more a combination of how hard we are willing to work or practice than the God-given talents we are born with.

## **Hard work has clearly paid off for the most successful people.**

Take **Bill Gates**... As one of the richest men in the world, he evidently never slept, never changed clothes, never did anything but code and maneuver and strategize. For Bill Gates, it was the ability to have access to a computer and log 10,000 hours of programming time. Gates didn’t seem like a shoe-in for success after dropping out of Harvard and starting a failed first business called Traf-O-Data with Microsoft co-founder Paul Allen. This early idea didn’t work out, but Gates’s later work did, creating the global empire that is Microsoft. In an industry filled with incredibly smart people – where smart was and is commonplace – he rose to the top by also working incredibly hard.

For **The Beatles**, it was playing 1,200 one-hour live shows to smaller audiences that would prepare them for stadium concerts and super stardom.

Or take sports... **Tom Brady**, quarterback for the New England Patriots, probably spends more time just watching film than the rest of us spend at work. In a sport filled with incredibly talented athletes – where incredible athletic talent is commonplace – he’ll one day be in the Hall of Fame because he works incredibly hard.

Today, Disney rakes in billions from merchandise, movies, and theme parks around the world, but **Walt Disney** himself had a bit of a rough start. He was fired by

a newspaper editor because “he lacked imagination and had no good ideas.” After that, Disney started a number of businesses that didn’t last too long and ended with bankruptcy and failure. He kept plugging along, (working harder) however, and eventually found a recipe for success that worked.

While Ford is known today for its innovative assembly line and American-made cars, **Henry Ford** wasn’t an instant success. In fact, his early businesses failed and left him broke five times before he founded the successful Ford Motor Company.

All are examples of very talented individuals. But the common theme is taking that talent and supporting it with a fierce and committed work ethic. It sounds tough and sounds like a lot of hard work. Well, don’t kid yourself, it is. There are four simple principles that I have talked about before and that are in my books which relate to hard work and success:



*“The trouble with opportunity is that it always comes disguised as hard work.”*

*~Anonymous*



- **BELIEF.** Believing in yourself is all about being sure that you are going to do what you want, even if others stand against you.
- **DEDICATION.** It's part of your make-up. It's part of the way you do things.
- **FOCUS.** It's a focal point that you aim for. For example, the object in target shooting is to aim for the center. The same standard applies for success.
- **SKILL.** It's the right combination of skill sets in order to be successful. For example, if you are going to be the best on the rodeo circuit, you will have to master the skills necessary to stay on that horse and how to get back up in the saddle without fear. Plus hours and hours of incredibly hard work and a few bumps and bruises along the way.

In my book, *Moving Up*, I constantly remind readers that it's about your life, it's about succeeding in whatever you choose to do. It's about taking chances, being proactive, ready and willing to put in the hard work necessary.

*“It's hard to beat a person  
who never gives up.”*  
~Babe Ruth

**About the Author:** John Tschohl is an international service strategist & speaker. He is founder and president of the Service Quality Institute in Minneapolis, MN. Described by *Time* and *Entrepreneur* magazines as a customer service guru, he has written several books on customer service. He just released the 10th Edition of *Achieving Excellence Through Customer Service*. The Service Quality Institute (<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 monthly strategic newsletter is available online at no charge. He can also be reached on Facebook, LinkedIn & Twitter.



*“Great things are not going to happen for you unless you  
are willing to work incredibly hard.”* ~John Tschohl

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





# Thank You

The following is a list of members who recently renewed their membership or joined VDTA•SDTA or SEA. This is only a partial list of members. For a complete list of members visit [www.vdta.com](http://www.vdta.com).

## ASSOCIATE MEMBERS

		MEMBER SINCE
Ametek Floor Care & Specialty Motors	Kent, OH	Jun 1986
Dyson Inc	Chicago, IL	Jul 2002
Nadair International	Laval, QB, CAN	Mar 2010
Sebo America	Centennial, CO	Aug 1999

## INDEPENDENT DEALER MEMBERS

		MEMBER SINCE
AAVac Center	Rogers, AR	Aug 2014
All State Vacuum Co	Jacksonville, FL	Jul 2007
Allen's Vacuum Cleaner Ctr	Milford, OH	Aug 1984
Bank's Vacuum Superstore	Livonia, MI	Nov 2001
Boyd Sewing & Vacuum	Eureka, CA	Jul 2015
Cardy Vacuum	Ottawa, ON, CAN	Jun 1992
Caribbean Distributing	Miami, FL	Aug 2012
Casa de Las Aspiradoras Inc	Bayamon, PR	Nov 1988
Covac Vacuum	Glen Cove, NY	Aug 2004
Creative Sewing Design	Pueblo, CO	Aug 2012
Ebersole's Vacuum	Willow Street, PA	Jul 1999
Handy Andy's Quality Vacuums	New Bedford, MA	Apr 1986
Heirloom Treasures	Paris, ON, CAN	Jun 2017
Himebaughs Sewing & Vacuum	Charlotte, NC	Jun 2004
Johnston's Home Center	Benton, AR	Aug 2006
Luke's Sewing Center	Elsmere, KY	Feb 1994
Metro Vacuum & Cleaning Sply	La Mesa, CA	Jul 2007
Metro West Vacuums	Framingham, MA	Jul 2012
Norman's Vacuum Supply	Jacksonville, FL	Feb 1984
Olson Vacuum Cleaner Sales & Serv	Madison, WI	Jun 2003
Omaha Vacuums Inc	Omaha, NE	Aug 1996
Pocono Sew & Vac	Stroudsburg, PA	Jul 2012
Russ Vacuum / The Vacuum Doctor	Grand Junction, CO	Feb 1990
Seaford Vac & Sew Inc	Seaford, NY	Aug 1994

Sew Happy	Cloudcroft, NM	Aug 2016
South Portland Sewing Centre	South Portland, ME	Jun 2017
Southeast Sewing Products	Atlanta, GA	Sept 1999
Sudbury Vacuum Sales & Serv	Sudbury, ON, CAN	Apr 1985
Swiss Boy Vacuum	Bountiful, UT	May 1983
The Fabric Center	Morris, IL	Aug 1995
The Vac Store	Hadley, MA	Jul 2015
Vac Shack Inc	Pompton Plains, NJ	Jun 1999
Vacuum Center	Savannah, GA	May 1989
Vacuum Cleaner Hospital	Chapel Hill, NC	Sept 1987
Valparaiso Vacuum Company	Valparaiso, IN	Jul 2016
West Coast Enterprises	Lynnwood, WA	Dec 1986

## SEA MEMBERS

		MEMBER SINCE
Tereva King-Adams / Adams Fashion Design Studio	Catonsville, MD	Aug 2011
Lisa Shaw / Bubbles' Menagerie Ltd	Elbert, CO	May 2015
Cindy Chock / Cindy Chock Sewing Room	New York, NY	Jul 2012
Connie Crawford / Fashion Patterns by Coni	Hansville, WA	Mar 2009
Mary Mulari / Mary's Productions	Aurora, MN	Jul 2012
Colleen Wright / Sew with Colleen	Maple Ridge, CAN	Aug 2013

## INTERNATIONAL MEMBERS

		MEMBER SINCE
FAWAS Gmbh S G L	Dellingen/Erms, Germany	Nov 2004



# A peek@ September

## ***National Clean-up Day***

On National Clean-up Day, consider your customer's *more unique* cleaning needs. Not the run-of-the-mill problems like potato chip crumbs or dirt by the shoe rack...but the dreaded things they have to clean *only once in a while*. This might be the corner of the room with the kitty litter, or under the rug hiding fireplace ash, or that Crayola paint spot on the carpet. In fact, you might ask customers directly, "What unusual or unwanted mess are you faced with today?"

As an independent retailer, you have the incredible ability to offer unique cleaning products and machines designed for **specific uses**. On National Clean-up Day, highlight certain chemical cleaners or green cleaning products that work wonders on specified stains and particular surfaces. You might also discuss the plethora of vacuum attachments, and which ones work on those more unique problems: dog hair glued to the base boards, grime behind the piano, dust on top of door frames and ceiling fans. In sum, zero in on your customer's most specific cleaning need, and help them find a solution.

Here is a poster the VDTA has created to promote National Clean-up Day. If you're a VDTA Member and would like to use this poster in your store, email VDTA editor Tonya Tienter at [tonya@vdt.com](mailto:tonya@vdt.com), subject line: CLEAN-UP DAY. You'll receive a FREE copy of the digital file to print at your own costs.



***Members-only benefit: Send an email  
to [tonya@vdt.com](mailto:tonya@vdt.com) to receive this  
digital poster file FREE!***

# Site Spotlight!

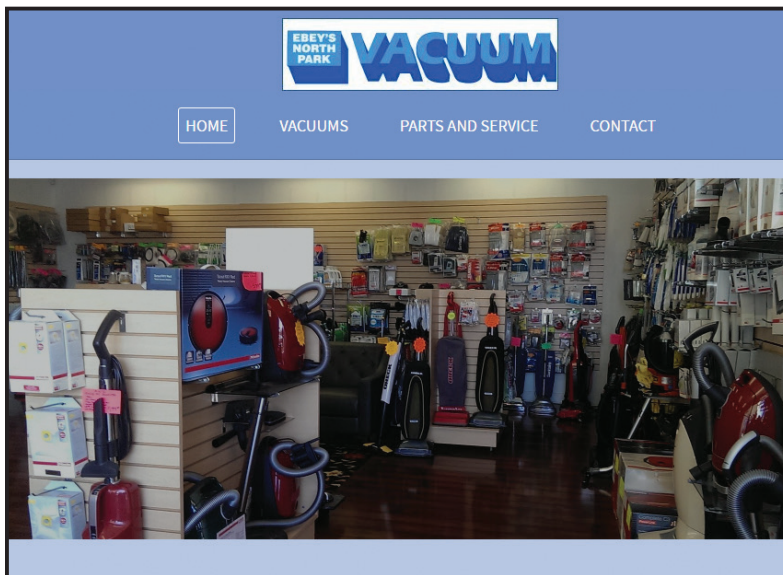
## 3 Great Dealer Websites and Why They Work!

**The VDTA shines a spotlight this month on  
three great dealer websites:**

**Ebey's North Park Vacuum in San Diego, California;**

**The Vacuum Center in Bloomington, Indiana;**

**Vacuum Concepts in Lebanon, Ohio**



### **Ebey's North Park Vacuum [www.ebeysvacuums.com](http://www.ebeysvacuums.com)**

**Why we like it:** Ebey's Vacuum website has a lot of great features, especially on the homepage. When customers first visit the site, they are greeted with a pop-up window detailing specific store hours. Too often this information is buried at the bottom "footer" or on the contact page. We also like the simplicity of the "Navigation Bar" with only 4 different tabs: *Home*, *Vacuums*, *Parts & Service*, and *Contact*. All of the pertinent information about buying from Ebey's is housed within one of these tabs, so no need to add extra clutter. The website also features photos taken *in their store*, which adds a personal touch.

Another great feature is the presence of customer reviews. These reviews via Yelp are listed right on the home page and based on a star-rating system, so prospective patrons can see testimonials without having to root through web links. Lastly, we are especially impressed with the "Vacuums" page that lists product information. The webpage details fast facts for over 35 different models of vacuum cleaners. The information helps customers grasp a certain vacuum's strengths, but is limited enough to where the customer must enter the store to really understand the vacuum's capabilities.

**~ Aesthetic design ~ Unique content ~ Easy navigation ~ And more!**





## The Vacuum Center www.vacuumandappliance.com

**Why we like it:** The Vacuum Center's website balances simplicity with more attention-getting features to keep customers on the page. The most noticeable aspect of the homepage is the center image, which scrolls through 3-4 different pictures. These pictures are product marketing photos and present the viewer with an immediate sense of professionalism – about the product lines and the store itself. Each of the scrolling images is also accompanied by brand information, so the site visitor is educated on multiple levels.

The "About Us" page gives an overview of the company's services and mission, and more importantly, establishes expertise with the heading, "We Know Vacuums." Other aspects that make this website a success include: a "For Contractors" tab, maps, and easy-to-find contact information. The "For Contractors" tab is a brilliant tool to expand your customer-base and break into

a new facet of the market. As The Vacuum Center has two locations – Bloomington, IN and Bedford, IN – customers in each of the locations will be visiting the same website. To help "direct traffic," the website very obviously lists the phone number of EACH location on the top banner of EVERY page and has a "maps" feature to give directions to the appropriate store.

## VACUUM CONCEPTS www.vacuumconcepts.com

**Why we like it:** One reason Vacuum Concepts' website WORKS is because it makes the most out of limited space. Let's face it, there is only so much information you can put on a homepage until it starts looking muddled and buried. But that is not the case with Vacuum Concepts. On the homepage alone, they manage to feature brand logos, display product categories, promote an email sign-up for customers, and highlight their different locations and phone numbers.

The email sign-up is a particularly strategic feature using minimal effort but capable of a great payout. The top banner of the page encourages customers to find Vacuum Concepts through other outlets such as Facebook and Twitter. The website is also a great educational source, with a special tab titled "FAQ." This tab links to a page with customers' most frequently asked questions, which range from "Which is better, bag or bagless?" to "Should I buy an upright or canister?" Rather than giving a definite answer, Vacuum Concepts gives a few pros and cons to each choice, then encourages customers to call or stop by the store to learn more.





# Lampe Berger:

## For an Elegant AND Clean Home

Wouldn't it be nice if our vacuums doubled as home décor? Imagine leaving your upright in the living room as statue art. Or hanging your attachments on the wall like a painting.

Most of us – your customers included – store our cleaning machines and products in a closet, on a shelf, even under the sink. But consider the alternative: keeping the things that clean our home in plain sight. The sheer convenience and accessibility is almost incomprehensible.

But not for Lampe Berger.

Lampe Berger provides those wanting a clean, fragrant, and elegant home with designer lamps and fragrances that match any interior as a permanent or semi-permanent fixture. The lamps and fragrances purify and perfume the air in enclosed spaces like no other product.

In fact, Lampe Berger takes less than 20 minutes to eliminate unwanted odors such as food, tobacco, and pet odors. It does not simply mask undesirable odor molecules, but destroys them while leaving the air purified. All the while, the room is also gently scented with long-lasting fragrance created by French Master Perfumers.



*L'Originelle,  
the original Lampe Berger  
lamp design*



With factory headquarters now in Normandy, France, the history of Lampe Berger started 120 years ago with Maurice Berger in Paris. In the year 1898, Maurice, a pharmaceutical chemist, invented and patented a system of diffusion by catalysis...but he had another brilliant idea: to add fragrance to alcohol. With these two novel ideas came the revolutionary technology of purifying while perfuming the air, giving rise to the Lampe Berger Company.

The very first Lampe Berger lamp created is known as *L'Originelle*, though today there are over 50 exquisite scents (also available unscented) and over 100 lamp designs. Lampe Berger Paris retains over 160 employees around the world and sells over 800,000 lamps and 5 million liters of fragrance each year.



*Maurice Berger, inventor of the Lampe Berger purifying and perfuming system.*

Lampe Berger USA (est. 1991) is a subsidiary of Lampe Berger Paris with a dedicated Sales and Marketing team based out of New York City. Lampe Berger products are sold in over 2,000 USA independent retail locations and can be seen at all major Gift & Home trade shows.



**To learn more about Lampe Berger products and give your customers a CLEAN and ELEGANT home, contact:**

Lampe Berger USA  
Phone: 1.212.615.3100  
Website: [www.lampeberger.us](http://www.lampeberger.us)



*Lampe Berger Zéline Bordeaux*



*Lampe Berger Artichaut Amber*

## LAMPE BERGER UN RITUEL UNIQUE ~ A UNIQUE RITUAL





# How 4 Ego-Driven Deeds Are Destroying Your Organization

## *Why Leadership Ego May Be Killing Your Company and What You Can Do About It*

*By Brandon Black and Shayne Hughes*

Captured on camera – a passenger being dragged off a plane goes viral instantly, and an international brand-tarnishing moment is made.

As a leader, such a scenario is a shining opportunity for a CEO, business owner, or senior executive to seize control of the situation and turn it around.

Instead, far too many executives lose their cool, shift the responsibility, and fault others – often relegating the situation to “regrettable actions of employees” or even blaming the victimized customer. In other words, the leader’s sense of self-importance and corporate rightness reigns supreme.

Case in point: The initial response by United Airlines CEO Oscar Munoz regarding employees forcibly removing a passenger from a recent flight was originally positioned as regrettable but necessary. Then there’s the Uber CEO who was videotaped aggressively arguing with his own driver when he complained about corporate decisions to cut fares for Uber’s premium service. Instead of empathy or even tolerance, the driver’s comments were met with scorn. Finally, Wells Fargo’s results-at-all-costs mindset led to millions of fake accounts being created.

These are glaring examples of CEOs whose focus on financial and personal success damaged their company’s culture and bottom line – and then they blamed others when things went poorly. While highly public company crises are somewhat rare, each and every day C-suite executives and business owners worldwide are falling victim to their own egos. Their egos prevent them from making sound business decisions, unconsciously set poor examples for their

employees, and create a culture where poor customer service and under-performance are an acceptable way to work.

Every organization must decide whether they will allow their companies to be determined by an ego-

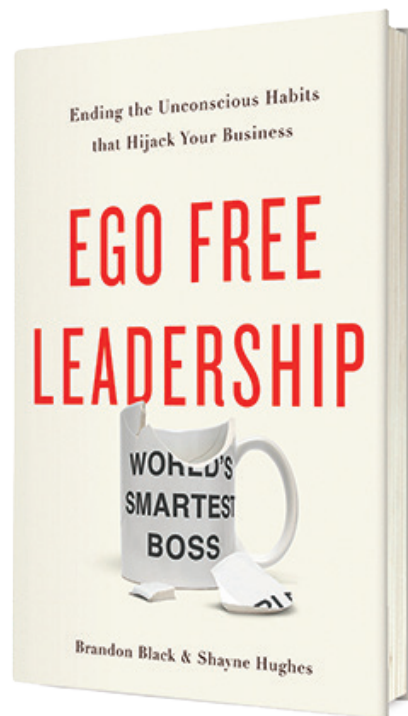
driven culture or one that is ego free. Many of the employees at the organizations we’ve worked with are talented and hardworking, but have underperformed in their potential in proportion to the severity of these four dysfunctions.

Below are four ego-driven personality traits that, at best, are undermining a company from realizing its full potential and, at worst, can cause executives to irreparably damage their business’s reputation and performance.

### **1. DISMISSING FEEDBACK**

**The Symptom:** Not listening to other points of view can lead to negative unforeseen and significant consequences in profitability, reputation, and employee morale.

**The Source:** Every leader knows they should listen, but the ego wants to win, be right, and avoid appearing incompetent or stupid. When these ego threats are triggered, it is almost impossible for leaders to constructively hear others and take to heart what will be best for the overall business. In the case of Munoz, his initial public response regarding the passenger pulled from the plane was to criticize the passenger and the lack of “proper tools, policies, and procedures.” Deflection by a leader is invariably an ego-driven disaster in the making.



"When leaders are defensive or abrasive, it triggers similarly dysfunctional behaviors in their colleagues. It doesn't matter what poster you put up on the wall. Dominant organizational dysfunction will not decrease until leaders identify and overcome their personal ego-system reactions," says Brandon Black, co-author.

**The Solution:** A culture of trust and transparency starts at the top. This means that the CEO, executive, or business owner must be highly – and visibly – receptive to input and feedback, especially when they disagree. For example, notice when you are sure that you are right and ask your team to tell you what you are not seeing or hearing

## 2. THE BLAME GAME

**The Symptom:** When things go wrong, our ego involuntarily points the finger at others. Our focus is on who's incompetent, doesn't get it, or never should have been put in that role. Painting a bleak picture of the company, co-workers, customer base, etc., may make us feel better, but often makes us look worse.

**The Source:** For the ego, being wrong or at fault (especially in public) can feel like death. Let's face it: Everyone wants to be the hero and no one wants to be the fall guy. When blame is the name of the game, it is the rare leader who can own his or her responsibility first.

**The Solution:** A leader must first call out the fact that the blame game is going on, making it too risky for anyone to take responsibility for anything. By humbly owning their (or the team/company) part of the problem, the leader sets the example for others to "look in the mirror." Leaders who are secure enough to say "I screwed up" create a culture where employees hold themselves accountable.

How much better off would Munoz have been to acknowledge that his policies directly or indirectly contributed to passengers being deplaned in such an un-customer-focused way? Or what about recognizing from the start that this was not an action consistent with the values of the company? Owning a problem requires doing the right thing above the ego-driven goal of "looking good." All leaders know this intellectually, but when the ego is threatened, the brain stem takes over and we react ineffectively.

## 3. US. VS. THEM

**The Symptom:** Human Resources is frustrated with Operations, Sales ignores HR, and everyone is mad at IT. In this common climate of mistrust, performance issues don't get addressed and departments fight over who's in charge instead of coming together to achieve the organization's goals.

**The Source:** While everyone may complain about turf wars, there is a hidden "side benefit" to the ego. Any lack of performance can be passed off as the failure

of another person, group, or department; and so we get to be right that if they had just listened to us, everything would have turned out fine. The unchecked ego will choose being right over making progress.

**The Solution:** One way to break this deadlock is to acknowledge the conflict and seek to understand how you are contributing to the problem. How are the other side's frustrations with you true? What are the consequences on the organization's performance of your turf war? What common goals can you align on? That other group you think doesn't "get it" actually feels just like you do. If you put your ego aside, they more than likely will too.

## 4. AVOIDING CONFLICT

**The Symptom:** Performance and interpersonal issues don't get addressed directly. Too often, leaders sugarcoat, vent to others, or just move folks from role to role. As a result, productivity suffers, employees feel unengaged, and important matters are left to fester.

**The Source:** Almost no one wants to appear mean or uncaring, and even senior leaders resist being disliked. So we tell ourselves that we don't want to hurt the other person's feelings by being too direct. At a visceral level, we avoid putting ourselves in the uncomfortable position of having a direct discussion about a delicate issue.

**The Solution:** "There are three steps to overcoming this ego threat," says Shayne Hughes, co-author. "Start by sharing with the other person the discomfort you feel at bringing up the issue. Then let them know what your intention is for the conversation. Finally, state your observations about their behavior, not your conclusions." One leader's vulnerability can lead the way for someone else to face their fear of conflict, and encourage them to be more open to feedback (see point 1).

**About the Authors:** Brandon Black and Shayne Hughes are co-authors of the newly released book *Ego Free Leadership: Ending the Unconscious Habits that Hijack Your Business*, written from their personal experience about ego-driven decisions and discovered ways leaders can proactively avoid making those missteps. Reach them online at <http://learnaslead.com/ego-free-leadership>.



# Is Your Onboarding Effective?

When a new employee starts, does your onboarding set him or her up for success? In some cases, this important process of integrating someone into an organization is more about completing human resource paperwork than learning about the position and the business.

I'm reminded of my time in TV news, when I worked at five stations in different parts of the country. As a newcomer, one of the biggest challenges was learning how local names were pronounced, the important landmarks (which may have no signage but just be known as something colloquial), and other traditions that define a place.

None of the stations had this information easily available. Sometimes a coworker would point out these facts, but often it came in the form of an after-the-fact correction, rather than guidance.

This was not done out of malicious intent. People were just very busy with daily deadlines in a pressure-packed industry. But there was not anyone thinking about the big picture and making sure the knowledge and credibility of new staff were addressed. Then little mistakes like mispronunciations would be broadcast over the airwaves, and would sometimes hurt the station.

I'm sure some felt it was the new staff member's responsibility to learn these things. Certain facts, like the names of elected officials, could be easily pursued. But in many cases, you didn't know what you needed to know.

In your business, how do new employees learn these little facts? I'm guessing more time is spent discussing office kitchen protocols and bathroom locations.

Can this information be put into a manual that's presented to new employees? Maybe you could have it as an online document or showcase the information in a video.



*“In many cases as a new employee, you didn't know what you needed to know. How can onboarding at your business improve?”*

Don't rely on one staff member to serve as the organization's oral historian. If that person suddenly has to leave the business, then you'll suffer a big loss.

It's also good to have more seasoned employees review the information from time to time, so they stay connected with the organization's culture. Otherwise, they may start to rewrite it.

You've spent a lot of time deciding how you like things done and creating a business that's different from the rest. Share this information during your onboarding process to

maximize the success of a new hire.

**About the Author:** Ken Okel speaks to smart leaders and associations who want to unleash employee production, performance, and profitability. He introduces them to lessons learned from his time in TV News, Disaster Relief, and running a Professional Ballet Company.

He is the author of the book, *Stuck on Yellow: Stop Stalling, Get Serious*, and the host of the 2 Minute Takeaway Podcast. Ken's weekly productivity tips can be found at: [www.KenOkel.com](http://www.KenOkel.com).







## Take control of your payment remittance processes

**Bolletta MerchantView**...an online solution that provides up-to-date transaction reports as well as payment void and refund functionality in a completely secure environment.

Bolletta MerchantView gives your employees access to all of Heartland Billing Solutions' transaction reports, including Pay by Date, Pay by Channel, Pay by Method and many more.

With multiple configuration options, as well as report export functionality and the ability to schedule reports to be sent via email or secure FTP, your employees can access the exact data they need—exactly when they need it. Payments can be voided the same day or refunded to the consumer if the payment has already settled to your bank account.

For added convenience, your employees can process payments directly through MerchantView using Bolletta Virtual Terminal. You can provide specific employees with the ability to process payments, without any hardware or software installation, to help with line overflow, system backup or if you simply prefer to avoid any installation.

### Features and Benefits

- Secure online access to transaction reports
- Payment void/refund capability
- 24/7/365 access to transaction data
- Schedule reports to be automatically sent via email or secure FTP
- Highly configurable report options
- All channels and payment types reported
- View reports for one or more merchants based on login credentials
- Role-based access controlled by each merchant

The Bolletta Product Suite is completely integrated—providing you with systems that work together seamlessly for the ultimate user experience. In addition, our U.S.- based customer service team is extremely responsive, with an average live-person call answer time of less than six seconds.

As one of the largest payment processors in the U.S., Heartland provides you with system security and reliability that is second to none. In 2012, our Level 1 PCI certified payments platform processed more than 3 billion transactions and \$120 billion in volume.\*

*\* The Nilson Report, March 2013*

For more information, contact your representative today,  
or email [Joshua.codr@e-hps.com](mailto:Joshua.codr@e-hps.com)

# Heartland

# Baby Care by e-cloth Earns The National Parenting Center Seal of Approval

TADgreen Inc.'s Baby Care by e-cloth was awarded the distinguished *National Parenting Center Seal of Approval*. The winning products include the Home Starter Set, Stroller & Car Seat Cloth, Table & High Chair Cloth, and Window & Mirror Cloth. These products join the rest of the line, awarded in December 2016. Products were put through true-to-life evaluations over an eight-week period to determine their "level of desirability, sturdiness, interactive stimulation, and other ingredients essential in the make-up of a quality product."

Parents called these cloths "invaluable, handy, and remarkably effective when it comes to cleaning up just about anything around the house, especially baby food messes that get all over the highchair, countertops, even microwave ovens." Parent testers were wildly enthusiastic in their praise for this chemical-free cleaning alternative. Over two months of testing, parents used it on baby toys, high chairs, counters, furniture, and cabinets. The cloths easily got rid of dried food, handprints, water spots, sticky juice spills, and more, all with little to no scrubbing while using only water! Testers were amazed that after simply getting the e-cloth wet and wringing it out, the cloth did exactly what it promised.

"Our top priority at e-cloth is to provide parents ultimate peace of mind," said TADgreen Inc. President & CEO Allan Coviello. "It's an honor to have received this endorsement from *The National Parenting Center*. We are thrilled to have been selected and will proudly display the Seal of Approval on all Baby Care by e-cloth packaging."

Baby Care by e-cloth products:

- Clean with just water, 100% eliminating chemicals sensitivities, allergic reactions, rashes, and asthma associated with the use of chemical additives, fragrances and dyes.
- Clean better & faster than chemical cleaners
- Are proven to remove over 99% of bacteria
- Are reusable and guaranteed for 300 machine washes

"Give any parent the chance to spend less time cleaning and more time knowing that their child is not being exposed to harmful chemicals, and they will beat a path to your door," said David Katzner, President of *The National Parenting Center*. "Our product testing division, run by independent testers including parents, educators, and panelists of *The National Parenting Center*, has determined that [Baby Care by e-cloth is] worthy of this special recognition."

The National Parenting Center was founded with the intention of providing the most comprehensive and responsible parenting advice to parents everywhere. The advice provided is furnished by

some of the world's most respected authorities in the field of child rearing and development. That means that every product that bears the seal is one parents can trust. Learn more at <http://www.tnpc.com/>.

Baby Care by e-cloth is available at <https://www.ecloth.com/Baby-Care-by-ecloth/> and a variety of retailers across the country. Baby Care by e-cloth eliminates the need for harmful chemicals which

leave residues on surfaces and vapors in the air, protecting what's most important – family. For inquiries about or to place an order, please contact ESSCO at 800-321-2664 or [Sales@ESSCO.net](mailto:Sales@ESSCO.net).

**About the Company:** Chemical-free cleaning is now a worldwide movement and e-cloth is leading the way. e-cloth's leadership is based on its assortment of high-performance, task-specific cleaning products that make it possible to clean any hard surface in the home, perform beyond user expectations, and provide a better clean in less time using just water and a cloth. Find out more at [www.ecloth.com](http://www.ecloth.com).

**About the Award:** *The National Parenting Center's Seal of Approval* program is an independent testing procedure conducted to judge a variety of products introduced and marketed to the parent/child consumer market. The testing involves a multi-step process conducted over an 8 week period. Staffed by volunteers, the testing facility of *The National Parenting Center* gives parents, children, and educators the opportunity to examine a variety of submitted products. The testers are encouraged to play with, build, read about, and judge by the reactions of the children, each product's quality.



# Vacuum Cleaner Advisor Reveals the Best Pet Vacuums for 2017

***Vacuum Cleaner Advisor has just released its list of the Best Pet Hair Vacuums for 2017. Machines from Dyson, Miele, Shark and several other manufacturers are featured.***

Roughly two-thirds of US households share their homes with animals; there are over 170 million cats and dogs in the US alone. As lovable as these little fur balls are, they shed a lot of hair, which can be a real challenge for their human owners. Enter the pet vacuum cleaner, a vacuum designed to pick up hair from carpet, bare floors, upholstery, etc. But the truth is that many of these machines are simply not up to the task. To help, *Vacuum Cleaner Advisor* has just published its latest list of the best pet hair vacuum cleaners. In this year's list, the group has highlighted the best full size, stick, and handheld pet vacuums.

Manufacturers who made the cut in 2017 include Dyson, Shark, Miele, Bissell, and Hoover. Selection criteria included level of suction, filtration capabilities, brushroll power source, number & quality of pet hair tools, cleaning reach, ease of debris disposal, length of warranty, and more.

Top honors this year go to the Dyson Ball Animal 2. This recent upright from Dyson is extraordinarily powerful and check-marks most of the important boxes for a quality pet hair vacuum. The brushroll is motor driven and combined with the unit's colossal suction, the Ball Animal 2 has the ability to effectively pull up cat hair and dog hair from carpet, bare floors, and pretty much any surface. The vacuum is also certified asthma and allergy friendly by the *Asthma and Allergy Foundation of America*. This is the result of HEPA level filtration as well as a sealed vacuum that ensures no leaking of unfiltered air.

The popular Shark Rotator NV752 TruePet comes in second place. This unit is less expensive than the Dyson and is very popular with owners, having garnered impressive consumer ratings. It includes two pet hair tools (Pet Mini Motorized Brush & Pet Upholstery Tool) and, like the Dyson, has both HEPA level filtration and a sealed system. *Vacuum Cleaner Advisor* tests have shown this unit to work well on pet hair removal from both carpet and hard surfaces. In addition, the NV752 adds cleaning versatility with its ability to operate as an upright vacuum, a canister vacuum, and to some extent even a handheld vacuum.

At number three is the Miele Complete C3 Cat & Dog canister vacuum cleaner. Miele makes a quality machine and their units are no stranger to Best

Vacuums lists. The Cat & Dog is manufactured in Germany and is a sturdy machine with a superb fit and finish. Pet hair pickup with the motorized carpet cleaner head is first-rate, and the vacuum also comes with charcoal layers in the filter which help to neutralize odors – a great feature for homes with pets or smokers. For those who don't like the auditory assault from the average vacuum, this European machine is also fairly quiet.

## **Other rankings include the following:**

### **Best Full-size for Pets:**

4. Bissell Pet Hair Eraser 1650A
5. Hoover WindTunnel Pet UH30310

### **Best Stick Vacuums for Pets:**

1. Dyson V8 Absolute
2. Dyson V6 Absolute
3. Shark Rocket Complete HV382
4. Shark Rocket HV 302

### **Best Handheld Vacuums for Pets:**

1. Bissell Pet Hair Eraser 33A1
2. Bissell Pet Hair Eraser 1782

Visit [vacuum-cleaner-advisor.com](http://vacuum-cleaner-advisor.com) to see the complete 2017 Best Pet Hair Vacuum List which includes reviews, videos, specifications, costs and buying tips. Vacuum Cleaner Advisor has been providing expert vacuum cleaner reviews and ratings for all the top brands since 2007.

## **Best Pet Hair Vacuums 2017**

Published by Vacuum Cleaner Advisor





# How the VDTA/Epstein Scholarship Works

## PURPOSE:

The purpose of the VDTA/Epstein Scholarship is to assist the youth of our industry in attending college. **The scholarship is available for VDTA•SDTA dealer members, their dependents (including grandchildren), their employees, & employee dependents.** The dealer member must be current and in good standing with their VDTA•SDTA membership in order for the student to apply for, receive, and continue receiving scholarship payments.

## CRITERIA:

Basic criteria for a scholarship recipient are:

- Must have a minimum 2.5 GPA,
- Attend college on a full time basis (12 credit hours or more),
- Be active in extra-curricular activities that focus on community, humanitarianism, and/or sports.

Total scholarship dollars are determined by the student's year in school at the time of the award. Financial need is not used in determining scholarship recipients.

## HISTORY:

The VDTA/Epstein Scholarship is funded solely through donations. The VDTA/Epstein College Scholarship Fund was founded in 1993 and named after businessman Bernie Epstein of State Vacuum in Tampa, FL. Bernie was quite a philanthropist and known for his community service, humanitarian ways, and ongoing love of sports. Bernie was also very well-known in our industry as caring and loving toward others less fortunate. Over the years, he touched many lives in Tampa & throughout the country.

## APPLICATION PROCESS:

Scholarship recipients first apply by completing the VDTA/Epstein Scholarship Application found online at [VDTA.com](http://VDTA.com) or in *SQE Professional™* and *Floorcare-Central Vac Professional™* magazines. In addition to basic contact information, the application instructs students to submit certified school transcripts, a letter by their referring VDTA•SDTA dealer member, and additional reference letters from 3 individuals. Students must also submit 2 essays (100-word minimums, each): one essay asks students to discuss their educational objectives and planned future career; the other essay asks students to describe their involvement in extra-curricular activities that demonstrates a love of sports, community involvement, humanitarianism, AND/OR leadership ability.

## THIRD-PARTY JUDGING:

After completing and signing the application, acquiring reference letters and transcripts, and writing the required essays, students mail all of these materials to VDTA headquarters in Des Moines, Iowa. VDTA staff are not involved in the scholarship selection process. All scholarship materials are forwarded to third party individuals qualified to assess scholarship applications. The applications are then scored and ranked by these third party individuals to determine the scholarship recipient(s).

## CONTRIBUTIONS & DONATIONS:

Scholarship donations, including individual money donations, are accepted year-round and at VDTA special events. In 2017, the annual VDTA/Epstein Charity Night was held on the trade show floor in Las Vegas. Attendees could choose to join the fun at a table, spin the wheel for prizes, or simply cheer on their friends.

**The 2018 VDTA/Epstein Scholarship Application is available NOW!**



# 2018 VDTA/Epstein Scholarship Application - Deadline: Nov 1, 2017

The VDTA/Epstein Scholarship is available through the VDTA•SDTA and is for VDTA•SDTA dealer members, their dependents (including grandchildren), their employees, and employee dependents. Dealer member must be current and in good standing with their VDTA•SDTA membership in order for the student to apply for, receive, and continue to receive scholarship payments.

All info must be complete & you must provide the additional documents required. Completion of this application is for scholarship consideration only.

## 1. Personal Information

Last Name \_\_\_\_\_ First \_\_\_\_\_ Middle Init. \_\_\_\_\_  
Permanent Address \_\_\_\_\_ Zip \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Phone Number \_\_\_\_\_  
E-mail \_\_\_\_\_ Date of Birth \_\_\_\_/\_\_\_\_/\_\_\_\_ Sex: Male Female  
circle one

## 2. Parent/Guardian Information

Name \_\_\_\_\_ Phone Number \_\_\_\_\_  
Name \_\_\_\_\_ Phone Number \_\_\_\_\_  
Address \_\_\_\_\_  
Email \_\_\_\_\_

## 3. Referred by VDTA•SDTA Dealer Member

Name \_\_\_\_\_ Company Name \_\_\_\_\_  
Relationship of applicant to dealer \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_ City, State \_\_\_\_\_ Zip \_\_\_\_\_

## 4. VDTA•SDTA Dealer Letter

VDTA•SDTA Dealer Member: Write a letter stating why this applicant should be considered for the VDTA/Epstein Scholarship.

## 5. School Information

School Name \_\_\_\_\_ School Phone \_\_\_\_\_  
School Address \_\_\_\_\_  
Recommended by Teacher's Name \_\_\_\_\_ Contact info \_\_\_\_\_  
School Counselor's Name: \_\_\_\_\_ Cumulative GPA \_\_\_\_\_

must be minimum of 2.5 on 4.0 scale

Year in school as of Jan. 2018 ☐ High School Senior ☐ College Freshman ☐ College Sophomore ☐ College Junior  
must be at least H.S. Senior

## 6. Submit Most Current Certified School Transcripts with this Application.

7. **Write an essay** (100 word minimum) on a separate document addressing: a) any awards or honors you've received and b) your educational objectives and how they will relate to your planned future career.
8. **Write an essay** (100-word minimum) on a separate document addressing: extra-curriculars you have been involved in that demonstrate 1 or more of the following: a) Love of Sports b) Community involvement 3. Humanitarianism 4. Leadership ability
9. **Additional Letters of Reference.** Obtain letters of reference from at least three (3) individuals (not related to applicant), attesting to your activities which demonstrate one or more of the attributes listed above in **ITEM 8**. This could be from school counselors, teachers, church leaders, other business owners, coaches, etc. Letters must be signed by the person who wrote it.
10. **Terms of Scholarship:** Scholarship recipient must be enrolled for at least 12 credit hours and maintain at least 12 credit hours each year to be and remain eligible for current and future scholarship money. Scholarship money is paid only as long as the recipient is an undergraduate student. Money is awarded in \$2,500 increments per school year with a maximum paid of the current scholarship amount.

11. **Other information:** Scholarship is funded by industry donations. It is expected that the recipient of the Scholarship will accept the award in person at the VDTA•SDTA Convention. Recipient's travel, lodging and meal expenses will be provided. Not every student will receive the entire amount of the scholarship: total scholarship dollars are determined by the student's year in school at the time of the award. Financial need will not be used in determination.

**My application is for: Academic year 2018/2019. I declare that to my knowledge, the statements and information given in this application and any supporting documentation submitted are true and accurate.**

Applicant's signature: \_\_\_\_\_  
Date: \_\_\_\_\_

### Checklist:

- ☐ Complete this application
- ☐ Acquire Dealer Reference Letter
- ☐ Acquire Certified School Transcript
- ☐ Write essay about career objectives
- ☐ Write essay about extra-curriculars
- ☐ Acquire 3 letters of reference  
(in addition to Dealer Letter)
- ☐ Make sure letters of ref. are signed
- ☐ Sign this application

**Mail application & all required documents postmarked by November 1, 2017 to:**  
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# The Federal Government Achieves Small Business Procurement Contracting Goal for the 4<sup>th</sup> Consecutive Year

The U.S. Small Business Administration announced that the federal government reached its small business federal contracting goal for the fourth consecutive year, awarding 24.34% in federal contract dollars to small businesses totaling \$99.96 billion, an increase of over \$9 billion from the previous year.

"I am pleased to report that for the fourth year in a row, the federal government has exceeded its small business contracting goal," Administrator Linda McMahon said. "It is a win-win for federal agencies to get small business contracts into the hands of the innovative small business owners that create jobs in their communities and help to fuel the nation's economy."

In FY 2016, the federal government also exceeded the Small Disadvantaged Business (SDB) goal and had its highest achievement ever for percentage of contract dollars awarded to Service-Disabled Veteran-Owned (SDVO) small businesses. Prime contract dollars in all categories increased. The prime contract goal achievements by dollars and percentages for all categories are as follows:

CATEGORIES	Goal	2016 %	2016 \$	2015 %	2015 \$	2014 %	2014 \$	2013 %	2013 \$
Small Business	23.00%	24.34%	99.96B	25.75%	90.70B	24.99%	91.7B	23.39%	83.1B
Small Disadvantaged Business	5.00%	9.52%	39.13B	10.06%	35.43B	9.46%	34.7B	8.61%	30.6B
Service-Disabled Veteran-Owned Small Business	3.00%	3.98%	16.34B	3.93%	13.83B	3.68%	13.5B	3.38%	12.02B
Women-Owned Small Business	5.00%	4.79%	19.67B	5.05%	17.81B	4.68%	17.2B	4.32%	15.3B
HUBZone	3.00%	1.67%	6.86B	1.81%	6.42B	1.82%	6.97B	1.76%	6.2B

The federal government also exceeded its subcontract goals for awards to women-owned and small disadvantaged businesses.

SBA has worked with federal agencies to expand opportunities for small businesses to compete for and win federal contracts. The FY 2016 Small Business Procurement Scorecard that SBA uses

to grade agencies in terms of prime contracting and subcontracting performance, as well as other factors, resulted in overall grade of "A " for the federal government. Seven agencies received A+, 11 received a grade of A, four received a grade of B, and one agency received a grade of C.

**About the Scorecard:** The annual Scorecard is an assessment tool to (1) measure how well federal agencies reach their small business and socio-economic prime contracting and subcontracting goals, (2) provide accurate and transparent contracting data and (3) report agency-specific progress. The prime and subcontracting component goals include goals for small businesses, small businesses owned by women, small disadvantaged businesses, service-disabled veteran-owned small businesses, and small businesses located in Historically Underutilized Business Zones (HUBZones).

Every year, the SBA works with each agency to set their prime and subcontracting goals and their grades are based on the agreed upon goals. Each federal agency has a different small business

contracting goal, determined annually in consultation with the SBA. SBA ensures that the sum total of all of the individual agency goals exceeds the 23% target established by law.

While each federal agency is responsible for ensuring the quality of its own contracting data, SBA conducts additional analyses to help agencies identify potential data anomalies.

The overall federal small business prime contracting performance released by the SBA, as well as a detailed explanation of the calculations, is available online at <http://go.usa.gov/Nxxd>.

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# Tending the Garden:

## *A Few Rows, A Little Chaos*

**A**s I write this, I can see the Brothers Range of the Olympic Mountains outside my window in West Seattle. It's stunning. I never get over it, and it never gets old. My view reaches out past my little backyard garden, a rickety cedar fence, and a hill covered with blackberries. When I bought the house, I walked around with the inspector. We stood at the foot of the west-facing hill, the twisted vines and prickly brambles twining around each other, thrusting up and out, back down into the soil again.

"Well," I sighed, "I guess I will have to find someone to remove all these bushes."

We stood a moment looking at the beautiful chaos of the hillside beneath the house I wanted to buy.

"I don't know," he replied. "Those blackberries have been holding up that hill for about a hundred years."

I leave the brambles alone. It's not picturesque, and truth be told, it's not even very neighborly. About once every other month, the vines creeping out over the sidewalk are cut back so people can go for their dog walks and baby strolls. Every August, if I remember, I go back there and pick the warm berries to eat fresh with breakfast or freeze for smoothies or drop into a bowl with vanilla ice cream. I don't tend this garden. I let it be wild, which is infinitely different from what happens inside the fence: an espaliered pear tree up against the north side, three large livestock troughs filled with organic soil and edibles that are easy to harvest, containers of tomatoes and herbs and geraniums, and colorful pots with dahlias and strawberries. It's sort of orderly. I pull weeds and pick and trim.

I think organizations are like this too: there are wild, chaotic parts that might be left alone because they are actually holding up the hillside – the foundation – of the organization. And, there are other parts that require your care, your thoughtfulness, your purposeful pruning.

The real question is how are you attending to the soul of your organization or team? How are you letting alone what needs to flourish and paying close attention to what needs to be nourished and weeded on a regular basis?

What should be wild? I think spaces and places for conversations, for creativity, and for idea generation. These are meetings, retreats, or sessions without an agenda other than to explore and to ignite. These are spontaneous afternoons or mornings where you pull out the stops and allow everyone to roll up their sleeves and dive into a meaty challenge or question. These are the spaces between the parameters – the places where "how" resides – where you might set a goal or outcome, but you allow your team or individuals to map out the journey to get there.

What should be nourished and tended? Pruned and cut back? Take time to nourish and tend the relationships with your team, as well as your customers or clients. You should be thoughtful and organized in creating approaches for performance, marketing, outreach. Perhaps, you are systematic: you plant seeds, you water and fertilize, and you cultivate patience for the harvest. You also practice determination and discipline for letting go – of the conversations, tired questions, systems that don't work, and ineffective measures – and you make way for the good seeds to flourish. You weed out any poisons, like gossip, bullying, and shaming. You deal with interpersonal strife by having the courageous conversations and asking for what you need, with a time frame and specificity to make it happen.

Sometimes, we get stuck thinking that everything will just happen organically, without our assistance or interference; other times, we think the neat, orderly rows of seeds we plant will produce the greatest harvest. But every good gardener knows it's both: it's planting the right seeds, taking care, weeding, pruning. It's also allowing the wind to carry a seed where we capture the magic of photosynthesis and something amazing blooms we weren't even imagining.

**About the Author:** Libby Wagner, author of *The Influencing Option: The Art of Building a Profit Culture in Business*, works with clients to help them create and sustain profit cultures. Visit [www.libbywagner.com](http://www.libbywagner.com).

*This article appeared in  
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Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Website: \_\_\_\_\_  
 Number of stores? \_\_\_\_\_ Years in business: \_\_\_\_\_ Submit Copies of Business and Tax Certificate

### Membership Category

☐ **Independent dealer Initial enrollment: \$130.**

Identified as any dealer whose principal business is the sale of merchandise and services directly to the consumer (end user). Yearly renewal \$110.

☐ **Associate member: \$625 each year.**

Identified as a wholesale manufacturer/distributor/supplier. Businesses located in the U.S. or International.

☐ **International member: \$150 each year.**

Identified as a dealer not located in the U.S. or Canada.

☐ **Miscellaneous Membership: \$150 each year.**

Includes: Manufacturer representatives, independent consulting firms, and advertising agencies.

**Membership Dues:**

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Independent Dealer	\$150	Multiple stores
International Dealer Member	\$150	
Associate Member	\$625	
Miscellaneous Memberships	\$150	

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- ☐ Stain Removers
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- ☐ Backpack Vacs
- ☐ Upright Vacuums
- ☐ Canister Vacuums
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- ☐ Other: \_\_\_\_\_

**SEWING\QUILTING**

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- ☐ Embroidery Machines
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- ☐ Notions
- ☐ Fabrics-Fashion/Quilting
- ☐ Sergers
- ☐ Other: \_\_\_\_\_

- Do you attend VDTA•SDTA conventions?
- Do you have a repair department?
- Do you teach sewing or quilting lessons in your store?

- ☐ Yes ☐ No
- ☐ Yes ☐ No
- ☐ Yes ☐ No

### Payment Information

All payments must be made in U.S. funds

☐ Check ☐ MasterCard ☐ Visa Amount: \$ \_\_\_\_\_

Cardholder Name (Print): \_\_\_\_\_

Card #: \_\_\_\_\_ (CCV# \_\_\_\_\_) Exp Date: \_\_\_\_\_

Card Registered Address (If different than above): \_\_\_\_\_

Signature: \_\_\_\_\_

Is this a one time membership payment? ☐ Autopay (next membership payment due in 12 months)

☐ This a one time payment, thank you.

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***With your success comes our success!***



# “SEO: The Movie” is Live Now

*The movie features key Internet marketing players, the history of search engine optimization and more.*

Recently, “SEO: The Movie” made its Internet debut. The documentary features industry all-stars and explores the rise of the Internet marketing industry. It covers the early days of SEO when people were “spamming and jamming,” affiliates vs. mainstream, black hat vs. white hat, along with the unique and often rocky stories of the industry’s pioneers, the history of Google updates, how Matt Cutts changed the industry, and provides a forecast on where the future of SEO is going from the industry’s top minds. The film is now available at <https://ignitevisibility.com/seo-movie/>.



**S.E.O. = Search  
Engine Optimization**

Produced and directed by John Lincoln, CEO of Ignite Visibility, the film was created for a good reason. “There are so many people who have contributed to the field of SEO,” comments Lincoln. “I have tremendous respect for the pioneers of the industry and those still contributing today. This movie really covers it all. The history, the parties, Google updates, black hat vs. white hat, and more.”

Told by Search Engine Optimization pioneers, “SEO: The Movie” aims to showcase a timeline history of SEO, along with documentary-style interviews with top industry influencers regarding their companies and the successes, obstacles, and strategies they have used to get to where they are today.

“SEO: The Movie” includes SEO pioneers Danny Sullivan of Third Door Media and Search Engine Land; Rand Fishkin of Moz.com; Jill Whalen, former CEO of High Rankings; Brett Tabke, founder of Pubcon and WebmasterWorld; Rae Hoffman of Sugarrae; Barry Schwartz of Search Engine Land; and narrated, produced, and directed by John Lincoln, CEO & co-founder of Ignite Visibility.

“SEO: The Movie” also lists industry all-stars such as John Muller, Maile Ohye, Aleyda Solis, Cindy Krum, Will Reynolds, Brian Dean, Michael King, Bruce Clay, Loren Baker, Eric Ward, Cyrus Shepard, Bill Slawski, Garry Grant, Chris Sherman, Jim Boykin, Shawn Hogan, Mike Graham, Eric Enge, and more.

“SEO: The Movie” also features some of the top software providers in the industry such as Moz, SEM Rush, Conductor, Spy Fu, Rio SEO, Ahrefs, Majestic, and more.

**About the Company:** Ignite Visibility is a premier Internet marketing company based in San Diego with a mission singularly focused on providing the highest level of customer service in the industry. By establishing mutually beneficial, long-term relationships with clients, Ignite creates custom solutions uniquely tailored to meet the specialized business objectives of each client. Our company currently serves over 100 clients.

## Check Out Our Web Site!

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- Flip Versions of the Current Trade Magazines

# Dur-A-Flex Strengthens West Coast Presence with New Addition

**D**ur-A-Flex, Inc., a leading manufacturer of commercial, industrial and institutional seamless, resinous floor and wall systems, has added Trevor Evans to their growing sales force as Territory Sales Manager, serving the Northwest region of the country.

"We're thrilled to welcome Trevor to the Dur-A-Flex team. The Northwest region of the country is one with a plethora of facilities that can benefit from our seamless floor systems. We know that Trevor is the person to help our longtime installers continue to grow their business, while also cultivating new business by introducing our floor systems to those who may not be familiar with their many benefits," notes Jim Wilson, Dur-A-Flex's West Regional Manager.

Evans joins Dur-A-Flex with a strong sales background and experience in working with both end-users as well as navigating distribution networks. Evans joined Buckeye International, a cleaning chemical manufacturer, directly after graduating college and quickly worked his way through the ranks, moving from an Account Executive to General Manager during his tenure. His career history had him working just on the peripheral of the flooring industry with the post-sale cleaning side of the business; his experience will offer a simple transition to representing floor systems. Evans brings to Dur-A-Flex an impressive track record of growing his sales territories with great attention to detail on customer needs, as well as a detailed understanding of technical expertise.

"Our cementitious urethane Poly-Crete floor systems are an ideal flooring solution for processing facilities, and we're pleased to have Trevor representing the system within the Northwest, one of the nation's fastest-growing food processing hubs. We look forward to the impact he'll have on this territory," remarked Patrick J. Meade, Vice President, Sales and Technical Service.

**About the Company:** Dur-A-Flex, Inc. is a family owned manufacturer of high-performance, resinous floor and wall systems. With over 50 years in business, Dur-A-Flex is recognized for its ability to continually deliver new and innovative products to the coatings industry. Its unmatched level of customer service is derived from an experienced team of technical service experts as well as stringent quality processes, providing customers with the confidence that they are installing the best product for the job. Named one of the "Best Places to Work in CT" five times by the *Hartford Business Journal*-sponsored awards program, Dur-A-Flex considers its people its most valuable asset. For more information on Dur-A-Flex floor and wall systems, please visit [www.dur-a-flex.com](http://www.dur-a-flex.com).



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# To Give Or Not To Give

Small Business Articles from Make-it-Fly®  
By Victoria Munro

The Internet is changing the way we do business. Today, an abundance of very useful services and products are available free on the web. Add to that a growing awareness of our responsibility to give back to the community. As business owners, we are being challenged to rethink the place of giving away services and products gratis.

At Make-it-Fly®, we've aimed to demonstrate and encourage a culture of giving. But entrepreneurs need to ask *what* and *how much* they're willing to give away, and what goods and services they'll charge for, to help them distinguish between the pros and cons of giving stuff away.

## The Upside of Giving Stuff Away

There is much to be gained by giving your services and/or products away. Nancy Levenson, founder of *NamasteWorks Yoga + Wellness, LLC* in Highlands Ranch, CO, launched her new yoga studio by freely giving to her local community. Partnering with the local city government, she offered free 'Yoga in the Park' sessions each week for three months. During this time, she never solicited business. At the first session, 201 local residents showed up and hundreds more enjoyed participating over the summer. This involved a significant investment of time and energy. "You have to embrace it [giving] without expecting to get back," Nancy explains. "It really is turning the paradigm from selling to giving, and then letting the giving turn into sales."

The results were excellent. She gained many new clients and a greater understanding of her local community, where she became quite a celebrity. As a market research project, it provided invaluable information for her business start-up. And, since the local media covered these events, she also received a lot of very positive free publicity.

If you're road testing a new product or service, offering it free initially (even a scaled-down version) can provide valuable feedback and testimonials you can use later to refine and market it. Also, giving away advice through writing or speaking can help you become known as an 'expert.'

There are other less tangible but still valid ways



to give. In her new book *The Whuffie Factor: Using the Power of Social Networks to Build Your Business*, author Tara Hunt describes the value of giving non-tangible gifts that build relationships and develop trust. Comparing the 'gift economy' with the 'transactional market economy,' she writes, "Gifts create bonds and reciprocal connections between individuals; whereas market transactions, including those that are free, are transactional and impersonal. Gifts on the other hand result in interaction between people and thus are highly personal."

## Giving Tangible Gifts

Expressing your appreciation to clients by giving thoughtful gifts need not cost a fortune and can keep you in mind and strengthen relationships. If you can relate the gift to a hobby you know your client enjoys and personalize it, it will be even more meaningful.

## Cause-Related Marketing— Another Way to Give

If you're passionate about a worthy cause, it makes good business sense to promote this in your company marketing. When you pick up the torch for something bigger than yourself in this way, it's emotionally fulfilling, generates community goodwill, and differentiates your company from your competition. People like to do business with companies that stand for something beyond profit. Choose a cause that's in line with your values and one that your target clients can relate to and feel good about supporting.

Because his son suffers from autism, David Veal of *Veal Creative* is passionate about helping families who face this challenge. Last year he spent over 100 hours working with an ad hoc committee to



create *Rides and Rods Weekend*. "It took a toll on my business," he says. "But I don't want other families to have to face this ordeal the way we had to. I want to be part of the solution. And I'm doing what I love to do for a meaningful cause. Plus, giving is what makes us all feel really, really great."

### **The Freemium Business Model - Will It Work?**

Made possible by the Internet's low-cost distribution channel, this relatively new business model is being used by some of the largest as well as a myriad of small online businesses. There's been a lot of press lately about the *freemium* business model, which basically offers a service free to a large number of people in the hopes that some will upgrade to a premium paid version. In his latest book *Free - The Future of a Radical Price*, Chris Anderson, editor of *Wired Magazine* and author of *The Long Tail*, gives an overview of how the meaning of 'free' has changed in the last few years and how, in the digital marketplace, the most effective price is no price at all. His critics are unconvinced and there's much debate on whether this model can be economically viable in the current economy.

### **The Downside of Giving Stuff Away**

Some claim that giving your services away may devalue what you do, but in today's crowded marketplace, this may not be valid. However, for those who love what they do, genuinely want to help people and need new clients, there is a potential problem. If this is you, it's especially

important to decide where you'll draw the line - what you're willing to freely give and what you will charge for. Then, stick to it.

### **Decide What and How You'll Give**

Though the results of giving are hard or impossible to track, when done sincerely and with some forethought, giving stuff away for free is almost always a worthwhile investment of your resources. Brainstorm ways you can give back to your clients, potential clients, and your community; then create a plan and start giving.

© 2005-2009 Victoria Munro.

**About the Author:** Victoria Munro is co-founder (along with husband Dave Block) of Make-it-Fly® LLC, a company dedicated to creating success for small-business owners through creatively designed programs and tools. Victoria has started and run nine different businesses. To receive FREE business success articles with tips to help you with your business, sign up for their award-winning ezine, "In-Flight Refueling," at: [www.Make-it-Fly.com](http://www.Make-it-Fly.com), and receive a free copy of the eBook, *Get More Done in Less Time: 101 Quick and Easy Time Tactics & Tips*.



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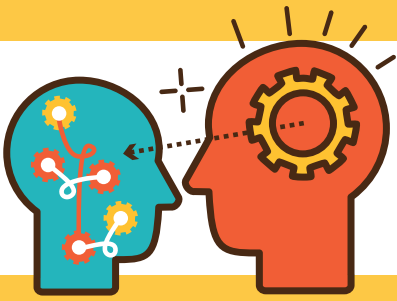
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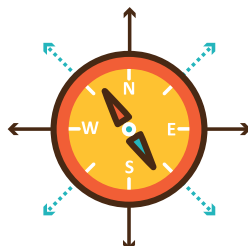
What **format** – panel, roundtable, seminar – is most effective?

What types of **technologies** are best used?

Who do you recommend as an **instructor**?

With your input, we can plan an exceptionally-educational convention!

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