

VDTA NEWS

VACUUM DEALERS TRADE ASSOCIATION

The trade publication for the independent retailer

June 2019 | ISSUE 453

www.vdta-sdta.com

FLOORCARE
CENTRALVAC
Professional™

IT'S A

SPICK AND SPAN, SUN AND SAND,

TYPE OF SUMMER!

M.D. Manufacturing
Opens Eastern
Distribution Center, p24

Is Your Business
Instagrammable? p25

18 Best Business
Articles of All
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VACUUM DEALERS TRADE ASSOCIATION

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ASSOCIATION STAFF

CHAIRMAN: Charles Dunham
PRESIDENT & CHIEF EDITOR: Judy Patterson
MANAGING EDITOR: Tonya Tienter
MEMBERSHIP DIRECTOR: Joe Burklund
GRAPHIC ARTIST: Miranda Snell
ACCOUNT MANAGER &
CONTRIBUTING WRITER: Craig Dorman
ACCOUNTS RECEIVABLE: Sherry Graham
SENIOR PRESS OPERATIONS: Terry Jackman
PRE-PRESS: Doug Millang

Advertising can be e-mailed to:
ads@vdta.com.

For advertising rates, e-mail:
craig@vdta.com.

News releases can be submitted to:
tonya@vdta.com.

Membership inquiries can be directed to:
mail@vdta.com.

Fax address changes to 515-282-4483 or mail to:
VDTA•SDTA
2724 2nd Avenue, Des Moines, Iowa 50313
800-367-5651 or 800-4-SEWING (800-473-9464)
Phone: 515-282-9101 Fax: 515-282-4483

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your industry news by email. Stay
connected with your association!

Letter from the Editor

It's the beginning of June, and I've been invited to several graduation parties from family and friends in my community. Their high school seniors are closing one chapter in their lives and embarking on another. Some are headed for college, some are joining the military, and some are joining the workforce full time.

Thinking back to what I remember about my high school days, I had one sports coach who took her duties above and beyond game day. Once a week after practice, she'd give us printed copies of some life lesson, which we would read together and talk about. Many of these lessons have stuck with me, and one I think about again and again is the story "Whose Job Is It, Anyway?" I've included it below:

"Whose Job Is It, Anyway?"

*This is a story about four people named **Everybody**, **Somebody**, **Anybody** and **Nobody**.*

*There was an important job to be done and **Everybody** was sure that **Somebody** would do it. **Anybody** could have done it, but **Nobody** did it. **Somebody** got angry about that, because it was **Everybody's** job. **Everybody** thought **Anybody** could do it, but **Nobody** realized that **Everybody** wouldn't do it. It ended up that **Everybody** blamed **Somebody** when **Nobody** did what **Anybody** could have.*

This story is confusing at first, but after you read it a couple of times and think of the "---body's" as actual people, the moral hits home.

By staying motivated and communicating clearly with your team, work gets done better and faster. If you see people acting like "everybody" who isn't a good communicator and prone to pass the buck, get to the bottom of the issue. It will solve problems at work and make you, your team, and ultimately your customers happier.

Happy Summer

~ Tonya Tienter; VDTA•SDTA Managing Editor





THANK YOU MEMBERS

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

DEALER MEMBERS

		MEMBER SINCE			
A Clean House	West Des Moines, IA	Jan 2011	Newman's Vacuum & Appliance	Santa Monica, CA	Feb 1987
A to Z Vac N Sew LLC	Norfolk, NE	May 2016	Plug Ins	Brooklyn, NY	March 2018
A-1 Vacuum Cleaner Co LLC	Roseville, MN	May 1989	Ready Set Sew	Chattanooga, TN	Feb 2012
A-1 Vacuum Sales & Service	La Crosse, WI	May 1992	Richmond Vacuum Systems LLC	Richmond, VA	May 1988
Always In Stitches	Noblesville, IN	April 2009	Ritchie's Vacuum	Cynthiana, KY	Dec 1986
Ashby Sewing Machine Co	Kennesaw, GA	June 2011	Sew Into Quilts & Sew Fix-It LLC	Deer Park, WA	April 2018
Blow's Sew-N-Vac	Fargo, ND	March 1990	Sewing Machine Services	Mississauga, ON	April 2002
Bob's Sewing & Vac Ctr	Albuquerque, NM	Feb 1982	SEWPHISTICATED Inc Db a Sew-Mini Things	Mt. Dora, FL	Feb 2013
Bob's Vacuum Cleaner Ctr LLC	Milledgeville, GA	May 2003	Shappley Sew & Vac	Memphis, TN	June 2003
Brothers Sew & Vac	Bethesda, MD	April 2012	Stadham Corp of Md	Baltimore, MD	June 2007
Byers Vacuum Cleaner & Sewing Inc	Champaign, IL	Nov 1999	The Vac Shack Inc	Sioux City, IA	March 1982
Central Vacuum Stores Inc	St. Petersburg, FL	June 2001	Tomahawk Sew N Vac	Tomahawk, WI	Jan 2000
Charlottesville San Supply Corp	Charlottesville, VA	May 1989	Transzest Corp / Vacuum Ctr of NMB Inc	North Myrtle Beach, SC	June 1995
Choice Vacuum Inc	Sarasota, FL	May 1990	Tri State Vacuum Company	New Castle, DE	Dec 1999
City Wide Vacuum	Salt Lake City, UT	Feb 1988	Turnpike Appliance Service	Bay Shore, NY	June 1989
Classic Vacuum	N Canton, OH	June 1999	Vac World	Portage, MI	April 1985
Common Threads	Apollo, PA	March 2018	Vacuflo of Kentucky Inc	Louisville, KY	June 2011
Crafty Corner	Worthington, MN	June 2013	Vacuum Cleaner Centers	Grandville, MI	May 1989
Easy Living Store / A Tech Inc	Urbandale, IA	Dec 1981	Vacuum Cleaner Hospital	Chapel Hill, NC	Sept 1987
Gator Vacuum	Coral Springs, FL	Aug 2000	Vacuum Rebuilders of Montreal	Montreal, QC	May 2000
Geo Givens & Son Sewing Machine	Mobile, AL	May 2005			
Heyde Sewing Machine Co	Saint Louis, MO	June 2000	INTERNATIONAL MEMBERS		
Jean Marie's Fabrics & Sewing Machines	Springfield, OR	Dec 1996	Globaltek GmbH	Dornbirn, Austria	June 2010
Myers Sewing Machine Co	Colorado Springs, CO	Feb 1995	Kinergy Industrial Co Ltd	Taichung, TAIWAN	Feb 2004
Neal's Vacuum & Sewing Ctr	Muscatine, IA	April 1989	Walters Import	Moorooka Qld, AUS	Nov 2004



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Nuera Air at the National Hardware Show



From left to right: Sara Keats, Phillips Latour, and Luc Brodeur

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Kpa	7.9 ✓	5.7	6.3	5.5
Noise (dB)	71.7 ✓	84	72.8	80.1
Run Time (min.)	25 ✓	13	25	9
Wet / Dry	Yes ✓	No	Yes	Yes

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BECOME A DEALER OF THE MONTH!



2018 Dealer of the Year

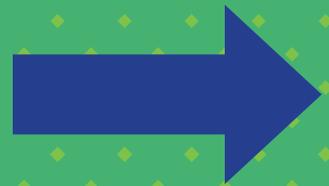
Diane and Ron Linhart,
Above and Beyond
Creative Sewing



2017 Dealer
of the Year

Ron and Marilyn Gatinella,
Close to Home

**Fill out the info
on page 9 and
send to VDTA**



**You could also
be selected for
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BE YOU!**

**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 _____ 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, 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.

Mother's Day Expected to Deliver Highest Consumer Spending to Date

Mother's Day spending was expected to total a record \$25 billion this year, up from \$23.1 billion in 2018, according to the annual survey released by the National Retail Federation. A total 84% of U.S. adults are expected to celebrate in honor of their mothers and other women in their lives.

"Mother's Day spending has been growing consistently over the past several years, and this year's spending is expected to be the highest in the 16-year history of our survey," NRF President and CEO Matthew Shay said. "Consumers are excited to celebrate all the moms in their lives, and retailers are ready to inspire consumers with unique gift options."

While the number of people celebrating Mother's Day is in line with last year's 86%, those celebrating are expected to spend more at an average \$196 compared with \$180 in 2018. Consumers ages 35-44 are likely to spend the most at an average \$248, up from \$224, and men are likely to spend more than women at \$237 compared with \$158.

Newer models of gift-giving including special outings and gift cards are growing, in addition to more traditional gifts including flowers, greeting cards, and jewelry. Increased spending on jewelry represents 31% of the expected increase over last year. According to the survey, consumers planned to purchase the following for Mother's Day:

Planned Gift Purchases for Mother's Day 2019

Gift category	Percent planning to purchase	Expected average per person spending	Expected total spending
Greeting card(s)	75%	\$6.64	\$843 million
Flowers	67%	\$20.31	\$2.6 billion
Special outing	55%	\$36.41	\$4.6 billion
Gift card(s)/certificate(s)	45%	\$20.65	\$2.6 billion
Clothing or clothing accessories	38%	\$18.07	\$2.3 billion
Jewelry	35%	\$40.87	\$5.2 billion
Personal service	24%	\$15.80	\$2 billion
Housewares or gardening tools	20%	\$8.82	\$1.1 billion
Books or CDs	20%	\$4.28	\$544 million
Consumer electronics	15%	\$17.15	\$2.2 billion
Other	24%	\$7.48	\$950 million

Many of those celebrating cited finding something unique (44%) as the most important factor when picking out a Mother's Day gift, followed by one that creates a special memory (39%). More than 8 in 10 (81%) indicate they will look to retailers for gifting inspiration.

"Mother's Day is about celebrating a very special person or persons in your life," Prosper Vice President of Strategy Phil Rist said. "Consumers today want to make sure they're gifting mom something that will make her feel loved. And they'll use all the inspiration and guidance they can get in finding that perfect gift."

The 2019 survey of 7,321 U.S. adults 18 and older was conducted April 1-11 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. They 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



EXPERIENCE CHINA

Travel with Feiyue this September for the **trip of a lifetime**. You will attend the China International Sewing Machine & Accessories Trade Show (CISMA), the largest professional sewing machine show in the world. Exhibits include pre-sewing, sewing and after-sewing equipment, spare parts, and accessories. There will be over 1200 exhibitors coming from several different countries.

There will also be time for sightseeing. You will visit Qian Dao Hu (Thousand Island Lake), a man-made, fresh water lake, and Huang Shan (Yellow Mountain), known for its granite peaks.

You will experience delicious local foods, culture firsthand, and incredible sewing technology making this a trip that you will remember forever.

“There’s nothing to do but relax and enjoy a well-planned journey, visiting a culture thousands of years old.”

-Ray Winslow,
Maverick Sewing
Services

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DAY 2 (9/20/2019): Arrival in Shanghai late afternoon

DAY 3 (9/21/2019): Tour Qian Dao Hu (Thousand Island Lake)

DAY 4 (9/22/2019): Tour Qian Dao Hu (Thousand Island Lake)

DAY 5 (9/23/2019): Tour Huang Shan (Yellow Mountain)

DAY 6 (9/24/2019): Tour Huang Shan (Yellow Mountain)

DAY 7 (9/25/2019): CISMA Show, Shanghai Night River Cruise

DAY 8 (9/26/2019): CISMA Show, Evening flight back to LAX

*subject to change for a smoother traveling experience

COST

- Total cost: \$2788 (includes airfare, ground transportation, hotel accommodations and meals)
- \$1000 non-refundable deposit required at time of booking per traveler
- Early Bird Discount Cost: \$2588 (deposit by 2/14/2019)

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Please Note:

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- Tour guide tip/gratuuity not included in cost
- Price based on double occupancy. Single occupancy additional rate of \$300
- Proof of International Medical Insurance must be provided 30 days prior to departure
- Special dietary needs must be arranged in advance

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“Vac Talk with the Pros” Videos on VDTA Website

At the 2019 VDTA•SDTA Trade Show in February, Evan Strittmatter of Indiana Vac hosted the very first “Vac Talk with the Pros” session, with three special guests. During this 90 minute segment, Evan interviewed Sandy Berkshire of Stuart’s House of Vacuums, Cory & Cade Coltrin of Coltrin Central Vacuum Systems, and Kristi Tacony Humes, CEO of Tacony Corporation.

Hertz
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Show Resources

Sandy Berkshire

Sandy Berkshire and her husband Tom have been the owners of Stuart’s House of Vacuums since October 1995. Since then, Sandy and Tom built Stuart’s into the third largest single store dealer for Tacony in the United States. Sandy has always been the voice behind Stuart’s, and with the rise of social media, she was able to expand and grow Stuart’s reach to over 3,000 followers on Facebook alone. Tom and Sandy have three sons, two of which work for them at Stuart’s.

Cory Coltrin

Coltrin has been the owner of Coltrin Central Vacuum Systems in Boise, Idaho since 1994 (at the age of 24). He has been one of the nation’s lead central vacuum dealers for many of those years. Cory believes that hard work, integrity, and attention to detail make the difference between success and failure. Not content to remain stagnant, Cory and his team at Coltrin Central Vacuum Systems have invented some unique fittings and techniques that have helped advance the industry. Cory and his wife, Kristen, have raised three boys. They enjoy helping people to achieve greatness.

Kristi Tacony Humes

Kristi Tacony Humes is the CEO of Tacony Corporation, a 73 year family-owned privately-held business headquartered in St. Louis, Missouri. The company operates in 11 locations in the US, Europe and China.

Kristi, 3rd generation family member, is beginning her 4th year leading the business succeeding her father, Ken Tacony. Humes is focused on a range of strategic initiatives to successfully leverage and evolve the company’s core competencies in distribution, manufacturing, marketing, technology, and operational excellence to create value and exceptional experiences for their customers.

Kristi has held positions in virtually every business unit and department, learning and growing within the business for 24 years. She’s built upon their solid foundation with experience in strategic planning, marketing, and management. As CEO, she continues the longstanding commitment to their 550 associates through business growth and a winning corporate culture.

Audience members were able to listen and learn from these industry experts, and ask questions of them too. The best part? **These sessions were recorded and are available for viewing online at VDTA.com!**

If you were not able to attend the 2019 VDTA Show, or would like to view the videos again, VDTA has provided a means for just that! Simply visit www.vdta.com, log in to the Members Portal, and click on the icon that says “Show Resources.”

The videos are available for viewing by VDTA•SDTA members, though if you’re not a member and would like to view the videos, a yearly VDTA Membership gets you access plus many more benefits! The cost of a VDTA membership is less than \$11/month!*

VDTA Editor Tonya Tienter says, “We couldn’t be happier with how the Vac Talk event turned out, and it was because of Evan’s ideas and planning that it all came together. The online videos provide a way for those who missed out on VDTA 2019 to still stay up to date, or review some of the items discussed by the experts at the event.”

Go to the Member’s Portal today to check out the videos, in 20-30 minute interview segments.

**price is for single-store dealer; prices subject to change.*

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Now available from Sanitaire®, an industry leader in portable commercial cleaning machines, is the QUICKBOOST™ cordless upright vacuum. The QUICKBOOST's cordless technology combines portable cleaning with powerful suction and innovative features, increasing productivity by conquering tricky and demanding last-minute jobs.

"Equipping cleaning crews with the QUICKBOOST cordless upright is smart business," said David Parkes, Sanitaire general manager of commercial floor care. "What sets the QUICKBOOST apart are its numerous benefits that increase cleaning speed and power."

Providing maximum output by removing time-consuming cord and outlet restraints, the QUICKBOOST can reduce costs by increasing labor efficiency. Plus, by eliminating the tripping hazard caused by cords, it offers improved safety and the ability to clean facilities while they are in use.

The QUICKBOOST is ideal for tough office jobs such as elevators and stairs; quick touch-up areas such as valet stands or movie theater lobbies; and efficient, around-the-clock cleaning to meet the standards of hotels, bars and restaurants. It's loaded with features to unleash an exceptional clean, including:

- **Cord-free technology** for speed and efficiency
- **Up to 47 minutes of power** for strong, consistent and effective cleaning from start to finish (based on hard surface testing)
- **Recharge time of 2.5 hours** to save unproductive hours
- **Lightweight design**, at just 12.5 pounds, to handle last-minute messes with comfort and ease
- **LED-powered night vision** to help easily spot dirt and debris in dark areas
- **Multi-surface cleaning** capabilities to reach every square foot in tricky areas
- **LEED-qualified cleaning** at less than 70 dBA to keep disturbances at a minimum, 24/7

The Sanitaire QUICKBOOST cordless upright is now available at www.sanitairecommercial.com/quickboost and coming soon to preferred distributors.

About the Company: Since 1972, Sanitaire® has been a leader and innovator in the commercial vacuum industry. Sanitaire's® portable machines provide exceptional performance, durability, productivity and cost of ownership for cleaning professionals in the education, hospitality, healthcare and office industries. Sanitaire's® diverse product line features upright, backpack and canister vacuums, floor machines, carpet extractors, air movers and accessories. Sanitaire® is owned by BISSELL® Homecare, Inc. Visit www.sanitairecommercial.com and www.bissell.com for more information.



Membership Can Save You Money with Office Depot/Office Max!

VDTA•SDTA
VACUUM & SEWING DEALERS TRADE ASSOCIATION



**By Joe Burklund,
Membership Director**

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.

In the last year, VDTA•SDTA has been working with **NEW** companies to offer discount programs to our members. In fact, one of the **NEW** benefits we offer is with Office Depot/Office Max, to save you money!

“And all those savings on office supplies 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!”

If you're a member of the Vacuum & Sewing Dealers Trade Association, you now have access to exclusive members-only discounts at Office Depot and Office Max. We know that stocking office supplies for your business – whether that's pens and paper, printing toner, organizers, or even electronics – does not come cheap. But it's essential to the day-to-day running of your business. We aim to help you keep those costs as affordable as possible with the program through Office Depot/Office Max.

Through this new benefit, **VDTA•SDTA members** can save up to 75% on over 93,000 products online or in store. Enjoy free shipping on orders over \$50. You can also order online and pick up in 1 hour (orders must be placed 2 hours before closing).

And all those savings on office supplies 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 exact instructions on how to take advantage of the Office Depot/Office Max 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 Office Depot/Office Max 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!** *price refers to single-store dealership; price subject to change. It truly does pay for itself.

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!

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Your Customers are Looking for
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<ul style="list-style-type: none"> • CORDLESS • converts to handheld • folds for storage 	<ul style="list-style-type: none"> • 30' CORD • motorized pet tool • dual brushrolls 	<ul style="list-style-type: none"> • CORDLESS • converts to handheld • 7.2 lbs
<p>98-4730-02 IF200W IONFlex™ DuoClean</p>	<p>98-4727-07 AX952 Apex™ DuoClean</p>	<p>98-4731-01 IR101 ION Rocket™ Ultra-Light</p>

Get them at steelcityvac.com!

Order yours online or call 800.822.1199

Change is in the Wind

A Hoover Dimension 1000 was just brought in for service. One of our guys with us a little over 2 years had never seen one. Our vacuum department manager said, "That's an oldie!" Indeed, it is. Many of the brands that were once either extremely well known or top-of-the-line have gone by the wayside. There's been a ton of consolidation in the vacuum and sewing industries. Remember Regina? If you've been in the vacuum business a while, remember when Hoover was the #1 selling brand? Remember all those Eureka and Sanitaire units we used to sell? Then it was Panasonic, then Oreck. Royal - what happened to them? How about White sewing machines? How about parts availability? Remember when most machines were repairable?

Some things really have gotten better over the years. Remember when a car with 100,000 miles on it was a candidate for the scrapyard? Now, most cars will last at least twice that long.

Remember when there were no cell phones? How about before the Internet? Whether we admit it or not, we would probably miss both if they were gone. Most change is good. The danger is when we don't change with the times. I can't imagine a vacuum or sewing "repair only" type store making it in today's world. You can't turn enough screws to pay today's overhead in business.

Besides reminiscing and complaining, what can we do? For some it's almost impossible or at the very least hard - But we can change. Whether it's business or personal, change is a fact of life. And if we don't change with the times, we will be left in the dust (vacuum dealer humor). That being said, good business is still good business. We still need to give great customer service. In fact, customer service needs to be better than ever. We also need to retain our integrity and morals.

What else? Does your store have a website that's current? It's a chore, but in the "information age" keeping a website current is good for business. How about Facebook? It seems to work well for filling sewing events and classes. Last month we filled a class in 1 day from a Facebook post. Remember, you can boost those Facebook posts to get better coverage as well - it's low cost. Direct mail? Recently, our largest vacuum vendor ran a couple of multipage direct mail catalogs that we've had good success with.

You can do all the above and make strides towards increasing your sales, but if you don't have a sales-minded mentality, you're probably not going to increase your sales substantially.

What makes for a "sales-minded" mentality? It really boils down to one word: Attitude. YOUR attitude. Customers today don't want to be sold. They want help purchasing a product. Our customer service staff needs to be knowledgeable and friendly. They need to ask the questions to determine the customer's needs and preferences. The other thing customers in our industry really appreciate is relational sales people. If you don't like people, you shouldn't be in customer service.

We need to care enough about our customers to determine the best product for their needs. It's not "one size fits all" or "I'll sell them what I like" or even "we are overstocked on this one and you need to buy it." Customers have so many choices of where to make that big-ticket purchase and if we aren't professional and relational, they are just going to order it online, buy one of the discount store brands, or simply take their Hoover Dimension 1000 or 40-year-old Singer back home with them and continue using it.

That brings me to the companies that support the independent vacuum and sewing industry dealers. There seems to be less suppliers to choose from today, but there's still a few great ones out there. Yes, most are probably posting some of their lower level product online. For some, they don't have a choice. Simply put, in some cases, our independent dealers are not promoting new product sales as much as they could be.

So (or is it "sew") the next time a customer walks in the door with that Hoover Dimension 1000 or the 40-year-old Singer, what are you going to do? If you don't enthusiastically show them what's new, you missed my point. I still love you, but you need to adjust that attitude.

Are you living in the good old days or are you looking forward to tomorrow? Life is a whole lot better and easier when you look forward to tomorrow rather than in the rear-view mirror at yesterday.

Till next time.
~Jim

Questions or comments are welcome.

E-mail:
jimbarhardt@msn.com



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

"Most change is good. The danger is when we don't change with the times."

BLACK+DECKER™ dustbuster® Turns 40, Celebrates with New Hand Vacuum

**What's
happening
in other market
channels?**

***New dustbuster features 4X the suction power*,
an extra-long crevice tool, and extra-large dustbin***

BLACK+DECKER announces the 40th anniversary of the iconic dustbuster® hand vacuum and celebrates the milestone with the launch of the dustbuster® Advanced Clean+™ Hand Vacuum. Four times more powerful than the current leading hand vacuum from BLACK+DECKER, the dustbuster® Advanced Clean+ Hand Vacuum also incorporates an extra-long, extendable crevice tool that makes it easy to get into hard-to-reach spaces.

This year, BLACK+DECKER is celebrating the anniversary of the dustbuster® with the launch of the dustbuster® Advanced Clean+ Hand Vacuum. A primary feature of the new dustbuster® is its extra-long crevice tool that gets into tight, hard-to-reach spaces around the home. Its powerful motor sucks up messes with ease and its lithium ion battery is long-lasting and holds a charge for up to six months when it's not in-use. The dustbuster® Advanced Clean+ Hand Vacuum also has an extra-large dust bin which allows it to run efficiently for long periods of time without being emptied. When it's full, the new dustbuster® has a one-touch button that opens the bin to allow for easy emptying directly into the trash, helping to keep hands clean.

Ana Garcia, Vice President of Product Marketing for BLACK+DECKER said, "Families and home cleaning has changed, so the dustbuster® has changed. Busier than ever, we all need better solutions for quick cleaning, in the home or on-the-go. The new dustbuster® is within reach for fast and powerful cleaning, helping save time and effort."

Designed around innovations that were used in the first explorations to space, the original dustbuster®

hand vacuum debuted in 1979. Revolutionary for its time, the dustbuster® was one of the first battery-powered home cleaning products on the market. Over the course of its first 10 years, the popularity of the cordless hand vacuum category - which was brand new at the time - and the dustbuster®, grew

to icon-status marked by its prominent feature in the 1989 film, *Back to The Future Part II*. Not only featured in pop culture, but it was a mainstay on wedding registries and in households across the US. Since 1995, the dustbuster® has held a place in the National Museum of American History, part of the Smithsonian Institution.

The new dustbuster® Advanced Clean+ Hand Vacuum and other dustbuster® hand vacuums can be purchased to suit a wide variety of needs. Existing dustbuster® products are available in

versions designed for pet messes that can pick up stubborn pet hair, and wet/dry versions, designed to pick up liquid and dry debris. More information on the dustbuster® Advanced Clean+ Hand Vacuum, and other BLACK+DECKER products is at www.blackanddecker.com.

**12V MAX vs. HNV115 4V MAX based on ASTM F558*

About the Company: Since 1910, BLACK+DECKER has been setting the standard for innovation and design of power tools, outdoor yard care equipment, and home products. The inventor of the first portable electric drill with pistol grip and trigger switch, BLACK+DECKER has evolved from a small machine shop in Baltimore, Maryland to a global manufacturing powerhouse with a broad line of quality products used in and around the home. When home owners have work to get done, they trust that BLACK+DECKER products will do the job efficiently and reliably. For more information on BLACK+DECKER products, visit www.blackanddecker.com or follow BLACK+DECKER on Facebook, Instagram, & Twitter.

SOURCE: BLACK+DECKER



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), 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 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 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 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.

The 2019-20 VDTA/Epstein Scholarship Application is available NOW!

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 (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

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

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. 2019 High School Senior College Freshman College Sophomore College Junior
must be at least H.S. Senior

6. Submit Most Current ²⁰²⁰ Certified School Transcripts with this Application.

7. **Write an essay** (100 word minimum) on a separate document addressing: a) any awards of 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 in which you have been involved 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 2019/2020. I declare that to my knowledge, the statements and information given in this application and any supporting documentation submitted are true and accurate.

2020/2021

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 & required documents postmarked by October 1, 2018 to: VDTA/Epstein Scholarship, 2724 2nd Ave., Des Moines, IA 50313 •

Phone: 800-367-5651

2019

Keep Improving: HIZERO's First Product Principle

Any exciting news regarding HIZERO 4-in-1 bionic floor cleaning machine for this summer? Of course! As you can feel, a sweaty and noisy summer always drives people crazy – especially because daily floor cleaning is often needed. However, customer-oriented HIZERO wants you to know that you deserve a better and easier life.

According to Mr. Sean, the CEO of HIZERO, HIZERO's first essential product principle is KEEP IMPROVING. And the seasoned R&D team just finished the latest round of improvement on HIZERO F801, which, Sean said, will invoke fresh and remarkable floor cleaning experiences completely differentiated from the vacuum cleaning for customers.

Mr. Tan, the director of the R&D team, explained that the improved details lie in various aspects, such as the water sink design, the sensor on the dirty water tank, the two-way water circulation, and the solid-liquid waste separation system. As a result, customers may find the intelligent interface alerts more precise than before and the improved product is more stable, durable, and easier to maintain.

"I think maybe dealers should do more roadshows during weekends if they want to drive up their sell-out more during the summer period," Mr. Mark, a sales manager from HIZERO, said. "And for dealers, I believe its advantageous to cooperate intensively with the headquarters of HIZERO Inc," Mr. Miles, another sales manager, added.

At the same time, at this development stage HIZERO would like to make the best efforts to strengthen the cooperation with global competitive business partners including the dealers' channel in the USA, and sincerely expect a double-win outcome across the board.



A few examples of the roadshow for weekends

HIZERO®

Recognizing Our *Associate Members*

A & E GÜTERMANN
A E CARTER DISTRIBUTING
ALUTRON MODULES LTD
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BISSELL HOMECARE INC
BLOC LOC RULERS
BRANOFILTER GMBH
BROTHER INTERNATIONAL
BROTHER INTERNATIONAL CANADA
CANAVAC SYSTEMS
CANPLAS INDUSTRIES LTD
CLOVER NEEDLECRAFT INC
COATS & CLARK INC
CWP TECHNOLOGIES
CYCLOVAC - TROVAC INDUSTRIES LTD
DAYLIGHT COMPANY
DESCO VACUUM CLEANER SUPPLY
DIYSTYLE®
DOMEL
DULWICH HILL SEWING CENTRE
DYSON INC
ELECTRO MOTOR LLC
ELNA INC
EMERSON COMM. & RESIDENTIAL SOLUTIONS
ENVIROCARE TECHNOLOGIES LLC
ESSCO
EURO-NOTIONS INC
FAMORE CUTLERY / SPECIALTY PRODUCT SALES
FERD SCHMETZ NEEDLE CORP
FLEXAUST-TUEC
FLOOR CARE EQUIPMENT LTD
GRAND RIVER RUBBER & PLASTIC
GROZ-BECKERT
HIDE-A-HOSE INC
HOME CARE PRODUCTS LLC / DVC ZHAO
HUI FILTER
HOOVER VACUUMS
HORN OF AMERICA INC
HOST / RACINE INDUSTRIES
H-P PRODUCTS INC
HUSQVARNA VIKING SEWING MACHINES

IROBOT CORPORATION
JABAT INC
JANOME AMERICA
JINHUA CHUNGUANG TECHNOLOGY CO LTD
JKL GLOBAL SALES INC
JOHNNY VAC
KIRBY COMPANY
KOALA
LINDHAUS USA
LINDSAY MANUFACTURING
M D MANUFACTURING INC
MIELE INC
MODA FABRIC
MYRATON INDUSTRIES
NUERA AIR / DUO VAC
ORECK VACUUMS
PACVAC PTY LTD
PFAFF SEWING MACHINES
PLASTIFLEX GROUP NORTH CAROLINA
PRO-LINE DISTRIBUTING
PROTEAM
PRYM COMSUMER USA
QUALTEX GLOBAL LTD
REXAIR LLC
RICCAR
RNK DISTRIBUTING
ROYAL
SEBO AMERICA
SEW STEADY
SHARKNINJA
SIMPLICITY
SINGER SEWING COMPANY
STEEL CITY VACUUM CO INC
SUZHOU MINGKANG FILTER CO LTD
SVP WORLDWIDE
SYNCHRONY FINANCIAL
TACONY CORPORATION
TACONY HOME FLOORCARE
THORNE ELECTRIC CO
TRANSNATIONAL
TRI-TECHNICAL SYSTEMS INC
TTI FLOOR CARE NORTH AMERICA
UNITED NOTIONS
USITT
VAC PRO'S
VACUMAID CENTRAL VACUUM SYSTEMS

Being Relentless

By: John Tschohl

“Start living your dreams. Whatever you choose, it should propel you out of bed every morning hungry to accomplish something.”

~Lou Holtz, from his book *Winning Every Day*

I have been talking and writing about **customer service** longer than anyone else in the world, letting both large and small companies know that it's fiercely competitive out there and the only way to compete and win is with superior customer service. I, for one, am relentless in this. I work on it daily!

In 1994 Jeff Bezos quit his job on Wall Street and he and his wife started on their relentless journey to where he is today... the richest man in the world. Twenty-five years later, he shows no signs of slowing down. In his letter from 1998 he wrote:

“I constantly remind our employees to be afraid, to wake up every morning terrified. Not of our competition, but of our customers. Our customers have made our business what it is, they are the ones with whom we have a relationship, and they are the ones to whom we owe a great obligation. And we consider them to be loyal to us - right up until the second that someone else offers them a better service.”

“We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better.” ~Jeff Bezos

Mr. Bezos has pursued this goal every single day. He talks about better Customer Service and he provides it... always. He prides himself as being “obsessed” with awesome customer service.

Amazon can be described with a single word, *relentless*. They purchased the site of www.relentless.com long ago to connect directly with their company, Amazon and their customers. For 40 years I have said the major reason organizations are not customer driven is because top management has no grasp of the financial impact and the impact it has on employee performance. They are not relentless.

Companies spend millions on the land, building the store, and stocking it full of product, all for one thing - the customer. But when the customer actually appears, they fall down on the job. All that time, thought, and money is wasted if the customer walks out, never to return.

No one appears to have been trained on customer service... the Customer Experience. The entire focus has been on advertising. Seldom do firms understand the power of a service strategy.

Another problem is most CEO's are not relentless. What is worse is many firms who have a service culture when the CEO retires delegate it to

a Financial CEO. They put blinders on and deal with numbers only, no thought to strategy and customer service. Not even paying any attention to the fact that it is very difficult to recover the service brand. Great leaders know that service is what your customer says it is, so they stay in touch with their markets and willingly spend the money to do so.

Generating excitement, innovation, and a focus on continuous improvement like we teach, and has been used for centuries by the top companies in the world, creates a culture that's hard to build otherwise. A true competitive advantage goes to companies that *get it right*. They make it easy for customers to communicate with the company.



“Companies spend millions on the land, building the store, and stocking it full of product, all for one thing – the customer. But when the customer actually appears, they fall down on the job.”

“They’ve known for years that Customer Service doesn’t cost; it pays.”

~John Tschohl

The newsletter *Quality Assurance Report* states that only when a company knows exactly what kind of service its customers expect, delivers on those expectations 100 percent of the time, at a price that customers are willing to pay, while still getting an acceptable return, can the company claim to excel in customer service.

We are relentless:

- **For 40 years** we have been helped **companies succeed**.

- **For 40 years, over 1 million** people trained using our system.

- **For 40 years** we have tailored programs for motivating **frontline** employees.

For 40 years we have helped companies save money and watch their profits grow with great customer service.

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.



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

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

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

**Send to: tonya@vdt.com
Subject line: Guest Article**

M.D. Manufacturing Opens Eastern Distribution Center

For almost six decades, MD Manufacturing has been faithfully servicing all its clients from its lone facility in California which made it hard for East Coast Central Vacuum Dealers to take advantage of all that MD offers. At VDTA 2019, MD announced the opening of their new facility near Louisville, Kentucky, providing 2-day shipment to almost all locations in the USA.

Both time-in-transit and freight costs kept many dealers from purchasing from MD despite their low prices, protected territory policies, great customer service, and unmatched online marketing support. This new facility will give MD Dealers a further competitive edge with most orders shipping out the same day.



The new facility is stocked with all items related to central vacuums, including many replacement parts for competitive brands as found through MD's comprehensive www.builtinvacuum.com website. Warehouse Manager, Doug Cook, with about 30 years of warehouse management is making sure that each package is getting personal care to be shipped accurately through MD's amazing WMS software system tied into real-time online information.

MD's East Coast Sales Manager, Steve Ambuter says, "We know many dealers have been waiting for MD to obtain a presence closer to them and now the door is wide open for many dealers to save both time and money." MD Dealers also have the distinct advantage of the power of MD's comprehensive website that documents almost every single aspect of the entire industry, from history and cross-references to interactive service manuals and helpful marketing tips and training videos.

For more information, contact Sales Director, Tim Foy at 800 525-2055 or email tim@builtinvacuum.com.

About the Company: MD Manufacturing, founded in 1961 and based in Bakersfield, California has been a proud sponsor of VDTA for over 35 years, teaching the Central Vacuum Track as well as providing quality products to meet all the Dealer's central vacuum needs.



Is Your Business Instagrammable?

By Larissa Codr, Heartland

I will admit that I'm new to the Social Media hype, but we can likely agree, it's all the rage! With a camera in everyone's pocket nowadays, we've become pre-programmed to snap pictures of everything, to show friends and family or to post it on social media. According to Yelp, users searching for the word "Instagram" in their product searches grew **3,200%** from May of 2015 compared to August of 2018.

“Users searching for the word ‘Instagram’ in their product searches grew 3,200% from May of 2015 compared to August of 2018.”

So how does a business become “Instagrammable?” It starts with you.



1. Create an Instagram account.

If you don't already have an account for your business on Instagram, create one and start populating it with professional-quality photos of your products, interior, specials, etc. If you have an account that's collecting dust, bring it back to life.

2. Use hashtags and mentions.

Research has shown that including just one hashtag with your photo can increase engagement by more than 10%. Instagram allows up to 30 hashtags, so aim for 5 to 10 relevant hashtags that will make it easier to find your photos on Instagram.

Don't forget to mention others using an “@mention.” You can boost engagement by 50% with a simple @mention since the post will be seen in more places than just your page.

3. Monitor your feed.

It's imperative to monitor what happens once you start posting to any social media platform, especially one that moves as quickly as Instagram. Use a social media monitoring service to track and respond to the activity on your page. Once visitors start commenting and liking the photos that you're posting, respond in kind with likes and appreciation.

4. Post more “Instagrammable” photos and videos.

With 95 million photos shared every day on Instagram, it will take some work to compete. One way to start is to take advantage of trends. Remember #unicorn and #cronut? Just this last month, The Gram (what young people are calling the Instagram platform) blew up with the hashtag #Starkbucks when a new episode of *Game of Thrones* accidentally showed a modern-day coffee cup in one of its scenes. Find out what's trending now and post your own version of it on your page. Take a short clip of a handy tip or a new product and watch it soar!

5. Deliver on the hype.

Last, but not least, deliver on your social promises. Don't build up a social media frenzy and then fall short of delivering great products and service when your customers come in.

Many factors play into how much time you'll end up spending to build and manage an Instagram account that gets followed. You'll want to post one to three times per day, and each one of those posts will need to be planned, photographed, have a caption, hashtags, etc.

Don't get discouraged. Trying to attract customers with an Instagram account may feel like a daunting task in the beginning, but with a little practice, you'll soon get hooked on the free marketing!

For information about marketing your business, please reach out to Larissa Codr: 402.540.3185

Recipients of the VDTA/Epstein College Scholarship:

*Kristine Ashcraft, Jon Frato, Donna Tscherne, Julie Barth, Seana Ault,
Stephanie Daves, Heather Hinds, Angel Herndon,
Liz Wiltz, Adam Martin, Amelia Normandy,
Aaron Herm, Cory Carr, Starr Herndon,
Maureen Murphy, Megan Greenawalt,
Andrew Neill, Nina Schur, Carolina Castro Rodrigues
Jesse Dunn, Ian Proctor, James Murphy,
Megan McAdams, Ryan Barber,
Jennifer Reichert, Ryley Schultz*



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

available to students connected to our dealer industry!
Applications for this year's Scholarship will be available beginning Spring, due Fall 2019.

**Will Your Student Apply
And receive up to \$10,000 for college?**

**Will you donate to continue
making this scholarship possible?**

**The Scholarship Fund has awarded OVER
quarter of \$1 MILLION in Scholarship money!**

**Donate at
VDTA.com**

*Ethan Miller, Emily Schehlein, Jocelyn Mullins, Matthew McAdams, Alexandra Wile,
Randi Holloway, Anthony Brady, Kaitlin Sobleman, Billy Dedich, Bradley Chippi,
Megan Arnold, Brady Yarborough, Faith Carpenter, Emilee Edman, Abigail Herring...*

SBA Awards Arizona Entrepreneurs as 2019 Small Business Persons of the Year

Entrepreneurs from Iowa and Virginia also recognized by SBA as Runners-up

The U.S. Small Business Administration recognized and awarded this year's Small Business Person of the Year, Jennifer Herbert (CEO) and Jeff Herbert (CSO) of Superstition Meadery, LLC from Arizona, during the 2019 National Small Business Week ceremony in Washington, D.C.

"It is my honor to announce that Jennifer and Jeff Herbert of Superstition Meadery, LLC from Arizona are this year's national Small Business Persons of the Year," said Acting SBA Administrator Chris Pilkerton. "Thanks to SBA financial and counseling assistance, this outstanding firm successfully grew their business, increasing their revenue by more than 160% between 2015 and 2017, expanded their staff from nine to 20 employees and extended their reach into international markets. Jennifer and Jeff truly represent the best of our nation's small businesses."

Superstition Meadery, based in Prescott, Arizona, has been producing unique meads and cider since 2012. Jeff Herbert got his first taste of the possibilities of creating new flavors of Mead, an alcoholic beverage made by fermenting honey, after taking a brewery course at Chicago's Seibel Institute. Jeff and Jennifer founded Superstition Meadery in 2012, and that year they produced 300 gallons of mead and cider in a 20 square-foot space. Fruit, herbs, spices and barrel aging are the basics of mead production, a beverage that has been enjoyed across cultures around the world going back 4,000 years.

"I am pleased to see how the SBA assisted Jennifer and Jeff to expand on their idea and grow their business in a unique market," Pilkerton said. "Entrepreneurs' skills and creativity not only support their own families, but they also make our neighborhoods and cities vibrant places to live and work. Small businesses fuel our overall economic strength, and the SBA is proud to help empower their success. Congratulations to Jennifer and Jeff, and to our other finalists!"

As part of the 2019 National Small Business Week events in Washington, D.C., Acting SBA Administrator Pilkerton recognized and awarded all the state and territorial winners, as well as small business owners and industry leaders for excellence in entrepreneurship, exporting, federal contracting, lending and disaster recovery. In addition to the national Small Business Person of the Year, two runners-up were recognized:

To learn more about National Small Business Week and read the bios on all the winners please visit www.sba.gov/nsbw

First Runner-up

Brad Barber (CEO) and Angie Barber (COO): Cabin Coffee, Clear Lake, IA

Brad and Angie Barber longed for a place in Clear Lake where the locals could meet, drink a cup of coffee, and enjoy a bagel. In 2001, the couple decided to create such a space. From a single location in 2002, Cabin Coffee has steadily grown from a start-up with no employees to a successful company with a staff of 140, and sales of \$5.5 million in 2017.

In 2003, Brad and Angie contacted the SBA's Small Business Development Center program for guidance on franchising. An SBA 7(a) loan helped the couple open a second location in Mason City in 2009, and a 504 loan in 2017 covered construction costs for the company's new distribution and franchise support center in Clear Lake. Now there are 15 Cabin Coffee franchises throughout the United States, with more to come.

Second Runner-up

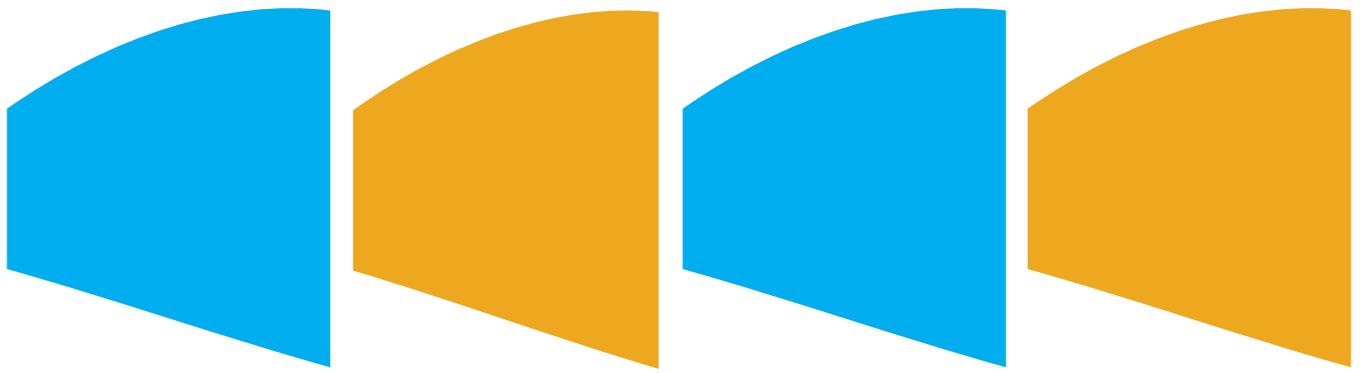
Bert Ortiz, Founder/Co-owner, President/CEO: AVMAC LLC, Chesapeake, VA

A senior aviation management professional with over 40 years of active duty military and business experience, Roberto "Bert" Ortiz's passion is in integrating and managing aviation and maritime logistics and technical support services while assessing new technologies for future employment. In 2009, he founded AVMAC LLC. Since its modest beginnings, Bert has grown AVMAC LLC into a multi-million dollar business with revenues exceeding \$34 million in 2018. AVMAC LLC is an SBA certified 8(a) Business Development Program participant and has received a SBA Patriots Express Line of credit and a 20-year SBA 504 debenture loan. Ortiz received assistance from SCORE, SBDC and Veteran Business Outreach Center in Hampton Roads.

About the Organization: The U.S. Small Business Administration makes the American dream of business ownership a reality. As the only go-to resource and voice for small businesses backed by the strength of the federal government, the SBA empowers entrepreneurs and small business owners with the resources and support they need to start, grow or expand their businesses, or recover from a declared disaster. It delivers services through an extensive network of SBA field offices and partnerships with public and private organizations. To learn more, visit www.sba.gov.

Cosponsorship Authorization #SBW2019 SBA's participation in this cosponsored activity is not an endorsement of the views, opinions, products or services of any Cosponsor or other person or entity. All SBA/SCORE programs and services are extended to the public on a nondiscriminatory basis.

Source: SBA



JOIN VDTA • SDTA

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- Dealer locator on VDTA.com – make it easy for customers to find your store
- Tutorials from VDTA staff on social media and communication technology
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Call 800-367-5651 or fax 515-282-4483 • apply online at www.vdta.com

Company Information

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 enrollment:** Identified as any dealer whose principal business is the sale of merchandise and services directly to the consumer (end user).
- International Independent Dealer:** Identified as an Independent dealer not located in the U.S. or Canada.
- Miscellaneous Membership:** Includes: Independent consulting firms, advertising agencies and Independent Sales reps.
- Associate member:** Identified as a wholesale manufacturer/distributor/supplier. Businesses located in the U.S. or International.

SEWING\QUILTING

- Sewing Machines
- Knitting Products
- Quilting Machines
- Longarm Machines
- Embroidery Machines
- Sewing Parts/Accessories
- Notions
- Fabrics-Fashion/Quilting
- Sergers
- Other: _____

FLOORCARE

- Hand/Stick Vacuums
- Central Vacuums
- Stick/Broom Vacs
- Water-based Vacs
- Steam Cleaners
- Janitorial Products
- Stain Removers
- Vacuum Parts/Accessories
- Backpack Vacs
- Upright Vacuums
- Canister Vacuums
- Air Fresheners
- Air Purifiers
- Polishers & Buffers
- Other: _____

If You Own 1 Store, Membership & Renewal

- 1 Year Membership \$130
- 2 Year Membership \$210

If You Own 2 or More Stores, Membership & Renewal

- 1 Year Membership \$150
- 2 Year Membership \$230

- International Dealer Membership** \$150
- Miscellaneous Membership** \$150
- Sewing Educator Alliance Membership** \$60
- Associate Membership**..... \$725

If you own 2 or more stores, list all locations on separate paper to ensure all stores receive info and mailings

- Do you attend VDTA•SDTA conventions? Yes No
- Do you have a repair department? Yes No
- Do you teach sewing or quilting lessons in your store? 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.

A Report Card for the 18 Best Business Articles of All Time

By: **Tonya Tienter, VDTA-SDTA**

We've often heard "Think before you speak," but it was American author and social commentator Fran Lebowitz who added, "Read before you think." But how do we know what to read?

I found a recent list of "The Best Business Articles of All Time" and endeavored to read all 18 articles that were featured. Some of the articles are classics taught in business schools; some are recent exposés. Many come from the *Harvard Business Review* and the *New York Times*, and others from popular entrepreneurial websites. They all are well-written and valuable, but I've taken the time to grade each article on its value to YOU, meaning the independent retailer in the sewing and floorcare industries.

My report card here aims to help you sort through all the business advice out there and find articles that are truly worthwhile for the independent retailer.

1. "50 Signs You Might Be an Entrepreneur" by John Rampton.

Grade: C-

Time: ⌚

Why? Rampton appears to be writing for the recent college grad who is unsatisfied with his first "real" job. Several of the "50 Signs" overlap, making parts redundant. The seeming flaw to this article, though, is how many times Rampton hints that being fired from a previous job(s) just means that you've got the "right stuff" for an entrepreneur.

Sometimes that's true, but getting fired is not often a badge of honor. Rather, it can mean a worker is lazy, they don't take direction well, or don't represent the company's values. It's important for any businessperson much less entrepreneur to learn how to stay motivated even with lackluster tasks, to follow as well as lead, and to assess their own values.

**As I mentioned earlier, this report card seeks to grade each article on its relevance to YOU, a retailer in the independent channel of the floorcare and sewing industry. If it receives a low grade, it's not because the author doesn't offer something useful - it's just probably not as useful TO YOU as another kind of businessperson, say the face behind a tech startup or a fortune 500 CFO.*

2. "The iEconomy," a 9-part series in the *New York Times*

Grade: B

Time: ⌚⌚⌚⌚

Why? These 9 articles require some dedicated time to read, but they explore many facets of the Apple empire and what has made it so successful. Topics range from manufacturing in China, to patent wars, to the get-rich quick dream of app creators, and more. Independent retailers may not find much in common with its large, corporate scope, but the juxtaposition of different articles raises important question any businessperson ought to consider.

3. "'Don't Take It Personally' is Terrible Work Advice" by Duncan Coombe

Grade: B+

Time: ⌚

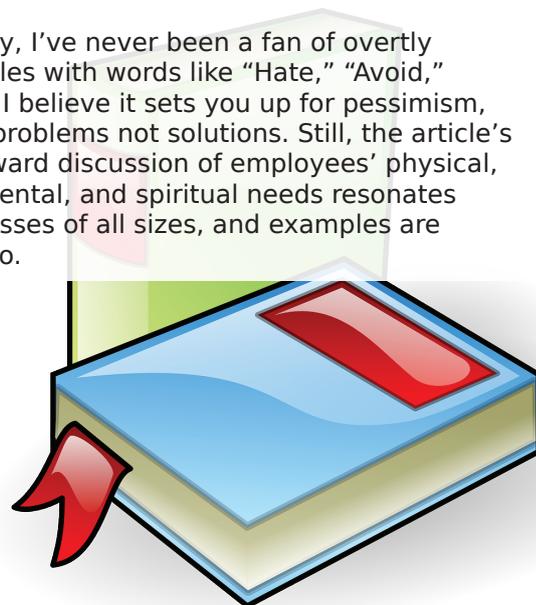
Why? Your identity as a small business owner is tied to your identity as a human being, and Coombe readily agrees. He makes a sound case for why any businessperson should feel their work is personal, but only briefly addresses the need for boundaries between work and home. This article would have received an "A" if it outlined a way to negotiate those boundaries.

4. "Why You Hate Work" by Tony Schwartz and Christine Porath

Grade: B

Time: ⌚⌚

Why? Firstly, I've never been a fan of overtly negative titles with words like "Hate," "Avoid," or "Worst." I believe it sets you up for pessimism, to look for problems not solutions. Still, the article's straightforward discussion of employees' physical, emotion, mental, and spiritual needs resonates with businesses of all sizes, and examples are provided too.



5. “Meeting the Challenge of Disruptive Change” by Clayton M. Christensen and Michael Overdorf

Grade: A

Time: 🕒🕒🕒

Why? While this article assumes a more corporate audience, the lessons are applicable to smaller businesses too. According to experts, “*Disruptive innovations create an entirely new market through the introduction of a new kind of product or service, one that’s actually worse, initially, as judged by the performance metrics that mainstream customers value.*” Managers as supposed to ask: “What can this company realistically do when confronted with disruptive (or sustaining) innovation?” Happily, the article provides a specific formula to answer the question, which includes factors like a company’s resources, processes, and its values.

6. “Think You’re Too Old to Be an Entrepreneur? Think Again.”

Grade: C

Time: 🕒

Why? This infographic presents a feel-good look at the founders of today’s most successful companies. There’s not much substance to this article, but it offers a motivational message to never give up on your dreams, no matter your age.

7. “What Makes a Leader?” by Daniel Goleman

Grade: A-

Time: 🕒🕒🕒

Why? A classic from the *Harvard Business Review* that expands on the importance of emotional intelligence in business. Goleman outright states, “When I compared star performers with average ones in senior leadership positions, nearly 90% of the difference in their profiles was attributed to emotional intelligence factors rather than cognitive abilities.” He delves nicely into the 5 components of emotional intelligence at work including Self-Regulation and Empathy. The article is slightly more relevant to a corporate audience, but the lessons can be applied to any business leader.

8. “Top 5 Reasons Why ‘The Customers is Always Right’ Is Wrong” by Alexander Kjerulf

Grade: B-

Time: 🕒🕒

Why? Kjerulf’s underlying assertions are worthy of consideration, especially as he elucidates a culture of unfairness that can arise after “good” customers see “bad” ones getting nicer treatment and better service. The article’s lower marks come mostly because it focuses on a company’s assumedly large (or moderate-sized) employee base, and the impact of this sizeable group’s unhappiness when they are mistreated by customers.

9. “6 Toxic Behaviors That Push People Away: How to Recognize Them in Yourself and Change Them” by Kathy Caprino

Grade: C+

Time: 🕒

Why? I grade this article with average marks because I doubt its ability to affect change. Most people already know that “treating yourself like a victim” and “obsessing about negative thoughts” are toxic behaviors. No news there. I predict that the people who stop to read this article are those with the ability to self-assess; that’s why they exhibited concern over being potentially “toxic.” The real behaviorally-toxic people may not possess enough self-awareness to realize this article pertains to them. Still, I hadn’t before considered the toll some of these toxic behaviors might take, like the feeling of exhaustion that comes from being around someone (or even being the someone) who obsesses about “proving their worth.”

10. “Reclaim Your Creative Confidence” by Tom Kelley and David Kelley

Grade: A

Time: 🕒🕒🕒

Why? This article draws a strong connection between being creative and being able to take risks. In fact, some people might define “creativity” as the ability to take risks while pursuing your passions (passions like your business). One section in particular examines “Fear of the First Step.” It’s something many small business owners experience, and the article offers advice on how to overcome it.

11. “Why Should Anyone Be Led by You?” by Robert Goffee and Gareth Jones

Grade: A-

Time: 🕒🕒🕒

Why? This business classic published in the Fall 2000 issue of *Harvard Business Review* examines the four qualities of inspirational leaders. The article’s more contextual components, however, make it truly worth your while, exploring the history of our obsession with leadership and debunking popular leadership myths. One key point reveals “Real leaders are found all over the organization, from the executive suite to the shop floor. By definition, leaders are simply people who have followers, and rank doesn’t have much to do with that.”

12. “How Things Change” by Greg Kumparak

Grade: C

Time: ⌚

Why? A hybrid of Kumparak’s narration and real-life Tweets tells the origin story of *WhatsApp*, a popular messaging app with end-to-end encrypted instant messaging that avoids texting fees. Lacking substance, this article serves a quick spoonful of the “never give up” moral and how app Co-Founder and then unemployed Brian Acton was turned away from several tech giants, only to sell his creation to one year later... for \$16 billion.

13. “Managing Oneself” by Peter F. Drucker

Grade: A

Time: ⌚⌚⌚

Why? Perhaps the oldest article in this bunch, Drucker’s article applies to anyone in business, no matter their place in the pecking order. His predominant claim suggests an employee can perform only from strength. So why waste time improving their weaknesses to a point of mediocrity, rather than fully investing in the expansion of their strengths? Drucker goes on to lay out several ways a person can understand *how* they best perform, so they can reach their full career potential.

14. “Richard Branson to Young Entrepreneurs: ‘Just Do It’” by Oscar Raymundo

Grade: C-

Time: ⌚

Why? No need to read further than the title. Besides that pithy kernel of wisdom and an overview of Branson’s business ventures, this article seems sort of empty. Still, it’s a useful kernel, as we all need reminders occasionally to “stop thinking” and “start doing.”

15. “Mentally Strong People: The 13 Things They Avoid” by Cheryl Conner

Grade: B+

Time: ⌚⌚

Why? Well-written and sincere, this article provides the tools for self-assessment, to determine one’s mental strength. It should be no surprise that mentally strong people don’t... “Dwell on the past” or “Resent other people’s success,” but Conner presents these precepts in a fresh, new light.

However, if a reader realizes that they DO dwell on the past, the assumed logic is that they are NOT mentally strong (they might erringly imagine themselves “mentally weak”). Framing a self-assessment in these negative terms centers on problems, not solutions. And who doesn’t give in to these moments occasionally? But overall, without a negated lens that asks what strong people DON’T do, this article would lose its impact.

16. “Why Google Doesn’t Care About Your Degree, in 5 Quotes” by Gregory Ferenstein

Grade: B+

Time: ⌚

Why? I like this article because it highlights the many forms knowledge can take. I specifically liked the idea that it’s better to demonstrate a skill than expertise when looking to establish your career.

17. “How to Demotivate Your Best Employees” by Dina Gerdeman

Grade: B

Time: ⌚⌚

Why? Here’s an instance of an overtly negative title (using the word “Demotivate”) that works to prove a point. This article briefly explores how different reward systems for employees might either hurt or harm their performance at work.

18. “Managing the Family Business,” a 3-part series by John A. Davis

Grade: C+

Time: ⌚⌚⌚

Why? This article is graded “average” because of its relevancy to small business owners. The article discusses the challenges of family-owned corporations rather than smaller, family-owned businesses. The most applicable segment of this series, “Part 2: Structuring Leadership Roles,” differentiates between leading, managing, and governing within a business and why all are necessary.

I hope you’ve enjoyed this “Business Article Report Card” and have selected a few of these articles to read in full. To find access to each of these articles, please review the reference box.

Reference Box

As each article was numbered in the report card, you’ll find its corresponding source information here.

- | | |
|---|--|
| 1. <i>Entrepreneur</i> | 10. <i>Harvard Business Review</i> |
| 2. <i>New York Times</i> , Business Day | 11. <i>Harvard Business Review</i> , PDF available at strengthcatalyst.com |
| 3. <i>Harvard Business Review</i> | 12. TechCrunch |
| 4. <i>New York Times</i> , Opinion | 13. <i>Harvard Business Review</i> , PDF available at sbuweb.tcu.edu |
| 5. <i>Harvard Business Review</i> | 14. <i>Inc</i> |
| 6. <i>Entrepreneur</i> | 15. <i>Forbes</i> |
| 7. <i>Harvard Business Review</i> , PDF available at jbedwardsandassociates.com | 16. VentureBent |
| 8. <i>Huffington Post</i> | 17. Harvard Business School |
| 9. LinkedIn | 18. Harvard Business School |

The list of articles is cited from “The 18 Best Business Articles Every Entrepreneur Should Read,” published by Fundera, 2018.

Airflow Systems LLC Helping People to Breathe Easier, One Home at a Time

Airflow Systems LLC is a group of people who started in Rainbow with Rexair back in 1980. They have earned their stripes in the floorcare industry, having worked with the old guys that pounded doors in the 1930s. They have worked their way to become a distributor to a Satellite, RGDs, and so on. They acquired this manufacturing company with all the intellectual rights, logos, patents, etc.

The company has been producing vacuums since 1959 and was a manufacturer for Rainbow for the International Market from 1964 to 1990. And now they are bringing innovation to a whole new level by using **Nano Silver Technology**. Their products are hands down, nothing but quality.



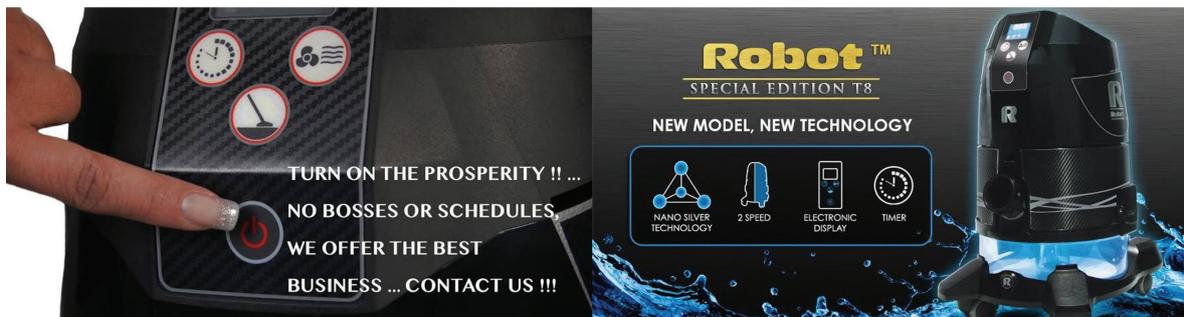
NANO SILVER TECHNOLOGY

Their products include the Robot™ Special Edition T8 cleaner, featuring:

- NANO SILVER TECHNOLOGY, which means no HEPA filters or chemicals needed to clean
- FISE Italian motor
- 3-speed controls
- Polycarbonate material
- Wessel EBK Power nozzle
- Synthetic hoses
- Stainless Steel wands
- 10 year warranty
- Certified Medical Grade Air Cleaning System
- MSRP \$1998 - \$2498



**For more information, visit
www.AirFlowSystemsLLC.com**



The Power of Content Marketing Storytelling

3 Easy Ways to Increase Your Social Media Engagement

By: Susan Friesen

Once upon a time your social media marketing strategy was probably largely focused on sharing links to third-party content with your audience. Well, those days are over, and if you want to stand out in the crowded and noisy online environment, you need to focus on content marketing storytelling.

We all love a compelling story. Whether it's an adventure, comedy or fairy tale. Stories influence people's emotions, which we as marketers know can then influence buying decisions and brand loyalty.

According to Jennifer Aaker, a psychologist and professor at Stanford University, stories are up to 22 times more memorable than facts.

Here's a great example of how a passionate story inspires, promotes and increases loyalty and social media engagement. SoulCycle is a trendy spinning studio that entices people to try out a fairly pricey class by using an emotional narrative.

This is also an example of brand positioning, but SoulCycle used it as a content piece across online platforms and on studio walls:

So how can you incorporate story telling into your business marketing efforts? Here's 3 easy ways to get started with:

1. Lights, Camera, Engagement

One of the top ways to tell interesting stories is with video. I recently attended Social Media Marketing World in San Diego, and this was probably the biggest takeaway: you need to be focusing on video if you want to increase your social media engagement.

I know some people hate being in front of a camera, but there are a few ways to make it easier.

For example, if you're a life coach, you could create short videos answering common questions your clients face such as Am I in the right career? How can I be happier in my relationship?

It feels much more comfortable and natural to speak about what you know, and you might find yourself actually enjoying it. You could sit in your office, outside with a cup of coffee...whatever puts you at ease and creates a nice aesthetic for people to look at.

If you're still shaking your head, how about creating videos that feature other experts (who aren't competitors) or using imagery and text to tell a short story? A life coach could share graphics with inspirational quotes set to music or shoot a beautiful sunrise and ask followers: What are you grateful for today?

Whether you're using Facebook Live or creating 15-second clips to share on Instagram, use the platforms your target audience does and start shooting!



2. Lose the Links on Facebook

It's now common knowledge that Facebook limits the reach of your post if you include a link. When you share a post without a link, your engagement is much higher. We've seen this happen and have changed our Facebook marketing ways accordingly.

It's not just Facebook who doesn't want to see a bunch of links—it's your audience. People like to engage with a brand and have authentic conversations, not just be fed a steady stream of links to relevant content.

You can limit your links by creating videos with calls to action, focusing more on problems and solutions your product and services offer, and asking your followers questions they'll want to answer.

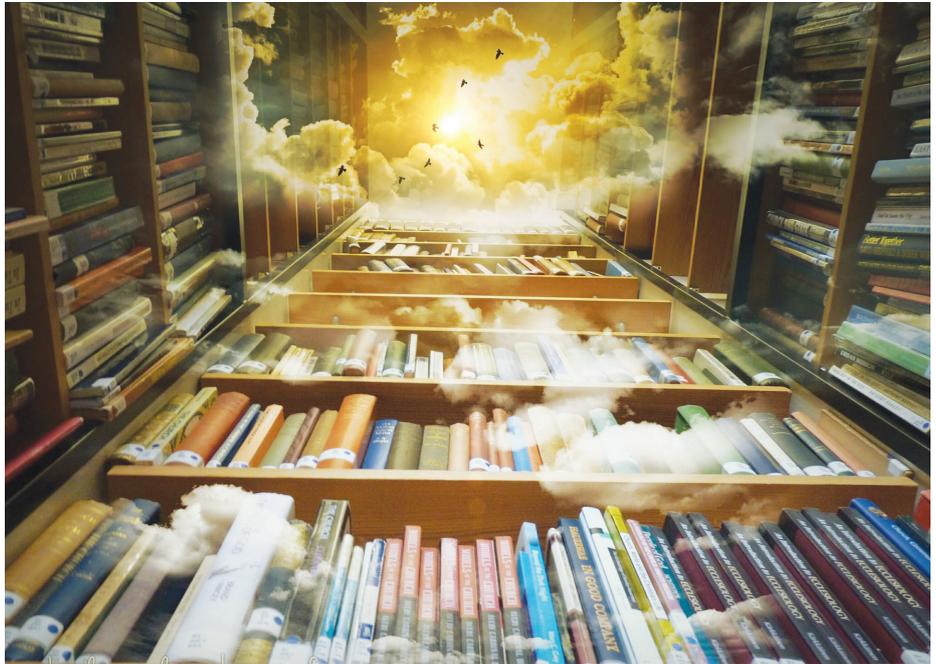
3. Add More Humanness

I kept hearing the word "humanness" at the conference. It relates to the simple idea of creating a more authentic story by being yourself to connect with your audience.

Warby Parker is an affordable eyeglasses company that focused their brand positioning around humanness. They never marketed to their audience by saying something like "We sell cheap eyeglasses for the whole family!"

Instead, check out the story they used across all of their channels:

"Every idea starts with a problem. Ours was simple: glasses are too expensive. We were students when one of us lost his glasses on a backpacking trip. The cost of replacing them was so high that he spent the first semester of grad school without them, squinting and complaining. (We don't recommend this.) The rest of us had similar experiences, and we were amazed at how hard it was to find a pair of great frames that didn't leave our wallets bare. Where were the options?"



One of the interesting video stories Warby Parker shares online.

Remember, telling a story is not intended to be a sales tool! Your end goal is of course to grow leads and sales, but your intent should be building strong relationships with your customers and online community. If you do that well, the rest will follow.

Don't have a way with words, or the time to juggle all of your tasks, let alone focus on growing followers and engagement?

About the Author: Susan Friesen, founder of the award-winning web development and digital marketing firm eVision Media. Visit www.ultimatewebsiteguide.ca and download your FREE "Ultimate Guide to Improving Your Website's Profitability - 10 Critical Questions You Must Ask to Get Maximum Results".

Article Source:

<http://www.articlebiz.com/article/1051648831-1-the-power-of-content-marketing-storytelling/>

2020 Hall of Fame

DEADLINE: OCTOBER 1, 2019

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

- Sewing: Independent Dealer
- Sewing: 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. Nominee's Last Name: _____ First Name: _____ Middle Ini. _____

2. Company: _____

3. Address: _____

4. Phone: _____ E-mail: _____

5. Date of Birth: _____ Date of Death (if applicable): _____

6. Place of Birth: _____

7. Nominee's local/hometown newspaper: _____

Address: _____

City, State, Zip: _____

8. Nominator's Name: _____

Company Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ E-mail: _____

Relation to nominee (if any): _____

9. Nominator: Write on a separate piece of paper or Word document in 100 words or less why you believe this individual should be considered for the 2020 Hall of Fame.

10. Nominator: Write on a separate piece of paper or Word document in 100 words or less a brief biography of the nominee including a list of accomplishments, awards, titles ("pioneer," "teacher") etc.

**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.**

Classified Ads

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. (2-6)

HELP WANTED:

Business is good. Bank's Vacuum Superstores is opening 2-3 more locations. We're seeking 5 - 7 experienced vacuum cleaner technicians, salespeople, working district/store managers plus 2 to 3 central vacuum salespeople, technicians, and installers.

Why is Bank's is the #1 Volume Vacuum Dealer in the U.S.?

Because we have more fun together with our co-workers and families than anyone else in our business. We're honest, we smile, we give great 5 Star service to our customers, and love what we do.

If you want to have a ton of fun plus earn our industry's best compensation package including family health insurance stipend, retirement plan with match, at least 2 weeks paid vacation, company and vendor sponsored events, plus moving expenses, call / send resume to Tim Kellogg, Gen Mgr, 248-514-1426, Tim@BanksVac.com. Or Ken Bank, 248-767-8227.

HELP WANTED:

TOPS VACUUM & SEWING. HIRING FOR ALL POSITIONS!

Longarm Installer: Experience with HandiQuilter a must

Sewing Mechanic: Experience necessary (Brother / Baby Lock)

Vacuum Sales/Service: Simplicity / Miele / Oreck

Web Developer/Unique Content Writer: Any web experience?

Telephone Customer Service (vacuums)

Good At Your Craft? - Relocate To Florida! Top wages paid on all positions. Email resume to Greg Bank, Owner - gregoryabank@gmail.com.



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*Taxes and fees excluded. Terms apply.

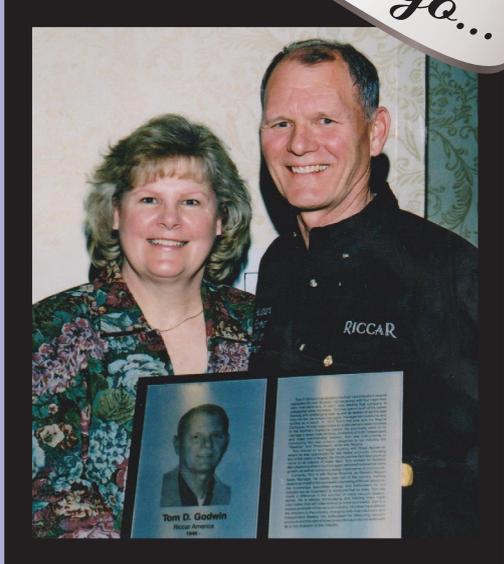
Office DEPOT
OfficeMax

Members can also save more with Office Depot / OfficeMax! Login to your member benefit page to learn more.

To access this benefit and for more information, login and visit your member page online at www.vdta.com

REMEMBER WHEN...

15 Years Ago...



20 Years Ago...

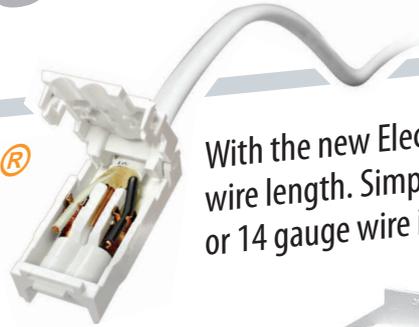




Vaculine® High Volt Valves

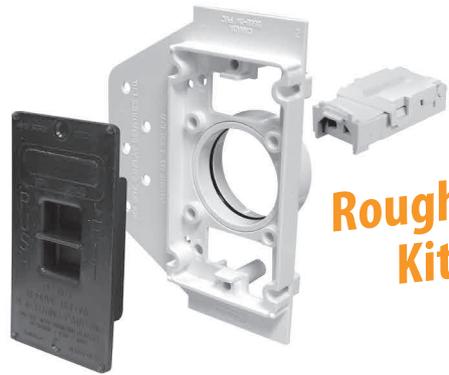
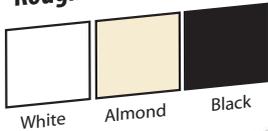
ElectraValve®

Making it possible to stock just one SKU by using your own supply of wire!

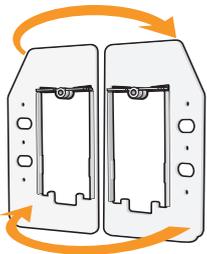


With the new ElectraValve® you choose the wire length. Simply snap in any length of 12 or 14 gauge wire into the new E-Box!

ElectraValve®
Sold separately from
Rough-In Kit

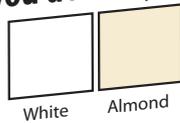


Rough-In
Kit



SuperValve®

Now you decide your installation!



SuperValve®
- Full Door



SuperValve®
- Square Door



SuperValve®
- Side-Opening

The reversible flange of this new valve is completely separate from the body, therefore it can either be placed on the left or right of the stud depending on your installation requirements.