

The trade publication for the independent retailerJuly 2019 | ISSUE 454www.vdta-sdta.com



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Cover Story

VDTA/Epstein Scholarship Application Available Now, p19 Only 3 Months Left to Apply Miele HomeCare Collection

HomeCare Dealer Spotlight p 21

Introduction to *Google My Business* by Justin Haver, p15 3 Ways to Botch Storytelling for Your Business,

p14

Miel Dynamic L HomeCare ADDRESS SERVICE REQUESTED

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Letter from the Editor

hen I find myself with free time, I enjoy hobbies like reading, cooking, and DIY crafts. And when I'm not actively paging through a book, sautéing on the stovetop, or having way too much fun with a glue gun, I sometimes go online to YouTube and watch videos about these hobbies and find inspiration.

My favorite cooking "channel" on YouTube is *Bon Appétit*, with a video series called "Gourmet Makes." Another one of my favorite YouTube channels is *The Sorry Girls*, whose DIY videos show how to upcycle thrift store finds and make clever décor from affordable items. In a recent episode, Kelsey and Becky – the "stars" of the channel – and a friend played "DIY tag."

In this game of tag, the ladies go out and purchase all the materials for a crafty garden project together. Back in their studio, they tag-team the actual construction of the project. In essence, Kelsey, Becky, and their friend take turns working on the project in 5-minute increments without help from the others. When their 5 minutes are up, the person working drops their tools and walks away. The person taking their place attempts to pick up where they left off, with no explanation or direction. By the end of the episode, they had successfully turned a piece of paneled wall art into a hanging garden.

This episode was really fun to watch because it demonstrated the importance of teamwork and decision making. There were times when the person "tagging in" didn't quite understand what to do, and the project took a few steps back. Despite these hiccups, the finished result was polished and creative.

This video and its special game of tag can offer some unique business insights. Imagine tag-teaming any aspect of your business in which all employees should be versed – maybe a sales pitch or inventory management or something more crafty like merchandising.

What would the result be?

Would your team be able to work together and reach the end? Finish taking inventory? Close the sale? Where would the "steps backward" be? And who would be likely to make them?

Or would your team be stuck in an endless circle of "re-doing" and "un-doing" each other's work?

Answering these questions will help you pinpoint gaps in your team's knowledge base. Working to close those gaps through more training or knowledge sharing can help your team run more smoothly and present a unified brand message to customers. It can also help you assemble specialized "task groups" or "committees" as you realize who would excel in certain situations.

The power of teamwork is everything, and something independent retailers can leverage to set themselves apart!

~Tonya Tienter, Managing Editor

Have an idea or thoughts about business? Write an article!

We love to have dealers send us their thoughts and ideas, to put in the magazine.

Plus, our editor can put the polishing touches on it if needed.

Send to: tonya@vdta.com Subject line: Guest Article





July 2019 | www.vdta-sdta.com

In Every Issue

- 2 Letter from the Editor
- 5 Thank You Members
- 32 Recognizing our Associate Members
- 39 Classified ads

Feature

- 8 You Could Be Dealer of the Year!
- 15 Is Your Vacuum Store Using *Google My Business?*, *Haver*
- 20 COVER STORY: Find the Perfect Vacuum for You with the Miele HomeCare Collection
- 21 COVER STORY: HomeCare Dealer Spotlight
- 22 The Power of the "Messy Contest"
- 25 Collecting Dust, Gasko
- 26 VDTA/Epstein Scholarship Celebrates 25th Anniversary
- 30 Vacuuming Diamonds, Tabor
- **36** Remember When...

Viewpoint

- 10 Name Your Bad Habits, Okel
- 14 Three Ways to Botch Your Business Storytelling, Juarez
- 16 Isn't That Special, Barnhardt
- 28 If We Fail to Learn, We Fail to Grow, *Tschohl*
- 31 What is the Definition and Meaning of Tacit Knowledge?, *Lotich*

Product Showcase

12 The New Padded Zipper 2.0 Version (2019)

Industry News

- 11 BONECO Announces Acquisition of ENVION Brand
- **13** 2019 Spring Cleaning Month Winners
- 17 Father's Day Spending Expected to Reach All-time High
- 18 Is Your Student Eligible for the VDTA/Epstein College Scholarship?
- 23 Save on Dell Products NOW With Your VDTA•SDTA Membership, *Burklund*
- 24 Vacuum Brands' Attempt to Differentiate Can Get Complicated, J.D. Power Finds
- 38 Visit China: 5th VDTA/CISMA Culture and Business Development Experience

Forms

- 6 JOIN VDTA•SDTA Today!
- 9 Dealer of the Month form
- 19 2019-20 VDTA/Epstein Scholarship Application (only 3 months left to apply!)
- 33 2020 Hall of Fame Nomination form
- 34 Postcard Order form

THANK YOU MEMBERS

The following is a list of members who recently renewed their membership or joined VDTA•SDTA or SEA

ASSOCIATE MEMBERS

Johnny Vac Plastiflex Thorne Electric Co / Koblenz

DEALER MEMBERS

A and A Vacuum Mart	Мо
A-1 Sweeper World	Bra
A-1 Vacuum Sales & Service Inc	La
Alexander's Sewing & Vacuum	Dur
All Brand Vacuums of Lake Norman	Der
Ashby Sewing Machine Co	Ker
Barnes Sewing Center	Cuy
Bay Vac and Pedal	Bay
Bill Lindsey's Sweeper Mart	Mas
Bob's Sewing & Vac Ctr	Alb
Brookfield Vacuum Cleaners	Bro
Cardy Vacuum	Ott
Central Vacuum Stores Inc	St I
City Wide Vacuum	Sal
Classic Vacuum	ΝC
Coltrin Central Vacuum Systems	Boi
Conrad Co Vacuum & Janitorial	Joli
Crafty Corner	Wo
Creekside Fabrics Quilts & Yarns	Arc
Dale's Sales & Service	Gre
Fabric Art Shop	Lak
Fix-It Shop	Tole

MEM	BER SINCE
Montreal, QC, Canada	Jan 1986
Statesville, NC	Jan 2001
San Antonio, TX	July 1989

MEMBER SINCE

	Mobile, AL	March	2018
	Brandon, FL	March	2018
Inc	La Crosse, WI	Мау	1992
Im	Durham, NC	Dec	1981
	Denver, NC	July	2003
	Kennesaw, GA	June	2011
	Cuyahoga Falls, OH	-	2015
	Bay City, MI	Sept	2016
t	Massillon, OH	July	1995
	Albuquerque, NM	Feb	1982
S	Brookfield, WI	Feb	1986
	Ottawa, ON, Canada	June	1992
	St Petersburg, FL	June	2001
	Salt Lake City, UT	Feb	1988
	N Canton, OH	June	1999
ems	Boise, ID	June	2001
ial	Joliet, IL	July	1987
	Worthington, MN	June	2013
rns	Arcade, NY	July	2014
	Greenville, SC	June	1998
	Lake City, FL	Sept	2001
	Toledo, OH	Dec	1982

Forx Vacuum G T Sew & Vac Warehouse Gall Sewing & Vacuum Ctrs Heyde Sewing Machine Co Ideal Central Vac Kari's Sew Unique Nashua Sew & Vac Northern TV & Vacuum Northside Vacuums Pocono Sew & Vac / Jermain's Richmond Vacuum Systems LLC Rosie's Calico Cupboard S and Y Trading Corp Sewing Machines Express Shappley Sew & Vac South Portland Sewing Centre Stadham Corp of Maryland Swiss Boy Vacuum The Sewing Garret Inc Transzest Corp / Vacuum Ctr of NMB **Turnpike Appliance Service**

Vac Shack Inc Vacuflo of KY Inc

Vacuum Cleaner Hospital Valley Vacuum / Txley Inc

Yaple's Vacuum & Sewing Ctr Erie, PA

	Grand Forks, ND	May 2007
	Colton, CA	Jan 2007
	Grand Rapids, MI	June 1987
	Saint Louis, MO	June 2000
	Charlotte, VT	July 2015
	Whitewater, WI	July 2015
	Nashua, NH	June 2014
	Madison Heights, MI	July 2007
	Deland, FL	Oct 1986
5	Stroudsburg, PA	July 2012
2	Richmond, VA	May 1988
	San Diego, CA	Jan 2010
	Boca Raton, FL	July 2004
	Springfield, MO	May 2004
	Memphis, TN	June 2003
1	South Portland, ME	June 2017
	Baltimore, MD	June 2007
	Bountiful, UT	May 1983
	Daytona Beach, FL	April 2005
	North Myrtle Beach, SC	June 1995
	Bay Shore, NY	June 1989
	Pompton Plains, NJ	June 1999
	Louisville, KY	June 2011
	Chapel Hill, NC	Sept 1987
	Burlington, WA	May 2019
	Erie, PA	March 1988



As a new member you'll receive:

- Monthly trade magazines with industry news, tips, and new ideas SQE Retailer™ and Floorcare & Central Vac Professional™
- Reduced registration to the VDTA SDTA International Trade Show
- Promotional programs that bring customers through your doors Sewing Month and Spring Cleaning Month
- Complimentary marketing postcards 100 pieces of your choice
- VDTA/Bernie Epstein College Scholarship Two annual recipients; up to \$10,000 each
- Opportunity to become Dealer of the Year
- Dealer locator on VDTA.com make it easy for customers to find your store
- Tutorials from VDTA staff on social media and communication technology
- Unity you are stronger together as an industry
- NEW Check out the new Association insurance plans through AHP — Association Health Programs.

Stand out in your community as a professional when you are a member of an international trade association.

Join today! Apply online at **www.vdta.com**, call us at **800-367-5651**, or fill out membership application and fax to 515-282-4483 or mail to: **VDTA • SDTA**, **2724 2nd Ave**, **Des Moines**, **IA 50313**.

With your success comes our success!



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		·y ··		
Name:			_ Title:	
Company Name:				
Address:				
City:				
Phone:			Fax:	
E-mail:				
Website:				
Number of stores?	Years in business:		Submit Copies of B	usiness and Tax Certificate
	— Member	ship	Category ——	
□ Independent dealer enrollme			SEWING\QUILTING	FLOORCARE
Identified as any dealer whose the sale of merchandise and se consumer (end user).	principal business is ervices directly to the ealer: Identified as an d in the U.S. or Canad ncludes: Independen encies and Independ	e n da. nt lent	 Sewing Machines Knitting Products Quilting Machines Longarm Machines Embroidery Machines Sewing Parts/Accessories Notions Fabrics-Fashion/Quilting Sergers Othere 	 Hand/Stick Vacuums Central Vacuums Stick/Broom Vacs Water-based Vacs Steam Cleaners Janitorial Products Stain Removers Vacuum Parts/Accessorie Backpack Vacs Upright Vacuums
Associate member: Identified manufacturer/distributor/supp in the U.S. or International.	lier. Businesses locate	ed	□ Other:	 Canister Vacuums Air Fresheners Air Purifiers
bu Own 1 Store, Membership & 1 Year Membership		If yo	u own 2 or more stores,	□ Polishers & Buffers
2 Year Membership			Il locations on separate	□ Other:
ou Own 2 or More Stores, Mem			er to ensure all stores ive info and mailings	
1 Year Membership 2 Year Membership	4000		ttend VDTA•SDTA conventi	ons? Tyes TNo
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	Payme	ent In	formation	
All payments must be made in				
Check AsterCard	🗆 Visa		Amount: \$	
Cardholder Name (Print):				
Card #:	(C0	CV#) Exp Date:_	
Card Registered Address (If di	fferent than above):	:		
Signature:				
			next membership payment	t due in 12 months)

BEGOME A DEALER OF THE MONTHS



Diane and Ron Linhart, Above and Beyond Creative Sewing

Ron and Marilyn Gatinella, Close to Home Fill out the info on page 9 and send to VDTA

You could also be selected for Dealer of the Year

> **Prizes** Dealers of the Year have received previously:

Product and credit with vendors, trips to dealer meetings, a European cruise, fine bottles of wine, giftcards and more!

VDTA•SDTA Dealer of The Month

Company Name	Phone		
Owner's Name	Web site		
Address			
City, State, Zip			
 2. How many stores do you operate? 3. How many employees do you have? 			
 5. What services do you provide? 6. Is your business family run? How many generation 7. What is your age group: 40 - under 1 8. Check all equipment that your business carries: Vacuum Vacuum/Central Vacuum Vacuum 2 Sewing Machines Quilt Shop with Sewing Machines Other 	□ 41 - 50 □ 51 - 60 □ 61 plus & Sewing □ Janitorial hines □ Longarm machines		
 Do you have and maintain e-mail lists of your cus Do you have and maintain direct mail lists of you Do you have a rental program for sewing machine Do you rent time on a longarm quilting machine Do you offer sewing /quilting classes in your sto 	tomers?		

On a separate sheet of paper or email (to mail@vdta.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@vdta.com.

You may also visit www.vdta.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.

Name Your Bad Habits

f you want to perform better during high pressure situations at work, then you should learn to name your bad habits. This mindfulness practice allows you to recognize behaviors that may not serve you well.

For example, I know I'm a perfectionist. This can be good in that I have a commitment to getting things right and pay attention to detail. But sometimes, perfectionism can move into obsessive territory where it starts to produce diminishing returns, threaten deadlines, and will likely annoy others.

Having the ability to recognize when that moment happens allows you to adjust your behavior and refocus on the task at hand. After all, in moments of high pressure, we often default to certain behaviors and not all of them are good.

"It's done with a level of humor and an acknowledgement that we all have the potential to improve."

Name Your Bad Habits Example

I've found it valuable to give a name or persona to the bad habit. Let me introduce you to *Bobby Perfecto*. He is what I call myself when I realize I'm becoming a little too much of a perfectionist.

I'll say, "Looks like a *Bobby Perfecto* moment," or "You're getting a little *Bobby Perfecto*," and I can chill out and loosen my grip on my perfectionistic tendencies.

The name is memorable and gives you a way to acknowledge your shortcomings in a positive manner. The problem isn't perfectionism but maintaining the right level of it.

Also Highlight Good Habits

You can create multiple personas and they don't just have to focus on your bad habits. They can reflect positive traits.

Get It Done Gwendolyn refers to the moment when I realize I need to focus and work quickly to meet a deadline. Take Your Time Tony inspires me to slow down and consider or enjoy something.



These nicknames can inspire future performances by giving you the chance to make little adjustments to your behavior.

Former NBA star, Robert Horry, is a great example of using a persona in high pressure situations. While Horry's career 7-point scoring average may not be that impressive, his ability to hit clutch shots in high stakes games helped him be a part of seven NBA championship teams. He consistently performed extremely well during the playoffs. Horry would refer to his playoff persona as *Big Shot Bob*.

Identifying these names can also be a powerful team building activity. Make them fun and consider some alliteration. It gives you the opportunity to put a spotlight on a potentially negative situation in a positive way. It's done with a level of humor and an acknowledgement that we all have the potential to improve.

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 wrote the book, *Stuck on Yellow* and is the host of the 2 Minute



Takeaway Podcast. Ken's weekly productivity tips can be found at: www.KenOkel.com.

BONECO Announces Acquisition of ENVION Brand

eading global home environment company BONECO AG, a sixty-year-old Swiss company, is pleased to announce the acquisition of the wellknown American ENVION brand, including the Therapure and Ionic Pro air purifier brands, effective May 1st, 2019.

BONECO is the "Healthy Air" company well known for its leading position in high-end air washers, humidifiers, fans, and purifiers. The ENVION brand acquisition will strengthen BONECO's market presence in North America and give it a strong position in the air purification segment.

BONECO's global business is experiencing significant growth and in the last 3 years, BONECO has renewed its product range with dynamic growth resulting from new customer acquisition and expanding various channels of business. This acquisition positions BONECO for significant growth in North America and will increase distribution of the ENVION Brand in Europe, Eastern Europe, Russia and Asia. BONECO USA & ENVION's NA offices will be located in Los Angeles, CA.

ENVION Therapure:

Top Selling Tower Air Purifier with UV! Over 2 Million units sold!

Triple Action Air Purification for Powerful Results.

- Permanent HEPA-type filter helps remove airborne particles as small as .1 micron.
- UV lamp helps reduce airborne germs, bacteria and viruses.
- Helps reduce harmful chemicals in the air.
- Available on the market since 2006.

thera pure



The New Padded Zipper 2.0 Version (2019)

Solves the #1 complaint of the old padded zipper central vacuum hose covers!

he New Padded Zipper 2.0 Version (2019) combines the best of 2 worlds: the effectiveness of knitted hose covers with the convenience of the padded zipper hose covers all in one.

The New Padded Zipper 2.0

Version (2019) hose cover's main body structure is that of a Padded Zipper hose cover, and the handle and cuff ends are that of the Knitted hose cover.

The knitted ends of the **New Padded Zipper 2.0 Version** (2019) hose cover fit snug and allow lateral stretch to create a superior & effective fastening method, using the patented "Twist Tail®" nylon twist ties for a **non-slip performance**.

Included in every package are 4 Twist Tails[®] nylon ties. These nylon ties are designed with a twist-



off action for a clean, no tool installation, leaving no sharp cut offs. The main body is made of a quilted/ padded fabric with a hidden zipper along its length. The hidden zipper ends provide a complete finished look as well as prevent scratches that occur from exposed zippers while in use.

The **New Padded Zipper 2.0 Version** (2019) requires no tubes for **easy installation**. Each end of the hose is easily slipped through the knitted tubular material and secured with patented "Twist Tails®" ties (2 ties per end). Then the zipper is easily slid from the cuff end to the handle end to close the padded fabric along the hose. Done!

For more information or to find a distributor in your area, please contact Fred Asta from F2M International Inc. at 905-856-5120 or email fasta@socit.ca.

Congratulations 2019 Spring Cleaning Month Prize Winners!



Prize winners Brenda & Kelly Foley with Joni Rutten (left) of Rutten's Vacuum Center in Carroll, IA.



2019 Grand Prize winner Patrick Henry with Betty Hadley of Dave's Vacuum Clinic Limited in Bridgewater, NS.

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Three Ways to Botch Your Business Storytelling

By: Mario Juarez

he enjoyable art of storytelling is as old as the first cave dwellers who built a campfire and started talking about their lives. Our love for good stories has only grown with the passing centuries and especially with the wide-open portal of modern media.

Yet, scanning the crop of business guidebooks on telling stories for advertising and marketing, you'd be tempted to think it's some newfangled idea.

Storytelling is a tool. Powerful for sure, but it's just a tool. And, like any tool, it needs to be cared for, learned, and used with skill. A poorly told story can hurt your business as much as a good story can help it.

Let's cut to the chase – here are three storytelling inspirations that are *guaranteed to flop and help you fail:*

• **Mistake #1: Focus on your fabulousness** — You've spent tons of time and money building your successful business. Naturally, you expect everyone to care, to admire you, and to want to spend time with you. Because really, all you have to do is tell the dramatic story of your success and the customers will come running.

"A poorly told story can hurt your business as much as a good story can help it."

Here's the hard truth: Your customers and investors don't care nearly as much about you as they care about themselves. Moral of the story: stop talking about yourself and start talking about them.

Don't worry if it's hard – hey, it's the hardest – and best – lesson anyone in business has ever had to learn. For your story to capture your customers' hearts and minds, it needs to be fashioned to resonate with their values. The best marketing campaigns are always built by doing the very hard work of learning about the customers' aspirations. Do whatever it takes to learn about and demonstrate your deep understanding of their pain, and where they're feeling held back. Then tell them how you can ease their suffering and help them reach their dreams. Only then, when they care, should you start talking about your products and services.

• Mistake #2: Make yourself the hero — In 1949, Joseph Campbell introduced the idea of the *Hero's Journey*, based on his study of mythology and literature. The *Hero's Journey* is the universal story of the hero who embarks on a great adventure, defeats the forces of evil, and returns transformed. Luke Skywalker and Wonder Woman are excellent examples.

When you're writing the story of your business, it can be tempting to cast yourself as the hero. But this is a mistake. Sorry to be the bearer of bad news, but the sad fact is that you're never going to be the hero, straight out of the box. Not one of your customers – not one! – will ever go breathless at the story of how your products and services bravely overcame the competition, discovered their inner power, and wound up trending on Twitter.

Sadly, you don't get to be Luke Skywalker. But the good news is you might get the part of Obi-Wan Kenobi. That's because there's always a wise mentor in the Hero Story who shows the hero the sure path to success.

Your customer is the hero. And if you're wise, you can serve the customer as a mentor. That's the role you need to cultivate.

• Mistake #3: Turn your buzzwords into stories — "Everyone needs to hear our catchphrase, tagline, and mission statement!"

No. While these things matter, they aren't stories. They're the last line of the story. They're the roadmap that guides your business, but they don't solve the customer's problems.

A great business story tells the customer how someone faced a difficult challenge like theirs, and how your products or services helped them. **Great stories are** grounded in real-life experiences and filled with people, places, challenges, and victories.

Microsoft's mission statement is: "Empower every person and every organization on the planet to achieve more." On the face of it, it's almost meaningless. Yet Microsoft was smart enough not to plaster its marketing communications with corporate drivel. Instead, they translated the statement into action, challenging their communicators to get off their butts and do the hard work of getting to know their customers' real-life needs and solving them.

Microsoft's corporate mission statement was the back story of its wildly popular 2019 Super Bowl ad for the new Xbox Adaptive Controller. It told a beautiful story of a bunch of wonderful kids who happened to have disabilities, and how they could now join the world of gamers as full participants because of the product. It was a profound and memorable human story that brought Microsoft's mission beautifully to life.

Where are your stories?

About the Author: Mario Juarez is an organizational consultant, coach, and motivational speaker. He focuses on helping organizations and individuals achieve better business results through strategic storytelling. An award-winning former journalist, Mario led a series of innovative communications initiatives at Microsoft before founding his company, StoryCo, which serves clients across a range of industries. Visit www.mario-juarez.com.



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Is Your Vacuum Store Using Google My Business?



BY JUSTIN HAVER, GOVACUUM

Preface: This article utilizes QR Codes. Please download a QR reader app on your phone. Many can be downloaded for FREE. Android users please search The Google Play Store – Apple iPhone users please search The App Store.

n 2012, I wrote monthly articles about utilizing the Internet to attract local customers to your store. Since then, a lot has changed with the Internet, technology and marketing.

Today we are at the dawn of a new Internet with Web 3.0 on the horizon. Web 3.0's timeline and story is still untold. Experts agree that we can only guess

"Google My Business allows you to manage your store's identity across Google services and their affiliates. You can add promotions, products, store hours, your website & more." how it will alter our daily lives in the future. That said, one thing we DO know is the future of Web 3.0 decentralized blockchain, meaning it will connect us and our information like never before.

Without speculation, here are a few definite things that will happen with Web 3.0:

- The Internet data will no longer transfer on the same transport protocols.
- Devices in your home will communicate with you (and others) in ways we can't even dream of yet.
- Marketing will evolve and be tailored to each user (yes, just like in *Minority Report*).
- We will see a lot more automation thanks to selflearning A.I. (Artificial Intelligence).

With all these changes around the corner in less than 10 years, is your business ready? For the next year, I will write a monthly article in the VDTA News magazine on steps you can take to help boost local exposure for your store. We will review what you can easily do today (most of it for free) to boost your sales by utilizing the Internet of today – while preparing for the Internet of tomorrow.

GOT GOOGLE?

Having a Google account is the first step in marketing. If you are not using Gmail or other Google services such as *Google My Business*, I would suggest you sign-up for a free account now. If you have AOL or another email service, you can keep it but still sign-up for the free Google account. Once you establish a Gmail account, you'll be ready to set up your business with *Google My Business*.



Here is a QR Code to sign up for *Google My Business.*

Google My Business allows you to manage your store's identity across Google services and their affiliates. You can add promotions, products, store hours, your website, phone number, address, videos, and more. This is the single most important thing you can do to start online marketing for your store. It's free and will really help boost exposure for your business.

Last year a vacuum professional named Chuck Earls created a Facebook page for vacuum dealers. It's a forum where we all share ideas, knowledge, and insights about everything vacuum-related. Currently the group has around 400 members. No manufactures are permitted, only dealers.

In this Facebook group, I made a 1-hour instructional video on how to get a vacuum store business set up correctly with *Google My Business*. I also reviewed and shared the code to make sure your website is set up to *Schema rich snippet standards*. *Schema* is the

structured data that Google and others require for a better user experience, and having it makes all the difference.



To view the instructional video, scan the QR code on the left.

vacuums / sewing machines

on Facebook marketplace.

5. Run a local targeted

Facebook ad campaign.

6. Use Facebook Pixel to

recently visited your site.

re-target local customers with a coupon who have

Next Month's Topic: FACEBOOK and HOW TO:

1. Set up & **optimize** your store's page

2. Create **targeted offers** (coupons, sales, deals)

3. **Set up events** and contest promotions

4. Quickly **list a product** (including used and new

Each month, the article I write will have an online video to reference with detailed directions on how to implement that topic of the article.

Isn't That Special?

o, you want to feel special? Don't we all?

Now imagine your retail store sales floor. A customer is in the store, and they are on a rant. They are a high-dollar customer who has made several purchases and always seemed happy. But they aren't happy now! The customer claims the machine you sold them is a "piece of junk." Unfortunately, it was a top-of-the-line sewing and embroidery machine with a price tag of over \$15,000. And they just aren't happy with the performance of the machine.

They calm down as you go through the service record on their machine with them. After seeing it's been in your Service Department a couple of times – and knowing the "discriminating taste" of this customer – and realizing she has purchased tens of thousands of dollars in product from you over the years – you make an "executive decision" to replace the machine for her. She's going to be elated over the replacement machine and going Would they begrudgingly replace the machine after lecturing the customer about the trouble she's caused?

Or, would they work things out with the customer, letting her know we don't normally replace machines but since she is a good customer with an admittedly problematic product, the store wants to take good care of her. YES, finally, the right answer!

What if you have a newer manager or just don't have the confidence to delegate these types of decisions? There is nothing wrong with making any high-end replacements your decision only. Just be available via phone or text with your staff. Don't let this high-end customer go home mad.

To a certain extent, Retail is a very inexact science. Every customer is different. Some owners and managers make rules for the above types of situations

to, once again, be giving others positive feedback about your store.

Now let's imagine the *other* scenario. The same customer

comes in, and you've been having a bad day. It seems like every customer that comes in the door is needy. If you replace the machine for the unhappy customer, you are going to be sending the machine in to the manufacturer, having to pay freight both ways, and perhaps even get a bill for labor on the repair.

To top it all off, you will have a used machine that now sells for \$2,000 less than a new one. THAT'S NOT FAIR, and you let the customer know that. She walks out the door with her "lemon" in tow and you never see her again. GOODBYE! You won. RIGHT? You may think you are right in not replacing the machine, but in all reality you lost. You not only lost tens of thousands in potential future business with this customer, but also the business of others if she is vocal about her bad treatment at your store.

Hopefully, in realizing the lifetime value of the customer (the amount of product they have already purchased and the amount of product they may purchase in the future), most of us would go with the first scenario. But what if you were out of the store and the same situation came up. What would your manager do? Would they send the customer packing?

"To a certain extent, Retail is a very inexact science. Every customer is different."

and stick to them no matter what. Bravo if you have too much business and can afford to send high dollar customers away. I believe the right approach is to be flexible and have

those rules in place, allowing a trusted manager or yourself to make those tough calls and big-ticket replacements.

The key is to be flexible. Make the customer feel special and keep that high-dollar customer shopping at your store. A lot of people have trouble with my "It's retail and there are no concrete rules" philosophy but.....It's retail and there are no concrete rules.

Treat every customer as a gift. Chances are that customer has options on where to shop and they

chose you. Now, doesn't that make YOU feel special?

Till next time. ~**Jim**

Questions or comments are welcome.

E-mail: jimbarnhardt@msn.com



JIM BARNHARDT J & R Vacuum and Sewing VDTA•SDTA Board Member

Father's Day Spending Expected to Reach All-time High of \$16 Billion

mericans were expected to spend more than ever on gifts for Father's Day this year, according to the National Retail Federation's annual survey conducted by Prosper Insight & Analytics. Total spending for the holiday is estimated to reach \$16 billion, up from last year's \$15.3 billion.

"Fathers, husbands and sons can expect to feel the love this Father's Day," NRF President and CEO Matthew Shay said. "Over the past decade, spending on Father's Day gifts has increased significantly. Retailers are ready with gifts that will have no problem impressing dad."

Father's Day spending has grown 70%, approximately \$6.6 billion, since 2009. The biggest drivers of Father's Day spending are growth in spending by consumers ages 35-44, and spending on clothing, special outings, and gift cards. This year, 75.9% of people plan to celebrate and are expected to spend a record \$138.97, up from last year's \$132.82, and up from \$91 in 2009.

Consumers ages 35-44 plan to spend the most at an average \$197.66, over \$100 more than this age group spent 10 years ago. Men planned to spend the most for Mother's Day this year and are also likely to spend more than women for Father's Day at \$160.74 compared with \$118.29.

"It's important to consumers of all ages that their gift for dad is unique and creates a special memory," Prosper Vice President of Strategy Phil Rist said. "For example, subscription box services have become a popular unique gift option, particularly among younger consumers."

Gift Category	Percent planning to purchase	Expected average per-person spending	Expected total spending
Greeting cards	61.7%	\$7.22	\$830 million
Home improvement or gardening supplies	16.5%	\$8.07	\$927 million
Books / CDs	21.5%	\$5.12	\$558 million
Sporting goods	16.3%	\$7.16	\$822 million
Clothing	46.0%	\$21.88	\$2.5 billion
Gift cards	43.0%	\$19.64	\$2.3 billion
Electronics	20.4%	\$15.80	\$1.8 billion
Other	16.6%	\$3.41	\$392 million
Automotive accessories	15.7%	\$6.17	\$708 million
Tools or appliances	17.6%	\$7.51	\$863 million
Special outing	46.8%	\$29.10	\$3.3 billion
Personal care	20.5%	\$7.88	\$905 million

According to the survey, consumers plan to purchase the following for Father's Day:

Source: NRF's Annual 2019 Father's Day Spending Survey, conducted by Prosper Insights & Analytics

When searching for the perfect gift, 39% of consumers will head to department stores, 34% will shop online, 24% will shop at a discount store, 23% at a specialty store, 11% at a specialty clothing store, and 2% via catalog. Over half (57%) of smartphone/tablet owners plan to use their device to assist in Father's Day gifting decisions, with 38 % using their mobile device to research products and compare prices.

More than half of those surveyed plan to buy for their fathers or stepfathers (53%), while others will shop for their husbands (27%) or sons (9%) among other dads in their lives.

The survey of 7,591 consumers was conducted May 1-9 and has a margin of error of plus or minus 1.2 percentage points.

About the Organization: Prosper Insights & Analytics is a global leader in consumer intent data serving the financial services, marketing technology, and retail industries. We provide global authoritative market information on U.S. and China consumers via curated insights and analytics. By integrating a variety of data including economic, behavioral and attitudinal data, Prosper helps companies accurately predict consumers' future behavior to help identify market behaviors, optimize marketing efforts, and improve the effectiveness of demand generation campaigns.

About the Organization: The National Retail Federation, the world's largest retail trade association, passionately advocates for the people, brands, policies and ideas that help retail thrive. From its headquarters in Washington, D.C., NRF empowers the industry that powers the economy. Retail is the nation's largest private-sector employer, contributing \$2.6 trillion to annual GDP and supporting one in four U.S. jobs — 42 million working Americans. For over a century, NRF has been a voice for every retailer and every retail job, educating, inspiring and communicating the powerful impact retail has on local communities and global economies.

Source: NRF

IS YOUR STUDENT ELIGIBLE FOR THE VDTA/EPSTEIN COLLEGE SCHOLARSHIP?

HISTORY:

PURPOSE:

The purpose of the VDTA/Epstein College 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), 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.

APPLICATION PROCESS:

Scholarship recipients first apply by completing the VDTA/Epstein Scholarship Application found online at VDTA.com or in SQE Retailer[™] 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 essavs (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.



The VDTA/Epstein Scholarship is funded through donations. The VDTA/Epstein College Scholarship

businessman Bernie Epstein of State Vacuum in Tampa, Florida. Bernie was guite 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 and throughout the country.

Fund was founded in 1993 and named after

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, lowa. 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 2019, the annual VDTA/Epstein Charity Night was held after the show floor closed at the VDTA•SDTA Trade Show in Las Vegas. Attendees could choose to join the fun at a table, spin the wheel for prizes, or simply cheer on their friends.

2020 VDTA/Epstein Scholarship Application - Deadline: October 1, 2019 The VDTA/Epstein Scholarship is available through the VDTA•SDTA and is for VDTA•SDTA dealer members, their dependents

The VDTA/Epstein Scholarship is available through the VDTA•SDTA and is for VDTA•SDTA dealer members, their dependents (including grandchildren), 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 and you must provide the additional documents required. Completion of this application is for scholarship consideration only.

1. Personal Information					M al al al a	1
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Year in school as of Jan. 2019 ☐ High School Senior ☐ Colleg <i>2020</i> 6. Submit Most Current Certified School Transcripts with this A 7. Write an essay (100 word minimum) on a separate document a	opplication.		llege Sopho ards of hono			
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10. Terms of Scholarship: Scholarship recipient must be enrolled for hours each year to be and remain eligible for current and future scho the recipient is an undergraduate student. Money is awarded in \$2, current scholarship amount.	larship money.	Schola	rship mone chool year v	y is pai /ith a m	d only as	long as
11. Other information: Scholarship is funded by industry donations. It recipient of the Scholarship will accept the award in person at the VDTA-S Recipient's travel, lodging and meal expenses will be provided. Not every the entire amount of the scholarship: total scholarship dollars are determining an school at the time of the award. Financial need will not be used in the scholarship will accept the award.	SDTA Convention student will rec ned by the stude	on. eive ent's	Checkli	te this Dealer Certifie	Referenced Schoo	ce Letter I Transcrip
My application is for: Academic year 2019/2020. I declare that to r the statements and information given in this application and any documentation submitted are true and accurate.),		ssay ab	out extra	-curriculars
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ail application & required documents postmarked by : VDTA/Epstein Scholarship, 2724 2nd Ave., Des Moir	nes, IA 5031		Phone: 8	300-36	67-5651	

Míele

Find the Perfect Vacuum for You With the Miele HomeCare Collection



© Apartment Therapy

Miele's HomeCare Collection was created exclusively for independent retailers. It's offered in-store only and has Miele's best warranty on the market, which is 5-years on parts and labor and 10-years on motor and casing. Our independent retailers are a key component to our success as a brand since they are experts when it comes to knowing our products and helping customers make the right purchase. We want our customers to have the best possible Miele experience when they purchase our products, and we believe that our independent retailers are top-notch advocates for this experience.

Miele designed an advertising program that promotes the HomeCare brand and educates the consumer on why they should shop the HomeCare Collection. The advertising campaign is a year-long campaign with a heavy-up during the Spring Cleaning months of March through May. All media connects back to our HomeCare website that features a dealer locator for consumers to find their local retailers. This year, Miele partnered with Food52, Hunker and Apartment Therapy during the Spring heavy-up.

Food52 is an award-winning kitchen and home website with a community of over 13 million followers. The company curates the art of joyful cooking and living, and sets out to create an inspiring place for like-minded people to come together. Miele collaborated with Food52 for the 'Spuce Up for the Season' cleaning campaign, which included two custom articles with over 318K pageviews. Our 'Deep Cleaning Tips' article was featured on Apple News, and the interactive instagram story that ran in tandem with our 'Pet Clean-Up Tips' article garnered over 31K views.





© Apartment Therapy

Apartment Therapy officially launched as a media company in 2004 and is now a renowned home and décor site with over 20MM followers. Our March - April campaign featured two custom HomeCare articles that had more than 633K impressions combined! **Hunker** is a digital platform that provides advice, inspiration and tips to create a more compelling living space. They had launched a custom HomeCare article in March where Becky Rapinchuk, founder of the popular Clean Mama blog, acted as guest speaker throughout the article offering tips and tricks for a good cleaning.

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Míele

HomeCare Dealer Spotlight Stand-Out Miele Retailers



Valone's Vacuums, FL | valonesvacuums.com

Valone's Vacuum has been a family tradition since 1960. Steve Segur followed his father-in-law Jim Valone into the business in 1983, and the footprint continues today with Steve's son Noah. Valone's Vacuum has been a staple in Clearwater, FL, for decades when it comes to servicing vacuums along with sales of new and used vacuums. Since last summer, Valone's has doubled in size to highlight the HomeCare Collection with an adequate show and tell space. Steve says, "The Miele HomeCare Line-Up of vacuums couldn't be more fitting and easier to show and sell to my customers. The industry has changed, floor coverings have changed, the way many consumers consider purchasing a vacuum has changed, so it was time for Valone's to change too. Miele has made all of the changes an easier transition with the gift of the HomeCare line-up for us as an independent dealer." Miele HomeCare is now front and center at Valone's new and modern looking showroom. Steve Segur

LoneStar Vacuum, TX | Ionestarvacuum.com

Dale Pruitt got started in the vacuum industry by selling Filter Queen Vacuums in college, which led him to open his first vacuum store in 1973 and second store in 1992. When his son-in-law Andy Pinon came on board in 2008, they later rebranded the business as LoneStar Vacuum and opened an additional location by 2015. After his father-in-law's passing, Andy continues to run all three successful retail locations in Texas. Andy believes that the Miele brand has been crucial to their business. "We pride ourselves on carrying high-quality products that truly clean, are reliable and last a long time." In reference to the HomeCare Collection, Andy states, "Having the HomeCare Collection has given us an advantage over the internet. We tell our customers that we can give them the best deal in-store by having exclusive models that come with an extended warranty plus amenities. We offer a loaner to customers that are on the fence and not sure they are ready to purchase." Andy Pinon



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The Power of the "Messy Contest"

By: Tonya Tienter

arlier this year, Lysol® co-hosted a "Teddy Bear Repair" contest, encouraging parents to send in pictures of their children's stuffed animals. It doesn't take much to imagine these animals caked in mud, covered in paint... missing stitches and eyeballs... just in overall need of repair.

The winning teddy in need of most care along with 500 others entered in the contest were sanitized and repaired by the Lysol® company. To make the Teddy Repair experience even more immersive, each of the chosen stuffed animals was outfitted with a custom

RFID-equipped tracking bracelet so parents and children could track their fuzzy friend through the whole fix-it process.

While the contest ended months ago, I'm still preoccupied with the genius of it. The success of the "Teddy Bear Repair" contest works on several levels.

• Firstly, children want to participate because it's like show and tell: They get to show the world what is so special about their teddy or stuffed toy.

• Secondly, parents want to participate because here is an easy solution to that dreaded day when "Mr. Cuddles" finally falls apart and their child is inconsolable.

• Thirdly, the contest creates a community among parents who can find humor and empathy when comparing their child's most loved, but dilapidated, toys.

• Fourth, the contest creates a trustworthy bond between parent, child, and brand as they track the progress of their stuffed animal in repair.

• Fifth, although this is a contest of "messy," it doesn't embarrass or shame participants for having a dirty, tattered toy – that's part of childhood... and parenthood.

• Sixth, the prize for being a winning participant is actually one children and their parents appreciate!

If we consider this example by Lysol® as the template for hosting a successful consumer contest, it would have to achieve the following:

• Create an incentive for sharing that makes the **participant feel special or happy, not embarrassed** or shamed.

• Create a community among participants where together, they can good-heartedly compare and even joke about their entries.

• Create trust between the participant and brand.



• Provide a prize worth winning, one that offers a solution in addition to (or instead of) just merchandise.

Being an independent floorcare store, you're in the perfect position to consider hosting a contest yourself! Maybe "Craziest Kitchen Mess" or "The Best Mess of Vacation Packing." Encourage those in your community to send in pictures or stories via email, Facebook, etc that fit your contest theme.

And remember, take care that your contest makes people feel special, not embarrassed. It's important that the contest doesn't ask people to share pictures or stories of something too personal for which they'd feel judged. An alternate option is to have contest participants send their photo/story entries directly to you. Then you post

them without providing the participant's name. This anonymity can help avoid issues of feeling judged.

Also make sure your contest allows participants to come together and laugh, chat, or commiserate about their messy kitchens, suitcases, whatever. Create an online gallery via your website or Facebook where contributors can view each other's entries and comment good-naturedly online or as they see each other in the community. Lastly, consider a prize that first and foremost solves a problem, which could mean providing a service and/or merchandise.

If you host a "Messy Contest," we want to hear about it. Email your contest or ideas to tonya@vdta.com!

Save on Dell Products NOW with your VDTA•SDTA Membership

By Joe Burklund, Membership Director

our membership with our Association means a lot to us, and so we want to give you the best value – and NEW, great benefits. In fact, VDTA•SDTA has been working with NEW companies to offer NEW discount programs to our members. One of the NEW benefits we offer is with **DELL** Computers to save you money!

Membership in VDTA • SDTA means you are part of an essential organization that exists to educate and promote independent sewing & floorcare dealers. A big way that VDTA provides support for dealers is through money-saving discount programs with our business partners. If you're a member of the Vacuum & Sewing Dealers Trade Association, you now have access to exclusive membersonly discounts at DELL Computers, dell.com. We know that purchasing computers, monitors, hard drives, and other electronics does not come cheap.

But it's essential to the day-to-day running of your business. Software programs and apps are changing so rapidly these days, you also need the right computer equipment to meet the changes head-on! We aim to help you keep costs **affordable** and changing technologies **integrable** with the program through DELL.

VDTA•SDTA members enjoy savings of up to 40% on their purchase of select Dell systems and Dell branded electronics and accessories. Eligible Dell products include Latitude laptops, Optiplex desktops, Inspiron and XPS laptops and desktops, PowerEdge Servers, and the company's awardwinning, best-selling line of monitors.

And all those savings on electronics really do add up! By using this benefit program, it is a step towards keeping more money in your business, money that could be used for buying more product, purchasing displays, whatever you choose!

VDTA•SDTA members can go to the Members Portal at www.vdta.com, sign in, and gain access to these outstanding programs. The Members Portal contains instructions on how to take advantage of the Dell program, and don't worry – it's quick and easy. If you're not a member but would like to get these savings, we encourage you to JOIN VDTA•SDTA today. A 1-year VDTA Membership gets you ACCESS to the DELL benefit and all the OTHER BENEFITS too, including 75% savings on the annual



VDTA•SDTA Show registration, our monthly trade magazines, free marketing kits, and so much more. All this for less than \$11 a month*. It truly does pay for itself!

*price refers to single-store dealership; price subject to change.

To join or renew your VDTA Membership, go to www.vdta.com, click on the Membership tab, and select Join from the drop-down menu.

For more information or to sign up over the phone, call 800-367-5651 to speak to a friendly staff member!



Vacuum Brands' Attempt to Differentiate Can Get Complicated, J.D. Power Finds

Dyson Ranks Highest in Two Segments, Electrolux Ranks Highest in One

SOURCE J.D. Power

Acuum brands are working to "clean up" in areas that influence customer satisfaction by using marketing tools to differentiate themselves, according to the J.D. Power 2019 Vacuum Satisfaction Study.SM

"Vacuum brands are constantly working to improve messaging for product features and benefits, which, when effective, can be beneficial to customer satisfaction," said Christina Cooley, Director of the At-Home Practice at J.D. Power. "Changing the messaging can be a tricky

thing, but if a brand can find the sweet spot of being informative and descriptive—without being excessive—it will see happier and more loyal customers with a cleaner house."

Study Results:

Electrolux ranks highest in the canister segment with a score of 847, followed by Miele (846) and Dyson (835).

Dyson ranks highest in the stick segment with a score of 856, followed by Shark with a score of 845.

Dyson ranks highest in the upright segment with a score of 857, followed by Shark with a score of 848 and BISSELL with a score of 843.

The 2019 Vacuum Satisfaction Study is based on responses from 4,092 customers who purchased a canister, stick, or upright vacuum in the past 12 months. The study was fielded in January and February 2019.

For more information about the Vacuum Satisfaction Study, visit https://www.jdpower.

com/business/resource/ us-vacuum-customersatisfaction-study.

See the online press release at http://www.jdpower.com/ pr-id/2019069.

About the Company: J.D. Power is a global leader in consumer insights, advisory services and data and analytics. These capabilities enable J.D. Power to help its clients drive customer satisfaction, growth and profitability. Established in 1968, J.D. Power has offices serving North America, South America, Asia Pacific and Europe.







Collecting Dust

By: Tom Gasko

lectrolux vacuums has always been one of my all-time favorite manufacturers of sweepers. Here, in the new Museum of Vacuums, we have my three all-time favorite models of which I'm most proud.

For those who might be wondering what the red "case" is in the bottom righthand side of the lower right photo, it is an Electrolux salesman's carrying case. Electrolux salesmen always delivered a

brand-new sealed machine to the customer and kept their display model to use over and over during demonstrations. The "case" held the Electrolux along with its complete attachments and kept it "nice" while rolling around in the salesman's trunk of his car.

The 1957 Electrolux Automatic F in two-tone cream and gray is my

all-time favorite model. Owned by a beloved Aunt, this machine was one of the first vacuum cleaners I ever saw. As a three-year-old, I would watch in amazement as the front door "popped" open when the bag was ready to be changed. *How did it know*? The flip-over attachments seemed to my young mind extraordinarily well designed and easy to use.

The 1967 bronze Model G is a fairly recent addition to the Electrolux collection. Discovered by a dear friend at an estate sale, this cleaner was probably used 5 or 6 times to do the dusting. The original box is a great find as well. This machine also has the optional Power Nozzle as well as the original receipt and instruction manual. I never thought my friend would part with it, but fate intervenes and now the Model G lives at the new Museum of Vacuums in Rolla, Missouri. The 1968 blue Model L is most special to my heart. I was a six-year-old boy when our neighbor bought it. I was fascinated with the telescopic electric wand and the pistol grip

hose handle. No other vacuum I knew of had those features. At the age of 8 (two years after our neighbor bought it), I was offered the cleaner when

> the family moved to California into a house with a central vac. I was beyond thrilled. I have kept it exactly like I received this machine 49 years ago. It's like it was stored in a time capsule.

Mid Missouri Vacuum also houses the new Museum of Vacuums. Stop by for a free tour of over 100 years of vacuum cleaner history. All displays work and we love plugging in and demonstrating these fascinating works of engineering art. Located at: 410 South Bishop Avenue, Rolla, Missouri, 65401; 9 AM – 5 PM Monday through Friday. Call 573-261-9577.







TOM GASKO Mid Missouri Vacuum













VDTA/Epstein

Kristine Ashcroft, Ion Frato, Donna Tscherne, Iulie Barth, Seanna Ault, Stephanie Davies, Heather Hinds, Angel Herndon, Liz Wilts, Adam Martin,

Amy Normandy, Aaron Herm,

Cory Carr, Starr Herndon, Molly Murphy, Megan Greenawalt, Andrew Neill, Nina Schur, Carolina Rodriguez, Jesse Dunn, Jan Proctor, James Murphy, Megan McAdams, Ryan Barber, Jennifer Reichert, Ryley Schultz, Ethan Miller, Emily Schehlein, Jocelyn Mullins, Matthew McAdams, Alexandra Wile, Randi Jo Holloway, Anthony Brady, Kaitlin Sobelman, Billy Dedich, Bradley Chippi, Megan Arnold, Brady Yarborough, Faith Carpenter, Emilee Edman, Abigail Herring...



YEAR

Anniversary

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Scholarship

2019 marks the 25th Anniversary of the VDTA/Epstein College Scholarship

Support the youth of our Industry,







Donate to the Scholarship fund and make a difference!

The Scholarship Fund has awarded OVER quarter of \$1 MILLION in Scholarship money to 41 students and counting!

Donate at VDTA.com or call 800-367-5651 today

With <u>YOUR donation</u>, we can continue making this scholarship possible!





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If We Fail to Learn, We Fail to Grow

By: John Tschohl

"If you are not willing to learn no one can help you. If you are determined to learn no one can stop you." ~ Zig Ziglar

believe that learning is the fundamental activity in a successful and purposeful life. I have spent much time and money since 1979 learning about everything related to customer service. The result has led me to position myself as the leading service strategist and expert in the world. I have been given endless opportunities to learn,

and I realize that the more difficult the situation, the more likely I am to learn and take that inevitable leap to move ahead with confidence.

Mark Cuban is the epitome of this principle. In his early 20s, he bought a \$99 computer and taught himself how to program by reading every manual he could find. The result? A thorough understanding of the technology he was selling and the insight to make it better.

Mark Cuban has the kind of wealth that every startup and entrepreneur dreams of. He's also earned every cent of

it himself. Listed on Wikipedia as an American businessman, investor, film producer, author, television personality, and philanthropist, the selfmade mogul and star of *Shark Tank* founded his first company at age 25. He is currently estimated to be worth in the region of \$3+ billion. Driven and determined, he knows what he wants and has the self-belief and ambition to make it happen.

"Live as if you were to die tomorrow. Learn as if you were to live forever." ~ Mahatma Gandhi

Invest in your success.

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 can be anything you can dream of. It's about taking chances, being proactive and ready. Great things are not going to happen for you unless you believe it, see it in your mind, and focus on that goal.

I take great pride in learning from some really great people in my life. First is my mother. She passed in 2003 at the age of 102. She gave me the selfconfidence and self-worth to reach my goals.

> Other influencing people I have been blessed to share time with include the late Paul Meyer, leader of the Success Motivation Institute. He taught me how to set goals, use visualization, affirmation, and make money. He also gives credit to *his* mother. He states "My mother planted the belief in me that the riches of all creation belonged to me if I wanted them and claimed them."

Vernon Hill is an American businessman and the founder/ chairman of Metro Bank, a UK retail bank with 66 stores and assets \$28.6b. He taught me to never give up and to do what others wouldn't even think of doing. And, he's a good friend.

Also Minnesota congressman, the late Bill Frenzel, who was on

the House Ways and Means Committee. His gifts to me were priceless. He showed me the benefits of being a good listener and he was humble.

Learn from your mistakes.

The process of learning from our mistakes is truly invaluable and is something we need to run toward, not run away from.



"Unless you try to do something beyond what you have already mastered, you will never grow." ~Ralph Waldo Emerson Every successful company has ups and downs, but the good ones look at it differently than the ones that choose to give up. Starbucks has experienced its share of failures and setbacks. When the economic downturn caused the coffeehouse industry to implode, Starbucks was ill-equipped to survive in a world where caffeine aficionados could no longer afford to drop \$5 on a cup of java. Despite the odds, the brand managed to refine its business model and adapt to changing economic circumstances.

In a sense, every day you either grow or die mentally. Learn about your company, learn about your products, and learn about your customers.

"With learning comes self-fulfillment." ~ John Tschohl

About the Author: John

Tschohl is a professional speaker, trainer, and consultant. He is the President and founder of Service Quality Institute (the global leader in customer service) with operations in over 40 countries. John has written several books on customer service including *Moving Up*, *A step-by-step Guide to Creating*



Your Success and has available the 13th edition of AETCS. Both books are available on Amazon. John is a self-made millionaire traveling and speaking more than 50 times each year. He is considered to be one of the foremost authorities on service strategy, success, empowerment and customer service in the world. John's monthly strategic newsletter is available online at no charge. He can also be reached on Facebook, LinkedIn and Twitter.



VDTA NEWS July 2019 | FLOORCARE & CENTRALVAC Professional™

Vacuuming Diamonds

By: Fran Tabor

re you ready to take the "Acres of Diamonds Neighborhood Challenge?"

L The challenge is simple: Go on a "walkabout" to your neighboring small businesses, giving each an information sheet about your business.

Your goal: Turn anonymous neighbors into friends and customers.

The "Acres of Diamonds Neighbor Challenge" name comes from the famous Russell Conwell Acres of Diamonds commencement speech. It is the true story of Lamar, a young farmer in Africa who caught the 'Diamond Fever' sweeping the 19th century. He sold his farm to search for diamonds. Years later, broke, a failure, he died.

The man who bought his farm discovered diamonds in its dirt. That

farm became one of the most productive diamond mines in the world. Lamar walked away from a fortune because he refused to seek value in his own backyard.

Those farmyard diamonds looked like rough, dirty pebbles. They needed to be cleaned, polished, and cut to become valuable gems.

Your immediate business neighbors can be your Acres of Diamonds.

Too often when we spend money advertising for new customers, we ignore our own backyard. Our business neighbors need what we sell. Most need our expertise as well, but don't know they need it.

When was the last time you visited each of your neighbors? Or shared, "I'm just a few steps away. If you need emergency vacuum help, I'm your (wo)man! We both know how important it is to have a clean store to compete in today's market. I give special service and rates to my neighbors to help us all compete with the internet and Wal-Mart!" A single page, large print "brag sheet" that lists a few products and services you offer plus a sentence about why you are wonderful is a nice "leave behind," especially if it includes a free gift offer for the next time the person visits your store, sheet in hand.

Special challenge: Write down the name of every business you did not know operated near you. When most people take the "Acres of Diamonds Neighbor Challenge," they discover stores they didn't know existed.

If you did not know about them, do *they* know about *you*?

Some 'free' gift ideas: Single Unger pills, the economy microfibers from Direct Mop, sample packet of hand lotion such as available from Gloves in a Bottle. Just ask your suppliers what they have that you can give.

Have fun harvesting the diamonds in your own backyard.

About the Author: Fran Tabor is the author of Sh-h-h-h it's a Secret! How to Compete Against the Net, based on a compilations of VDTA articles, and Live Abundantly! 50 Business Lessons from the Bible. New Release: The Mopsters, a fun story of two cleaning ladies trapped between the FBI and the Mob, armed with a mop!

What is the Definition and Meaning of Tacit Knowledge?

By: Patricia Lotich, ThrivingSmallBusiness.com

acit knowledge is one of the most important and valuable resources organizations have. This unwritten knowledge base is often overlooked and unappreciated. The definition and meaning of tacit knowledge is:

"All of the collective know-how, techniques, processes, and difficult-to-articulate expertise that is part of an individual's or organization's knowledge base. It is usually not written down anywhere and is part of a collective knowledge pool that is often the basis for the culture of the organization & how work gets done."

"Tacit knowledge can offer a competitive advantage because competitors will have a difficult time replicating it." As organizations develop and grow, they create a history. This history is written by the culture, the employees, and the day-to-day events that define the organization. It is those everyday occurrences and pieces of history that make up tacit knowledge. This knowledge is rooted into the way an employee thinks.

Employees can be taught job responsibilities in a step-by-step process, but transferring the *why* or the *history* behind tasks and responsibilities is often more difficult. It gets into the **unwritten rules** or norms of the organization.

Characteristics of tacit knowledge are those things that employees learn over time but are difficult to incorporate into a training or orientation program.

An example of tacit knowledge might be: a customer service representative may learn how to deal with difficult customers by experiencing many interactions over time. These experiences help the representative know how to respond in certain situations. Customer service training can help to a certain extent, but it often takes experience and practice to learn successful responses.

It is difficult to give every example in training, so having a seasoned person mentor new employees can help **transfer** that knowledge and experience to them. Organizations with high employee turnover run the risk of losing some of its established culture norms as well as valuable tacit knowledge. And employees who walk out the door after being with an organization for a long time take with them some very valuable wisdom that they learned along the way.

4 Tips to Managing Tacit Knowledge

1. Mentor New Employees

Assign a mentor to new employees. This can be part of a new employee orientation process and the new hire acclimation period. These seasoned employees can help transfer that knowledge and develop relationships that can capture new perspectives.

Understanding a new employee experience can also provide important information on best practices for orienting new people to the organization.

2. Focus on Employee Retention

Employee turnover is expensive. Work to create an employee retention plan so you can keep your best employees.

It is expensive to recruit, hire, and train new employees, so the most cost-effective way is to retain good employees, which can help sustain a strong tacit knowledge base?

3. Provide Opportunities to Share

Provide employees with opportunities to share experiences. This can be as informal as weekly staff meetings or as formal as annual employee events. The more employees share with each other their experience and lessons learned, the more an organization is able to capture this valuable knowledge.

4. Document All Processes

Take the time to document all work processes and systems with written policies and procedures. This is extremely important because some seemingly unimportant tasks may be significant to the customer service experience.

There are ways to automate this process, but it is important to have very detailed and written process steps for every job.

In a world where employees don't experience the same tenure as earlier generations, losing tacit knowledge can have an impact on organizations that are strong in culture and tradition.

Tacit knowledge can offer a competitive advantage because competitors will have a difficult time replicating it. It makes up the inner workings of the organization, how it thinks, how it responds, how it does, how it gets along, how it cares – it is the culture.

Do you have a handle on your organization's tacit knowledge?

To view this article in its original format, please visit www.thrivingsmallbusiness.com

Source: ThrivingSmallBusiness.com

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2020 Hall of Fame DEADLINE: OCTOBER 1, 2019

Floor Care: Independent Dealer
 Floor Care: Mfg./Dist./Sply./Field Sales

Sewing: Independent DealerSewing: Mfg./Dist./Sply./Field Sales

(Please check only one category)

Completion of this application is to be done by the nominator only. Nominees are not guaranteed to be inducted. It is encouraged and allowed to re-apply. Submit high-res color photograph of nominee if available.

CRITERIA FOR HALL OF FAME

- 1. Nominee must be a current member of VDTA•SDTA if in business or a past member if retired or deceased.
- 2. Nominee must have a minimum of 20 years in the industry.
- 3. Nominee must have made considerable contributions to the industry.
- 4. Nominee must have been involved with the association in ways to help others in the industry, ie: taught classes at the shows, association member, helping others with marketing ideas and customer service ideas, etc.
- 5. Nominee must have been involved within his or her community.
- 6. Nominee must have made a difference in someone's life associated with the industry and/or their community.
- 7. Nominee must have worked toward maintaining a positive public image of the independent vacuum and sewing dealer.
- 8. Include **letters from at least three (3) people** attesting to nominee's qualifications for induction. Letters can be from community leaders, other dealers, manufacturers and their representatives, etc.

1. <u>Nominee's</u> Last Name:	First Name:	Middle Ini
2. Company:		
3. Address:		
4. Phone:	E-mail:	
5. Date of Birth:	Date of Death (if applicabl	le):
6. Place of Birth:		
7. Nominee's local/hometown newspaper: _		
Address:		
City, State, Zip:		
8. <u>Nominator's</u> Name:		
Company Name:		
Address:		
City, State, Zip:		
Phone:		
Relation to nominee (if any):		
9. Nominator: Write on a separate piece of p believe this individual should be consider		ords or less why you
10. Nominator: Write on a separate piece of piography of the nominee including a list		

Send all required documentation postmarked by October 1, 2019 to: VDTA•SDTA Hall of Fame Selection Committee, 2724 2nd Ave., Des Moines, IA 50313 Call 800-367-5651 with any questions.



Inside of Brochures

Back of Repair Tags

Disposable vacuum cleaner bags

Change disposable bags when half full and never try to empty and reuse them.

Vacuum bags are made of filter paper which traps dust particles and allows the air to pass through.

As the pores of the bag become clogged. air will not pass through freely, reducing cleaning efficiency and making the vacuum motor work harder with the possibility of overheating.

The now clogged bag has lost most of its filtering capability. Incoming air and dust can force the dust that is in the pores of the bag into the motor and back into the room.

Emptying and reusing a disposable bag cuts cleaning efficiency by 50 percent or more. The pores in the filter paper are full which blocks air flow, thus reducing cleaning efficiency.

The quality of the filter paper combined with the quality of manufacturing determines not only the price of the bags, but the efficiency of your vacuum cleaner. In the long run. bargain-priced bags sold in discount stores or supermarkets cost the consumer more in vacuum repairs and devaluation of carpet and home furnishings.

If your vacuum is not cleaning efficiently. it allows the sand and grit to build up at the back of your carpets and in furniture, causing excessive wear.

Your independent vacuum dealer sells only quality replacement parts and supplies. Their professional advice could save you hundreds of dollars!

Keep a supply of vacuum bags on hand and you'll be more likely to change the bag when it is full.

How often should you service your vacuum?

Your vacuum should be serviced every 6 to 12 months.

As dirt, dust and lint pass through your vacuum cleaner, a buildup in the bearing housings and bearings will slow down the brush roll causing excessive wear on your vacuum motor and belt.

Over a period of time some brushes become soft, lose effectiveness and need to be replaced. A worn out brush may still look completely fine. If not replaced, it will simply turn, never, touching the carpet. This cuts your cleaning efficiency by as much as 50%

Accumulated dirt and dust in the motor bearings will slow down the motor along with a sluggish brush roll. The result is an overheated motor which can drastically shorten the life of a vacuum motor or even require total replacement of the entire vacuum.

Carbon brushes in the motor transmit electricity to the armature. As the motor turns, the brushes wear out.

Should they wear out, the electric wire could touch the armature, cause a short circuit and ultimately burn out the motor. Dust and lint building up in the motor can become lodged

The drive shaft or motor pulley turns the

provides the necessary agitation to deep

After about three months the belt has

stretched, causing the belt to slep on teh drive shaft. This means the brush roll turns

slower nor not aat all. The vacuum still picks

up the easily seen surface litter, but the sand

and grit at the base of your carpet starts to build up, causing excessive carpet wear.

Choose a quality belt pruchased form your

If your new belt is too loose, the brush roll

will turn slow, if at all. If it is too strong or tight, it puts excessive wear and strain on

local independent dealer.

clean your carpet.

belt which causes the brush roll to turn and

between the armature and carbon brush causing motor failure and may even present a fire hazard.

If the vacuum cleaner you purchase has enough air flow and suction to lift the carpet nap to the brushes, the vacuum will brush the nape and help it to stand up properly. The result will be newer looking and easier to clean carpet.

if your vacuum is performing poorly, the carpet nap will remain matted and packed down from foot traffic. Sand and grit cannot be pulled from flattened carpet fibers. Dark colored traffic trails begin to appear. As the sand and dirt build up, it acts like sandpaper, slowly wearing and cutting the carpet fibers as you walk across it.

Let your independent vacuum professional service your vacuum every 6 to 12 months and avoid these potential problems. Keep your vacuum working at its maximum cleaning efficiency - the beauty and longevity of your carpet and upholstery depend on it.

The overall appearance of your carpet depends on a good vacuum cleaner.

Why change your vacuum belt? What is the purpose of the vacuum belt?

your motor and bearings which can cause damage and the need for repair.

Compare the size of a new belt to that of an old belt. Don't make your vacuum work that hard.

It only takes a minute to change a vacuum belt, but it can save hours of cleaning time and effort.

Let your independent dealer help you select the right belt for your vacuum. Such advice could save you hundreds of dollars.

Let your dealer install the belt, as well. The proper tension will make all the difference in your cleaning efficiency.





Back of Postcards

Sewing Repair Tag Vacuum Repair Tag



/isit vdta.com for clearer images

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15 Years Ago...













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*subject to change for a smoother traveling experience

COST

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-Tour guide tip/gratuity not included in cost

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-Proof of International Medical Insurance must be provided 30 days prior to departure -Special dietary needs must be arranged in advance

Classified Ads

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MERCHANDISE FOR SALE:

Looking for Dealers. Namco's Newest Floor Machine, Namco FloorWash. Light-weight, easy to use. Does all types of floor surfaces. www.floorwash.com/ en-us. (3-6)

BUSINESS FOR SALE:

Sweeper Depot is Battle Creek's sole vacuum cleaner store. Long-established with supplemental income and living quarters. 225K. Contact Mitch at (269)963-3440. (1-1)

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TOPS VACUUM & SEWING. HIRING FOR ALL POSITIONS! Longarm Installer: Experience with HandiQuilter a must Sewing Mechanic: Experience necessary (Brother / Baby Lock)

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