

VDTANEWS

VACUUM DEALERS TRADE ASSOCIATION

The trade publication for the independent retailer

May 2017 | ISSUE 428

www.vdta.com

FLOORCARE
CENTRALVAC
Professional™



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Founding Fathers

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VACUUM DEALERS TRADE ASSOCIATION

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FLOORCARE CENTRALVAC Professional™

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Do you receive the monthly
VDTA•SDTA E-newsletters?

Call 800-367-5651 if you aren't getting
your industry news by email. Stay
connected with your association!

Upcoming VDTA Events

Summer Niagara Falls Show September 9-10, 2017

The VDTA Summer Niagara Falls Trade Show will be held in Canada. You will need a passport to enter and leave the country. Make sure you apply for your passport early!

For more information, visit

<https://travel.state.gov/content/passports>
and click on "Apply in Person" for details.



VDTA International Trade Show and Convention March 24-26, 2018

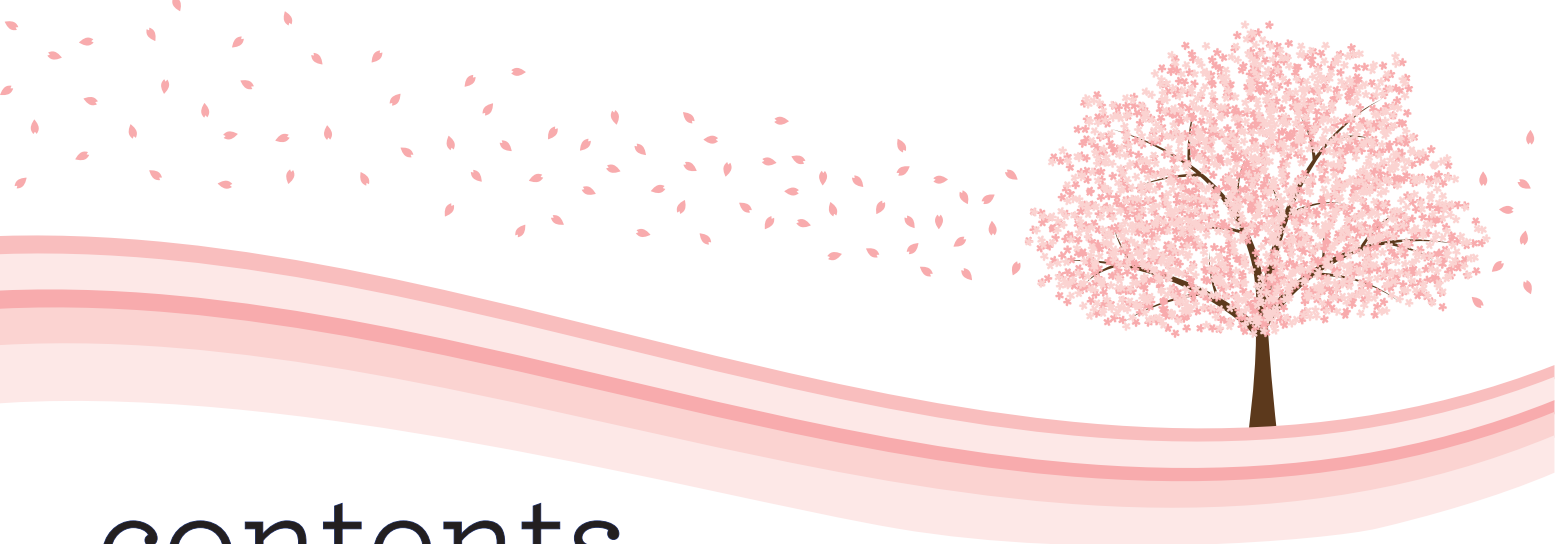
For 2018, we're moving from Vegas to Charlotte for VDTA's International Trade Show and Convention. Get ready for a fun adventure!



bobsweep

Robotic Vacuum Cleaner and Mop

sales@bobsweep.com



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What are you working forward to?

*2016 Path to Purchase Consumer Study
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A wide-angle photograph of Niagara Falls, showing the massive volume of water cascading over the rocky ledge. The water is a mix of white foam and greenish-blue. In the background, a line of trees and some industrial structures are visible under a cloudy sky.

Fall into Sales in Niagara

VDTA•SDTA **Summer Trade Show**

September 9-10, 2017

Scotiabank Convention Centre

Niagara Falls, CANADA

Sponsored by



and its



Retractable Hose

VDTA•SDTA 2017 Niagara Summer Show Registration

2724 2nd Ave., Des Moines, IA 50313 • 800-367-5651 • Fax: 515-282-4483 • mail@vtda.com

Visit www.vtda.com for complete schedule and updates.

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Is this your first convention? ☐ Yes ☐ No

What hotel are you using? _____

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

Badge Names

Name: _____

Email: _____

Name: _____

Email: _____

Name: _____

Email: _____

Name: _____

Email: _____

Name: _____

Email: _____

Name: _____

Email: _____

CLASSIFICATION

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

MEMBER STATUS

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

PRODUCTS SOLD

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

TRADE SHOW & CONVENTION

Scotiabank Convention Centre
6815 Stanley Ave
Niagara Falls, CANADA

EXHIBIT HOURS

Sept 9: 12 PM NOON - 9 PM

Sept 10: 9 AM - 4 PM

PASSPORT INFO

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



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Email: airsales@niagaraairbus.com

from Toronto Pearson, Buffalo &
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RETAIL SALES & MARKETING WORKSHOP

September 8th, 9 AM – 5 PM

OPEN TO ALL RETAILERS

Conducted by Ricky Brooks, RNK Distributing

RNK is recognized as an independent retailer's source for quality products that are guaranteed to make a profit.

Some of the topics covered in the workshop:

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

All Fees in USD

CONVENTION FEES

*Fee for each Additional Person

Independent Dealer

Member: \$30/*\$25

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

Manufacturer / Distributor

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

Non-Member: \$1200

Convention fee \$ _____

Membership fee \$ _____

Total due \$ _____

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

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

CC# _____

Exp. Date: _____ CCV #: _____

Name as appears on card: _____

Signature: _____

2017 VDTA•SDTA Independent Dealer of the Month

Loving Stitches Quilt Shop Fayetteville, North Carolina

VDTA•SDTA happily honors Loving Stitches Quilt Shop as the May Dealer of the Month for 2017! Located in Fayetteville, North Carolina off exit 58 of I-95, Loving Stitches makes every experience convenient, fun, and friendly.

Owned by Carol Watkins, Loving Stitches opened its doors in 1996 with a 1,200 square foot space in a strip mall. Today, the store is celebrating its 20th year in business and boasts a custom-designed, stand-alone 10,000 square foot store with stunning quilts and samples always on display. On the top level, the store stocks over 6,000 bolts of fabrics, threads, notions, and the full line of Koala cabinets. Additionally, there is a machine technical area, 3 spacious and well-lit classrooms, and a children's play area for their youngest visitors. Downstairs customers will find the sales area with items routinely 30% off, a cozy waiting area with TV for non-quilting guests, a large machine quilting service area, and more.

Any one of Loving Stitches's 20 employees can help their customers find the perfect BERNINA sewing, embroidery, quilting, or overlocking machine to fit their wants and needs. In fact, the store has won every major BERNINA award including BERNINA Rookie of the Year (1997), BERNINA President's Award (2004), BERNINA District Dealer of the Year (2013), and various Military Support awards. And if a machine is in need of fixing, three certified technicians repair all brands of domestic machines and even make in-home calls to service BERNINA Longarm machines or the BERNINA E16.

There is always something exciting happening at Loving Stitches, with a caboodle of classes offered six days per week, all year long. Customers can come to learn and perfect their sewing skills, embroidery techniques, serging, tatting, modern and traditional quilting, clothing construction, basic tailoring, costume making, home décor, & more!

Special classes for kids are also offered throughout the school year, along with sewing "camps" in the summer. What's more, after purchasing a machine, customers have the opportunity to attend free instructional classes.

Loving Stitches takes pride in their community, supporting local quilt guilds, the Quilts of Valor program, Operation Christmas Child, and providing kennel quilts for animal shelters to name a few. They vend at quilting events and shows, large and small, throughout the year including the Mid-Atlantic Quilt Festival, the Original Sewing and Quilt Expo, and the North Carolina Quilt Symposium. Loving Stitches also regularly attends the VDTA•SDTA Trade Show and Convention. To reach even more customers, they publish a multi-page quarterly newsletter, send bi-monthly emails, and are present on Facebook and Instagram.

Through her years of experience, Carol offers advice on being kind to customers: "Be friendly and helpful. We can't tell you how often customers have come to our store because the other quilt shops just weren't friendly or helpful."

**Congratulations to Carol
& Loving Stitches Quilt Shop
on your success and being
named VDTA•SDTA's
Dealer of the Month!**



VDTA•SDTA Dealer of The Month

Company Name _____ Phone _____

Owner's Name _____ Web site _____

Address _____ E-mail address _____

City, State, Zip _____ Local Newspaper _____

1. What year was your store established? _____

2. How many stores do you operate? _____

3. How many employees do you have? _____

4. What product lines do you carry? _____

5. What services do you provide? _____

6. Is your business family run? How many generations? _____

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

8. Check all equipment that your business carries:

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

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

☐ Quilt Shop without Sewing Machines ☐ Other _____

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

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

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

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

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

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

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

15. Community projects you participate in or support.

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

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

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

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

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

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

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

24. What year did you join? _____

Fax to: 515-282-4483

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

E-mail to: mail@vdt.com.

You may also visit www.vdt.com, 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.

Best Small Business Website to be Named by Web Marketing Association in 21st Annual Webaward Competition

Excellence deserves recognition and small business has done a great job at creating dynamic websites that deserve to be recognized. Web Marketing Association will name the Best Small Business Website of 2017.



The Web Marketing Association is looking for the best small business websites in the world as part of their 21st annual international WebAward Competition for Website Development at the WebAward Website. The WebAwards is the standards-defining competition that sets benchmarks for 96 industries, including small business websites, based on the seven criteria of a successful site. **The deadline for advertising websites to enter to be judged is May 31, 2017.**

“Small business marketing has been truly transformed by the Internet,” said William Rice, President of the Web Marketing Association. “A small business company’s websites can now allow that company to do business all over the world, if that website is effective. Having that aspect of your small business website reviewed is just one benefit of participating in the annual WebAward program. Being named an ‘award-winner’ can help with marketing as well.”

Websites are judged on seven criteria including design, innovation, content, technology, interactivity, copy writing, and ease of use. Each WebAward entry in the advertising category is judged against other advertising entries in its industry category and then against an overall standard of excellence.

All small business entrants benefit from receiving valuable feedback in terms of their specific scores compared against the average scores for their industry. They also may receive specific comments from the WebAward’s professional judging panel on their website development efforts.

Small Business Websites wishing to be considered for the **Best Small Business Website** can submit their website for consideration at WebAward.org. Winners of a WebAward in the advertising and marketing categories will also receive:

- Statue or certificate of achievement
- Increased visibility for their company
- Marketing opportunity to promote the company website to the media
- Links to your site from the highly-ranked WebAward site to help SEO
- A highlight for your resume.
- Admiration of peers, friends, and co-workers

The 2017 WebAwards are sponsored by the following leading organizations: PR.com, *EContent Magazine*, iContact, ad:tech conferences, Cranberry Radio, and *Website Magazine*. The Web Marketing Association thanks these companies for their commitment to the entire online marketing community.

About the Organization: The Web Marketing Association was founded in 1997 to help define the standard of excellence for online marketing. Their internationally known award programs, such as WebAward Competition for Website Development, Internet Advertising Competition, and the MobileWebAwards, recognize the people and organizations responsible for developing the most effective online marketing programs on the Internet today. Entrants benefit from assessment of their marketing efforts by a professional judging panel and the marketing opportunities presented by being recognized as an award-winning web developer.

Past Best Small Business Website WebAward winners:

2016 - DynamiX for Zerorez
 2015 - TopSpot Internet Marketing for Punum Roofing of Houston Website
 2014 - screenagers for 99 reasons why our website is not online yet
 2013 - DASH Co. for DASH Co. Website
 2012 - My1Stop.com for My1Stop.com - Printing Made Easy
 2011 - Overstock.com for Overstock.com
 2010 - CityMax.com for Small Business Website Builder
 2009 - Risdall Marketing Group for Peter’s Body Shop Web Site Design
 2008 - Hong Kong Trade Development Council for hktcdc.com -
The trusted online marketplace with third-party authentication
 2007 - dLife for dLife Website
 2006 - BusinessWeek Online for BusinessWeek Online - Small Biz
 2005 - Mediapulse, Inc. for Stuart Row Landscapes, Inc.
 2004 - Gerard Konars for Bridal and Formal, Inc. Website
 2003 - Byte Interactive for Byte Interactive website

Myraton Introduces Completely Revamped Website for 2017

Myraton Industries, a recognized industry leader in the manufacture and supply of telescopic wand systems for both household and commercial floorcare markets, is pleased to announce the launch of their new website for 2017. The completely revamped website details both the extensive telescopic wand selection offered throughout the OEM floorcare market, as well as the processes and capabilities Myraton has available to produce a limitless array of custom metal tube applications.

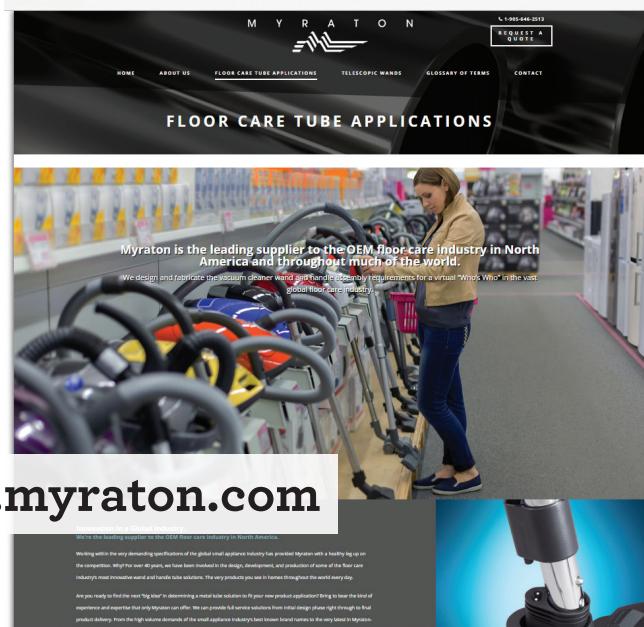
With the complete revamp of the website, it was Myraton's intent to showcase the quality and dedication to detail that is built into each and every telescopic wand. High resolution images of select, popular telescopic wands also provide site visitors with the ability to "zoom in" on every inch of the wand, giving a close-up view of the main features.

The new website also offers an "easy-to-navigate" feel while providing a lot of information to help customers gain additional knowledge in selecting the right telescopic wand for their unique cleaning need. An "Exciting New Stuff!" section on the home-page of the website promises to deliver regular updates regarding new wand features & innovations that continue to be developed.

And don't miss a visit to the Team Myraton section on the "About Us" tab which provides an amusing and "cheeky" introduction of each of the Myraton team members you have come to know or are likely to speak with.

You can visit the new Myraton website and learn more at **www.myraton.com** floorcare products and services offered. Contact Myraton anytime at (905) 646-2513 to share questions you may have regarding the extensive line of telescopic wand systems.

www.myraton.com



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*See yourself in our
2017 convention
photos on Facebook*



[Visit www.facebook.com/VDTASDTA/](https://www.facebook.com/VDTASDTA/)

BEAM Celebrates Product Innovation, Dealer Excellence at VDTA



BEAM kicked off its 60th Anniversary year at VDTA showcasing its history, new products, and promotions.

Complete with popcorn, balloons, and a wide assortment of products, BEAM kicked off its 60th birthday by meeting with dozens of dealers, unveiling new promotions, and celebrating a Hall of Fame dealer at the 2017 VDTA•SDTA Convention in Las Vegas.

"Our focus in 2017 is to showcase BEAM's rich history as a global leader in central vacuum technology, dealer support programs, and our vision to continue to lead the industry," said Tomas Horvath, Global Sales Director for BEAM. "We are offering a variety of promotional programs to help our global dealer network grow their business throughout our anniversary year."

Since its founding, BEAM has set a gold standard for central vacuum product innovation, the industry's largest network of independent installing dealers and distributors, dealer support, and global sales. Today, the company produces nearly one-third of all the central vacuum systems installed around the world.

Ken Chamzuk is among the many dealers who built the BEAM network and was honored for his 34 years of service to the industry by earning induction to the VDTA Hall of Fame.



What birthday celebration would be complete without popcorn?

Described as the “face for central vacuums in Canada,” Chamzuk was instrumental in developing the central vacuum business in western Canada. He recruited and trained dealers from Manitoba to the Pacific Ocean. In 1993, he founded his own dealership, Best Built-in Centre in Vancouver, B.C., and expanded the business to additional locations in Coquitlam and Surrey, B.C.



BEAM Dealer Ken Chamzuk (center) of Vancouver, B.C. earned induction to the VDTA Hall of Fame. Pictured with Chamzuk at the induction ceremony are Kevin Elliott (left), Senior Sales Manager for BEAM Canada, and Tomas Horvath, Global Sales Director for BEAM.

The VDTA convention not only offered an opportunity to commemorate BEAM’s rich history, but also served as a showcase for its innovative product offerings and sales promotions.

The top product highlight for 2017 is the BEAM Precision Powerhead. It is the only electric power brush that includes four levels of height adjustment for cleaning tile, hardwoods, carpet, and even the increasingly popular super-plush carpets. The Precision is the first central vacuum powerhead featuring Brushroll Tangle Remover. A simple press of a pedal lowers a blade that cuts hair and fibers that wind around the brushroll – eliminating the painstaking task of removing hair and fibers with scissors or taking the powerhead in for service.

Dealers also had the opportunity to compare the full line of BEAM power units, led by the BEAM Alliance, including a special 60th Anniversary BEAM Alliance that will be available in Canada. The BEAM Alliance system delivers quiet but powerful cleaning capability and a hose-handle communication

display that alerts the user of any interruptions in air flow, when to empty the bucket, or when to call for service. Its unique press-and-release collection bucket also makes it fast and easy to empty collected dust, dirt, and allergens.

A signature of the brand, the booth also featured the BEAM Serenity Quiet series – the most successful central vacuum product line in the industry’s history – on display. Serenity marked the first truly quiet central vacuum and remains a top seller throughout North America. Dealers also had the opportunity to try the entry-level BEAM Classic, a dependable workhorse.

The company also showcased new analog technology so that both the Precision Powerhead and BEAM Q cleaning sets can be used with Serenity Series and Classic Series power units. This allows the earlier models to provide hose-handle communication and the ability for the user to adjust cleaning power.



Among the featured products at the show was the BEAM Precision, a versatile powerbrush that can clean bare floors to super-plush carpets. And it cleans itself!

Contact your BEAM sales representatives to learn more about promotions and dealer support programs to grow your business.

BEAM Central Vacuums is a division of Electrolux Home Care Products, Ltd. Celebrating its 60th Anniversary in 2017, BEAM is the world’s leading manufacturer of central vacuum systems. BEAM products are sold in more than 50 countries.

H-P Products Exhibits at VDTA 2017

H-P Products had a successful VDTA show, visiting with many dealers and showcasing its line of VACUFLO®, Element®, and Dirt Devil® central vacuum systems and Vroom® and Spot hose management accessories.

To meet consumer and dealer demand, H-P Products offers a wide range of central vacuum filtration methods including VACUFLO True Cyclonic® and Filtered Cyclonic, Element Permanent Inverted Filter, and the Disposable Bag series.

Hose management systems were also a focal point of the H-P Products exhibit this year including Vroom, Spot, and Hide-A-Hose. Vroom is a quick-clean central vacuum accessory for everyday cleanups in high-traffic areas of the home, storing up to 24 feet of hose in a 3-inch space-saving box design. Spot central vacuum accessory features 15 feet of hose and is readily available to clean specific areas, of the home including laundry rooms, pet areas and more. Hide-A-Hose is a retractable hose system that enables a homeowner to use a central vacuum system with ease and store up to 50 feet of hose within the wall.

H-P's booth design utilized the product displays available to its dealers. This design allowed dealers to visualize ways to use these displays in their own home show booths and showrooms.

H-P's booth also featured the Flex Connect Central Vacuum Connection Kit. Flex Connect makes difficult central vacuum connections and installations easier and faster, and directly connects to all spigot fittings and 2" PVC central vacuum tubing. Whether you're installing, servicing, or replacing an automatic dustpan or Vroom® quick-clean accessory, Flex Connect will simplify the process, make complicated installations easier, and help you avoid unnecessary trips into the crawlspace or basement, reducing a 30-45 minute job to just 5 minutes. With a heavy-duty stretch hose and unique quick-connecting fittings, all you need to do is align the fittings, connect the hose, and twist to lock – it's that simple to have fast, professional installations every time. Coltrin Central Vacuum from Boise, Idaho, inventors of the Flex Connect, were on hand to demo the product and answer questions.

For more information on H-P Products Central Vacuum products and programs, please visit www.h-pdealersfirst.com or call 1-888-281-3705.



Local Business Owners Start WOWOB Movement

Helps Others Locate and Do Business with Women-Owned, Women-Operated Businesses

Why should you do business with a Woman-owned, Woman-operated business (WOWOB)? Because WOWOBs have a big social impact as well as an economic impact.

Studies done by the Women's Philanthropic Institute and others show that WOWOBs are more philanthropic at every income level, and give to charity more often and in larger amounts. These businesses also invest a higher percentage of their earnings in their families and communities, spreading wealth and creating a higher impact on future development, according to studies by the Global Entrepreneurship Monitor, published in the *Harvard Business Review*.

"Knowing some of these statistics about WOWOBs, several of us talked about the need to help each other," explains Jackie Wszalek, owner of Splash Printing and Marketing in Scottsdale. She joined forces with Wendy McClellan of Structure for Success, Scottsdale, and Mike Bull of the Women's Business Institute, Phoenix, to launch the WOWOB movement (www.wowob.org).

"Women-owned businesses are rising in their numbers," says Wszalek. "With rising success, they will increase social responsibility efforts, which may well change the way we all think about business responsibility."

WOWOB just launched its website and already has signed up 30 companies as members. "We are based in the Phoenix Area but a WOWOB in any city can join," Wszalek explains.

There is no cost to search the business directory to find a WOWOB in any of 30 categories. A low-cost yearly membership in WOWOB includes a listing in the online directory, a WOWOB decal to display in your office, a WOWOB logo to put on your website, and cards to give to friends, customers, clients, employees, or anyone who can help spread the word.

For more information about membership or sponsorship of WOWOB, visit wowob.org, email info@wowob.org, or call 480-447-9218.



It's a Feeding Frenzy!

At one point or another, we've all had to deal with negative people. In fact, could that be you? We hope not!

I had a customer stop me in the store recently to ask if my ears were ringing and how business was. This customer and her husband have been patrons of our store for many years, driving 100 miles each time to visit. But her visit this time was tinged with concern... concern for our welfare.

The customer was recently at a small quilting retreat attended by 12 ladies. As the ladies were talking, our name came up. One lady in particular complained about a \$25 Priority Service Fee we had instituted a few months ago. The intent was to slow down the number of people looking for same-day machine service. Our service department was busier than usual this last winter and ended up with about a 30-day backlog of repairs, due in part to requests for same-day service.

The \$25 Priority Service Fee did, in fact, slow down same-day requests for sewing repair work and had people planning a little more. No customer complaints on that.

Rather, the customer complaints came when one of those attending the retreat had called ahead to schedule a same-day repair, one week in advance. While I had questioned if this was something we really wanted to do since they were scheduling a week out, we agreed to go ahead and give it a try. BIG mistake!

Because of this, the ladies at the retreat had a negative feeding frenzy, courtesy of our store. One lady who has purchased a few high-end machines from us said she was never shopping there again. Ouch! The other attendees then latched on to that negative comment, and the ensuing feeding frenzy turned into something really negative for our store.

After letting the customer elaborate on this and how she was worried about our store losing business, I told her how we are dealing with this issue. After hearing a couple of other complaints the week before, we had already nixed the \$25 Priority Service Fee on repairs scheduled a week or more in the future. The customer did not want to give names of the ladies who were at the retreat, so I went to the next best option.

I thanked her for letting me know and gave her a few business cards, asking if she'd be willing to contact the ladies and let them know we changed the policy. She said she would be happy to, and I know she will. I also added that "It looks like there's no charge on your purchase today," for her 2 yards of fabric. By not charging her on the fabric, she just might be a little more compelled to follow through.

While some would say "Charge the \$25 Priority Service Fee, it's a policy we need," I would argue otherwise. We might have been collecting the \$25 and improving our repair schedule, but it's not worth alienating customers, especially ones who have purchased high-end machines. We are back to the "lifetime value" of the customer again. Funny how "lifetime value" keeps coming up these days. Good words to remember...

So much of what we do in life boils down to relationships. If you are nice to customers and people in general, they will usually be nice to you. Of course, there's always going to be room for abuse. That being said, if you base your store's policies and procedures on the exception rather than giving the benefit of the doubt, you probably lose some good customers.

So how can we help? It's simple. Decide to be positive! Decide to have a good day.

If we wake up feeling negative, we could pull the covers back over our head and sleep all day... or get up and growl at our spouse or kids... or go to work and be mean to coworkers and customers. Grumpy, grumpy, grumpy.

Or we can wake up and decide to have a positive day. Most of us have food on the table and a place to call home. That's not the case in other parts of the world or even in parts of our own country.

So how do you wake up with a positive attitude? One way is to be thankful. Thankful to our Creator that you are here. Thankful you have a roof over your head. Thankful you have a job. Thankful we live in a free country with a standard of living that is above most others.

Let's face it, you can be negative and have other people be negative with you. Lots of people will partake in the "feeding frenzy" you inspire.

The alternative is to decide to have a good day. Decide to not participate in the negativity. Decide to be a light to others versus one of the grumpy ones. There's power in being positive! Go ahead, I'll give

you permission to bury your grumpy old self and take on the power of being positive. Do it today!

"Go ahead, I'll give you permission to bury your grumpy self and take on the power of being positive."



Capital Quilts, Gaithersburg, MD

Thinking Positive!

This month I would like to congratulate Alison Zacharki and her crew at Capital Quilts in Gaithersburg, Maryland. Capital Quilts hosts 2-3 events each month, making items to donate to various groups. The events are free, open to everyone, and all fabric is provided. Customers bring their sewing machines, sewing supplies, and lots of energy! They also give customers fabric kits to make items at home, which then are brought back to the shop and delivered to the appropriate charity or group. Often, customers don't even want fabric as they know the programs supported by Capital Quilts make such a difference!

**We congratulate
Capital Quilts on
DOING SOMETHING good!**

REMINDER: If your store is active in your community, please share! We would like to acknowledge you and spread the word! E-mail your comments, ideas and suggestions to jimbarnhardt@msn.com



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



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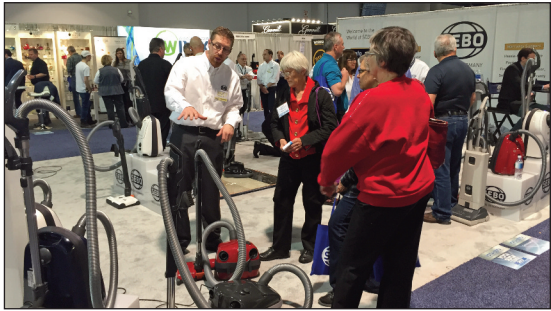
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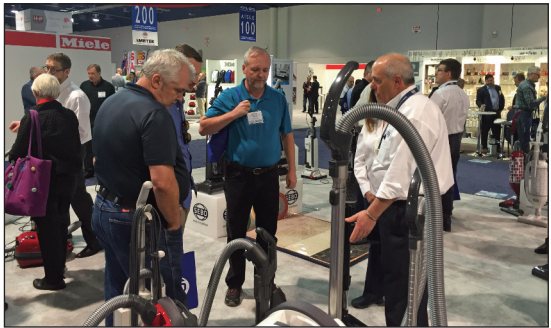


SEBO America Experienced An Excellent 2017 VDTA Show!

Returning to Las Vegas this year was fun and rewarding! The SEBO booth was extremely busy. Existing and prospective dealers were introduced to the wide variety of products made by SEBO in Velbert, Germany. Attendees were interested in learning more about SEBO's ultra-durable canisters, awesome power heads and world-renowned upright vacuums.



Many new dealers were signed up, and dozens of existing dealers stopped by to visit and also take a look at SEBO's new canister series: the AIRBELT E3 Premium, E2 Turbo, and the E1 Kombi.



John Van Leuven, SEBO America's CEO, was a member of the VDTA Panel Discussion. Many important topics were discussed, such as building retail foot traffic and the latest industry trends. Many dealers followed up the panel discussion by visiting our booth, to get more details on how SEBO products can help their businesses.

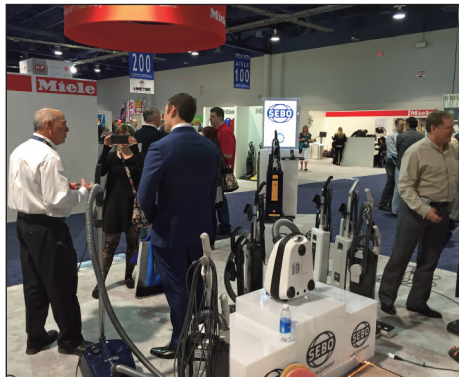
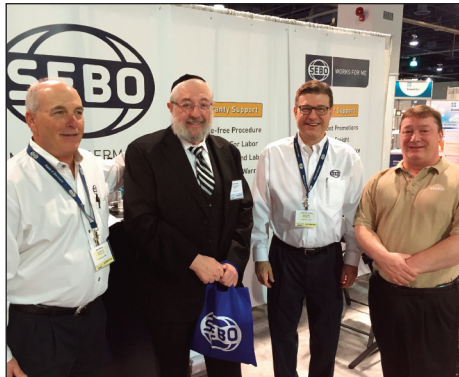
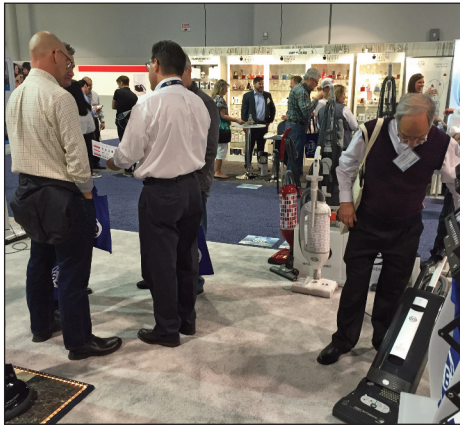
SEBO was honored to receive the VDTA 2017 Best Booth Award for the 400 to 700 ft. category.



SEBO America was pleased to honor Abby and Robert Buckwald of Coral Springs, Florida as its Number One Dealer in the United States, for the seventh consecutive year! Their sales growth each year demonstrates the strength of their programs and initiatives! SEBO is happy to be a part of their success story!

"Gator Vacuum is once again honored to be awarded the #1 Dealer of SEBO Vacuums for the seventh year in a row! Our team works hard to offer our customers the best vacuums

available, and SEBO products are key to helping us achieve this goal. Quality and reliability are defining product standards that Gator Vacuum has built its business on, as well as providing excellent customer service."



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MADE IN GERMANY

From Store to Online Enterprise: Home Revolution's Managed Services

Is your business plateauing? Are you looking to develop your company and transform your storefront into an established organization?

The highest opportunity for growth and profits in our modern, technological world is through online selling platforms, whether through standalone e-commerce sites or third party marketplaces.

But how do you break into this sphere if you don't have the expertise?

The Home Revolution team has begun sharing their experiences by offering key services to business owners and sellers. Their goal is to provide assistance for the retailer's journey of development in the online sphere.

The Experience of Home Revolution

Home Revolution began on the product side with quality, private-label home and lifestyle products. Jay Goldberg, CEO of HomeRev, realized the challenge for online sellers to find quality goods while controlling their profit margins. In this way, he developed a business model that would minimize the supply chain and eliminate the procurement middlemen, leading to higher profit to sell online. Within this model came experience and knowledge about innovative methods of selling, marketing, and online strategy.

Home Revolution then realized that all business owners could benefit from their web-based strategic management experience. Thus, Home Revolution's line of managed services – **Seller's Choice** – was born.

The goal of these Seller's Choice services is twofold: 1) to explore and develop current companies not growing to their full potential 2) to establish sellers' businesses online.

These service categories include:

- Social media management and development
- Email marketing
- Content creation and graphic design
- Sourcing/producing/providing including private labeling, marketplace listing optimization, listing creation, and management
- e-commerce website design and management.

The Managed Services Process

The first step in this selling "revolution" is a deep-dive into the client's company. Home Revolution's knowledgeable team extensively reviews and researches the client's brand, from product to advertising to consumer demographics and beyond. They then determine the services most relevant to that business and create an actionable, prioritized plan moving forward.

For example, Home Revolution would look at a brick-and-mortar store selling a plethora of lifestyle units. They may determine that the supply chain can be drastically cut through direct procurement. They may also find that lifecycle monitoring can better help the brand find their profitable niche. They may then discover that a majority of this business's customers are online shoppers.

In this way, Home Revolution would develop an e-commerce website for the business including site design, product listings, content development, brand identity improvement, and even site management services. Home Revolution would take care of this process A to Z so business owners can focus on the consumer and future growth of their company.

The Bottom Line

Whether you are considering moving your business online or already have an e-commerce platform, Home Revolution's **Seller's Choice Managed Services** can grow your business to the next level. These services work to optimize listings, marketing, and brand identity towards the exponential development of the client.

Home Revolution uses their accomplishments and experience to cultivate a brand and renew sellers' time and energy towards this development. Their personalized services make them the "Seller's Choice" for online and brick-and-mortar businesses who are looking to grow at accelerated speeds through proven experience, a knowledgeable team, and a professional online platform.



“Pleased as Punch” to Visit the Vacuum Cleaner Museum



In March, the Vacuum Cleaner Museum was pleased to welcome Stefan Norris of Knoxville, Tennessee. Stefan is a sophomore in high school as well as a vacuum cleaner collector. Stefan plans on pursuing a career as an Ear, Nose, and Throat Specialist. He's also a singer in his spare time, having recently sung "How Great Thou Art" in front of an assemblage of 150 people.

Stefan and his mother made the 8-hour drive so Stefan could visit the Vacuum Cleaner Museum over his Spring Break. In fact, this is Stefan's second time visiting. Museum Curator Tom Gasko enjoyed spending time with Stefan, discussing all the vintage cleaners as well as sharing vintage vacuum literature, like ads and owner's manuals.

Stefan brought an Electrolux model Automatic F from 1957, which had been given to him by one of his mother's friends. A bag had broken sometime in the machine's life, so it was sorely in need of repair. Stefan watched as Tom took the entire machine apart and

gave it a complete overhaul as well as a comprehensive cleaning. When the reassembled cleaner was started, it roared to life – full suction and cleaning power restored.

Stefan also found a few vintage cleaners among the Museum's collection to which he took a shine. Fascinated by the mid-century modern Fairfax in gleaming chrome and red, the canister was a new sight to Stefan. After explaining its features and how door-to-door salesmen in the 1960s sold it, Stefan could hardly wait to try it.

One of Stefan's favorite types of vacuums beside the new Riccar SupraLite 8-pound upright vacuum is Kirby.

He was pleased as punch to try the 1958 Kirby model 518. One of the most aesthetically pleasing models, the 518 has a gorgeous grey outer bag with the beautiful KIRBY logo embroidered on the front. With the Kirby, Stefan cleaned the 1950s section of the Museum, a smile on his face the entire time.

Vacuum collectors are always encouraged to visit the Vacuum Cleaner Museum at #3 Industrial Drive in St. James, Missouri anytime from 9 AM - 5 PM Monday through Saturday. The Vacuum Cleaner Museum is located at the Tacony Manufacturing facility where Riccar, Simplicity, and Maytag branded vacuums are designed and assembled by more than 100 Americans.

Quality and customer satisfaction are the goals of Tacony Manufacturing, and the Vacuum Cleaner Museum plays its role as new models are designed and tested.

You may reach the Vacuum Cleaner Museum at 573-265-0680 or 1-866-444-9004 to arrange a personal or group tour.



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:** \$130. Yearly renewal \$110.
 Identified as any dealer whose principal business is the sale of merchandise and services directly to the consumer (end user).

☐ **Associate member:** \$625 each year.
 Identified as a wholesale manufacturer/distributor/supplier. Businesses located in the U.S. or International.

☐ **International member:** \$150 each year.
 Identified as a dealer not located in the U.S. or Canada.

☐ **Miscellaneous Membership:** \$150 each year.
 Includes: Manufacturer representatives, independent consulting firms, and advertising agencies.

Membership Dues:

Independent Dealer	\$130	1 store
Independent Dealer	\$150	Multiple stores
International Dealer Member	\$150	
Associate Member	\$625	
Miscellaneous Memberships	\$150	

FLOOR CARE

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☐ 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: _____

SEWING\QUILTING

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

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

☐ Yes ☐ No
☐ Yes ☐ No
☐ Yes ☐ No

Payment Information

All payments must be made in U.S. funds

☐ Check ☐ MasterCard ☐ Visa Amount: \$ _____

Cardholder Name (Print): _____

Card #: _____ (CCV# _____) Exp Date: _____

Card Registered Address (If different than above): _____

Signature: _____

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- Dealer locator on VDTA.com – make it easy for customers to find your store
- VDTA/Bernie Epstein College Scholarship Opportunity
- Opportunity to become *Dealer of the Year*

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or fill out membership application and fax to 515-282-4483
or mail to: **VDTA • SDTA, 2724 2nd Ave, Des Moines, IA 50313.**

On the Map:

What's in Charlotte?

Bechtler Museum of Modern Art

Charlotte, North Carolina – home to the second largest U.S. banking center, 2017 Quail Hollow-PGA Championship, NFL Carolina Panthers... and now the 2018 VDTA•SDTA Trade Show and Convention – offers a variety of entertainment options from sports outings to food forays and art excursions.

Charlotte's understated splendor makes it a fine getaway for business or pleasure, but a premier destination if you're doing both!

Only 2 blocks away from the Charlotte Convention Center in uptown (what you might call "downtown") stands the Bechtler Museum of Modern Art.

This gem of a museum first opened its doors to the public on January 2, 2010 and houses over 1400 works of art, many of which had never been seen by the public eye. Much of the collection

Museum Mission
"Sharing the joy and excellence of the Bechtler collection with all in order to inspire, inform and enhance cultural and intellectual life."

was held privately by the Bechtler family of Switzerland, whose passion for art was inspired by the Kunsthhaus Museum in Zurich. Since the 1950s, the family's art collection has grown through inheritance and acquisition, and it is Andreas Bechtler whose generous patronage brought the collection to Charlotte.

At the Bechtler Museum of Modern Art, you will see the works of Giacometti, Picasso, Calder, Warhol, Tinguely, Le Corbusier, and many more. The diversity of works housed in the 4-story museum ranges from metamechanics to mobiles, from print pop art to cubism, and more! The assemblage can be leisurely viewed in a single afternoon but invites return for more admiring, imagining, and speculation.

The museum building itself rises as a work of art in Charlotte. Designed by Swiss architect Mario Botta, it presents a "sculptural power that connects to its dynamic art inside (www.bechtler.org). The terra cotta exterior, appropriately out-of-place with its neighboring skyscrapers, welcomes visitors with its earthy, contented feel. Through the inside, a glass atrium unfurls natural light and opens the space for ideal viewing.

Admission rates are \$8 Adult, \$6 Senior, \$4 Youth (10 and under free), and no cost for Military personnel and their families. The museum is open to unguided exploration, though docent-led tours are available and run 45-60 minutes. Hours of operation are as follows:

Monday	10 AM - 5 PM
Tuesday	Closed
Wednesday thru Saturday	10 AM - 5 PM
Sunday	12 NOON - 5 PM

For more information, visit www.bechtler.org.

Photo courtesy of
charlottesgotalot.com



Thank you

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

For a complete list of members visit www.vdta.com.

ASSOCIATE MEMBERS

		MEMBER SINCE
Canavac Systems Inc	Stratford, ONT, CAN	Apr 2006
Clover Needlecraft Inc	Ontario, CA	Mar 2013
ESSCO	Twinsburg, OH	Mar 1987
H-P Products Inc / Vacuflow	Louisville, OH	Feb 1988
Jabat Inc	Olney, IL	Nov 2013
Qualtex Global Ltd	Denton-Manchester, CHINA	Mar 2017
Rexair LLC	Troy, MI	Apr 1994
SVP Worldwide	La Vergne, TN	Mar 1995

INDEPENDENT DEALER MEMBERS

		MEMBER SINCE
A Block Away Quilt Shop	McAllen, TX	Mar 2017
A J Madison	Brooklyn, NY	Mar 2010
A Vacuum Store and Service	Calgary, AB, CAN	Feb 2007
Albert Lea Vacuum Center	Albert Lea, MN	Jan 2016
All Brands Inc	Cleveland, OH	Jan 2004
American Vacuum	Gladstone, MO	Apr 2012
Art & Jenny's Sewing & Vacuums	Ventura, CA	Mar 1983
Bagdon's Vacuum	Baltimore, MD	Apr 1998
Best Vacuum Shop LLC	Houston, TX	Apr 2010
Blaine's Sewing Machine Ctr	Cranston, RI	Apr 2006
Bob's Vacuum	Goleta, CA	Jan 1990
Byers Vacuum Clnr & Sewing Inc	Champaign, IL	Nov 1999
Cadillac Vacuum Sales & Service	Cadillac, MI	Dec 1998
Charleroi Sweeper Center	Charleroi, PA	Jun 1983
Charlie Vacs of Florida	Deerfield Beach, FL	Jan 1991
Citrus Sew & Vac	Ocala, FL	Feb 1999
Clean Home Vacuums Inc	Athens, GA	Feb 2002
Country Fabric & Craft	Valentine, NE	Apr 2006
D & H Service Center Inc	Orange, CA	Mar 2007
Discount Fabric /	Tazewell, TN	Jan 2016
Beckie's Sewing Ctr		
Discount Vac And Sew	Kennewick, WA	Mar 1994
Elko Sew-Vac	Elko, NV	Oct 1987
Griffin Vacuum Center	Greensboro, NC	Mar 2017
Holmes Sew & Vac	Berlin, OH	Feb 2012
Jim's Vacuum & Sewing Ctr	Panama City, FL	Sept 1999
Kaukauna Vacuums & Sewing Ctr	Kaukauna, WI	Mar 1993
Lexington Vacuum Cleaners	Albany, NY	Feb 1985
Loving Stitches	Fayetteville, NC	Jan 2017
Made Creative Studio	Grayslake, IL	Mar 2017

Maggie's	Mason City, IA	Jun 1991
Mason Sewing Machine Co Ltd	Vancouver, BC, CAN	Feb 2001
Moore's Sewing Centers	Mission Viejo, CA	Mar 2003
Morrow's Sewing & Vacuum Ctr	Bend, OR	Sept 1999
Myers Sewing Machine Co	Colorado Springs, CO	Feb 1995
Napa Valley Vacuum & Sewing	Napa, CA	Feb 1991
Northside Vacuums	Deland, FL	Oct 1986
Orbit Central Vacuum Systems	Oakville, ONT, CAN	Apr 2010
Oreck Clean Home Store	Lincoln, NE	Mar 2005
Oreck FCC of Nassau	Carle Place, NY	Jan 2009
Park Vacuum Center	St Louis Park, MN	Aug 1987
Pin's Needles & Sew Much More	Searcy, AR	Jan 2013
Ranft's Denville Vacuum/Appl	Denville, NJ	Oct 1982
Ray's Sewing Machine Ctr	San Jose, CA	Feb 2000
Roosevelt Vacuum	Seattle, WA	Dec 1991
Ryan's Sewing and Vacuum	Albuquerque, NM	Jan 2008
Sew Little Time LLC	Las Vegas, NV	Feb 2011
Sewing Source Inc	Lake Villa, IL	Mar 2010
Sewphisticated Inc dba	Mt Dora, FL	Feb 2013
Sew-Mini Things		
Spike's Vac Shop	Young Harris, GA	Dec 2005
Steam 'N Vac	Decatur, IL	Jan 1999
Super Vacuum & Janitorial	Glendale, AZ	Feb 1994
Swanson's Discount Vacuums Inc	Rockford, IL	Feb 1986
The Janitor's Closet	Salt Lake City, UT	Mar 2004
The Quilting Shack	Broken Bow, NE	Mar 2017
The Sewing Garret Inc	Daytona Beach, FL	Apr 2005
The Vacuum Center	Rochester, NY	Mar 2017
The Vacuum Center	Enid, OK	Jan 1995
The Vacuum Clinic Inc	Tuscaloosa, AL	Feb 1996
The Vacuum Shop	El Cerrito, CA	Feb 2014
Through the Ages Fabric LLC	Centerville, OH	Mar 2017
Tops Vacuum & Sewing	Sarasota, FL	Feb 2004
Tri State Vacuum Company	Newport, DE	Dec 1999
Tri-State Sew & Vac Inc	Sioux City, IA	Apr 1996
Twin City Vacuum	Crystal, MN	Jun 1981
VacMaster	Markham, ONT, CAN	Feb 1985
Wilson's Your Favorite Quilt Shop	Hagerstown, MD	Mar 2010
Woody Mann Company	Richardson, TX	Jul 1981

Hizero Finds its Way to Success through VDTA

By Hizero Technologies

New Product of Year 2017 - Floorcare



Hizero Technologies feels fortunate to have attended the 2017 VDTA Trade Show and Convention. We hit the ground running with a new invention: an amazing floor cleaning tool. At the VDTA Show, we at Hizero finally found our way to success.

Many thanks to Tom Berkshire who introduced us to the VDTA. I can still remember the first time I called Craig Dorman for more information about the association and the show. Craig has been so inspiring and helpful ever since. I have to say he's the mentor of Hizero.

Without a doubt, Hizero was an exceptionally popular booth at the 2017 VDTA Show. Hizero's feature floor cleaning product uses bionic technology, but not like standard vacuum tech. It's inspired by animals and their cleaning abilities. Due to unique bionic technology, which conserves a lot of energy, the Hizero 4-in-1 (sweep, mop, dry, and self-clean) mop can be used 60 to 80 minutes after each charge and is extremely quiet.

We are glad dealers liked the product, and seeing their reactions to our product demos made us feel like magicians performing a show. I think I could be the next David Copperfield!

A dealer friend came to my booth and told me, "Jin, I saw the Hizero video you sent me, I really liked it. But I showed it to my husband and he didn't believe. So I brought my husband to look at your booth." I smiled and asked her astonished husband, "Do you believe it now?"

The best part of attending the VDTA Show was accepting the "2017 New Product of the Year" award on the stage in the exhibit hall. "Should we go jump up on the stage or take the stairs?" I asked Sean, CEO and inventor of Hizero, "Never mind, we always take unusual steps, like our product." And so we hopped on up!

We met so many nice people at the show, and many of them gave us useful suggestions. It's like entering into a new world, and we finally find our way to success. The dealer vacuum channel is perfect for Hizero because we have such a new and unique product. Demonstrating directly to consumers is one of the best ways to sell the Hizero 4-in-1, as they can see for themselves how well it works. And by creating a new category which also meets consumers' strong floorcare needs, Hizero can help dealers increase sales revenue!

See you in Charlotte, 2018. Hizero will bring more innovative products to VDTA Show. Let's have fun!



Rong, Sean, Jin, Craig





Winix Meets Success with Air Purifiers at VDTA

Winix, a leader in healthy home appliance technology, had great success building relationships with various dealers as they revealed the new Winix T1 at the 2017 VDTA Trade Show. Displayed prominently in Winix's booth, the T1 is the brand's most powerful air purifier that cleans communal spaces up to 1,000 square feet.

Highlighting a specialty product like the T1 with a filtration system precise enough to reduce pollutants in the air to zero, Winix intently demonstrated its extensive technology that truly purifiers the air. The positive reactions from show-goers proved why the T1 has received the highest possible Association of Home Appliance Manufacturers (AHAM) verified rating in the world.

With an extensive 6-stage cleaning filtration system that includes a high performance True HEPA Filter capturing 99.97% of particles down to 0.3 microns, the T1 far surpasses the level of HEPA-only products, filtering the smallest microns, including dust, pollen, pet dander, and smoke right before your eyes.

With Winix as a first-time exhibitor, attendees were interested in learning more about the Winix brand in general and the technology of their products. As a result, Winix happily shared their connected home abilities of the WinixSmart app that pairs with many of their products, including the T1.

When Winix products are paired with the app, users are provided with real-time data on both their indoor and outdoor air quality. The app offers notifications, historical data, the ability to control devices, and even access to the Winix online store to purchase replacement filters. The customized WinixSmart app is available for smart phones and tablets, making it convenient for those with busy schedules to control their home environment, even when they are on the go.

For more information on the Winix T1 and other products, visit www.winix.com.



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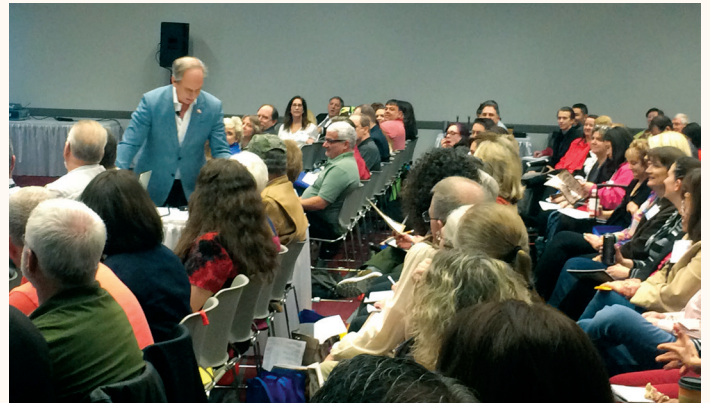


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A.E. Carter Celebrates a Successful 2017 VDTA Show

How to describe the VDTA Show in one word? "Busy!" Many dealers commented on their fun but busy time at this year's VDTA Show. The activity at the A. E. Carter booth followed this sentiment throughout the 3-day event with more new vacuum products on display than previous years. Dealers celebrated these new vacuum models as strong products to sell and continue moving the economic turnaround upward.



Hector Dominguez, Sales Representative for A. E. Carter, was eager to show the new **Easy Made upright from Fuller Brush** featuring a metal handle, metal brush roller, and metal power wand all at an MSRP of \$269.99.

Mauricio Rosales, Sales Representative for A. E. Carter, demonstrated the new blue **EON Quiet Pro vacuum from Sanitaire by Electrolux** for homeowner use. It features an easy-change brush roller, washable HEPA filter, ceiling reach wand with on-board tools contained in a sleekly designed slim profile model, with an MSRP of \$699.99. Vapamore introduced their new **MR-750 Ottimo steamer** featuring three hours of work time on a single fill. It is intended for homeowner and professional use, but with commercial grade construction.

The new **Quick Maid cordless broom from Fuller Brush** with an MSRP of \$199.99 and two new **uprights from Carpet Pro** (commercial 8lb upright and CPU-250 tool on-board upright for homeowners, MSRP \$179.99) were also on display.

Herm Ruseler, A. E. Carter Sales Representative, reminded customers that A. E. Carter has been the home of "**Fast, Fair, and Friendly**" service for over 100 years. Our commitment is reflected in our customer care "**YES**" program, where "**YES**" stands for "**Your Excellent Service**" as we assist your needs each day.

Also at the show the A. E. Carter staff reviewed the latest features at our website **www.aecarter.com** where dealers can take advantage of many services and resources with a simple click of the mouse.



Popular resources include:

- Web access registrations and applications
- Online payment
- Real time order tracking information
- Warranty information
- Parts and availability finders
- Suggested retail pricing
- BORIS, our Back-order, Order, Retrieval, and Information System.

We at A. E. Carter would like to thank all the dealers who visited with us this year at the VDTA Show in addition to all of our dealers for supporting us with your business.

To learn more about the A. E. Carter Company or new products or services mentioned in this article, please give us a call at 1-800-877-8544 or send us note at sales@aecarter.com.



Today's Rebels Will Create Tomorrow's Best Practices

You must realize that at some point, your best practices will become obsolete. It could be a case of technology changing, the marketplace evolving, or your success from old processes feeling like a shoe that's suddenly too small.

In any case, you'll need to change. And yet, many will double down on old best practices simply because they are comfortable. This continues as the business experiences diminishing returns.

A resistance to change can represent the express lane to failure. What happens is that organizations fail to grow, change, and innovate.

To prevent this downward spiral, consider the fact that tomorrow's best practices will likely be different from today's processes. Often they'll be started by people who might otherwise be considered rebels in your organization.

They are the kind of people who ask, "Why do we do this?" and "What if we changed?" And they may not naturally want to follow all of the rules.

To those who oppose change, these are radical thoughts and unwelcome questions. But these rebels may discover new truths.

For example, there was a time when documents were either mailed or sent by courier to a business. One day, someone decided to take advantage of a new machine called the fax to carry out this task. This was a game changer for businesses that were open to trying something new. The process continued when the same document sharing could be handled through the Internet.

In the early days of faxes, I'm sure there were those who resisted the change. Eventually, they came around to the new best practice but perhaps not before they lost some business due to a slower process.



"Tomorrow's best practices will... often be started by people who might otherwise be considered rebels"

You want innovation and new ideas, but first you must create a culture where people are free to ask, "What if?" Do people on your team have time to innovate and explore new ideas? And will you consider them, or reconsider them, should some variable change?

While it's good to have a team that's agreeable to your views, you also want some who think differently than the rest. Even a new idea that doesn't work can

teach an important lesson. Encourage, supervise, and honor your rebels.

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

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





Recognizing Our Associate Members

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Moody Insurance Offers Great Service for VDTA Members!

Don't have the resources for an in-house HR Department? Uncertain if you are in compliance with all federal and state employer requirements? RELAX! Moody's HRnet Human Resources Portal provides HR and Benefits Compliance Solutions. **FREE FOR VDTA•SDTA MEMBERS!**

Moody Insurance Worldwide has partnered with VDTA•SDTA to offer tailored insurance coverage and **preferred coverage pricing** for all association members.

As part of that commitment, Moody is pleased to offer members a valuable, convenient, and FREE resource – **HRnet Portal**. This fully-interactive human resources and benefits website provides guidelines, tools, and tips to stay in compliance with federal and state requirements, right at your fingertips!

Just some of the many resources available on the Portal:

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- The latest information on **Health Care Reform**
- Step-by-step guidance on COBRA, performance reviews, hiring, and terminating employees
- Interactive tools including a job description builder and salary benchmarking tool, as well as a range of additional **employment laws by state**
- A monthly **newsletter** and **email alerts** as new information becomes available

Moody's HRnet Portal subscription is available at **no cost to VDTA•SDTA members**. If you are interested in receiving a subscription to the Portal, just visit <http://www.moodyinsurance.com/HRportal/> and click on the link provided to request your individual Login.

For more information on the HRnet Portal or to **obtain a no-obligation quotation for your business insurance**, please contact us:

Laura Bianchini Pritchett, CISR, CIC
Account Executive
(800) 966-0001
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About the Company: Moody is one of the largest brokers in the DC Metro Area, listed in the *Washington Business Journal* Books of Lists "Top 25." *Insurance Business America* recently named Moody Insurance Worldwide among their "Elite Agencies" countrywide. Moody Insurance Worldwide is known throughout the insurance industry as a leader in specialized programs for franchises and trade groups, offering industry-leading tailored insurance coverage and preferred group pricing, all underwritten in partnership with the largest, most respected insurers in the U.S.



MOODY
INSURANCE WORLDWIDE

ProTeam ProVac Backpack and ProForce Upright were Standouts at VDTA Show

ProForce® 1500XP Upright



In February, ProTeam® attended the 2017 VDTA•SDTA Las Vegas Convention and Show to demo innovative products for vacuum dealers. At the show, ProTeam Senior Regional Sales Manager Rich Stanley noted that the ProVac® FS 6 Backpack Vacuum with Power Nozzle and the ProForce® 1500XP Upright Vacuum drew the most interest from show attendees.

“Vacuum dealers need high-quality units that are both reliable and easy to repair and maintain,” said Stanley. “Both the ProVac and the ProForce excel in that area.”

The ProForce Upright provides exceptional cleaning in a high-filtration upright to improve reach, durability, and soil removal. This top-of-the-line commercial vacuum is equipped with premium on-board tools and a HEPA media filter that captures many allergens and asthma triggers.

“Many visitors to the ProTeam booth had been using the ProForce 1500XP Upright for years with great results,” said Stanley.

Stanley also demo-ed the ProVac FS 6 Backpack Vacuum with Power Nozzle. It marries the power and mobility of a backpack vacuum with the agitation of a brush roll. The unit was recently upgraded with a new FlexFit® Articulating Harness with increased back and shoulder padding.



“People were impressed by the harness improvements and surprised by how comfortable the unit is when it is fit properly,” said Stanley. “I spoke to a couple people who weren’t comfortable using a backpack before but changed their minds after they tried the new harness.”

The ProVac FS 6 cleans two to three times faster than an upright vacuum and is 43% more efficient at removing soil than an upright. In addition, a backpack vacuum has only 2 moving parts, the switch and the motor, reducing the need for maintenance and repairs.

More information about ProTeam backpack vacuums and upright vacuums can be found at ProTeam.Emerson.com.



ProVac® FS 6 Backpack

The Ametek Lamb 5.4” Acustek Motor

AMETEK®

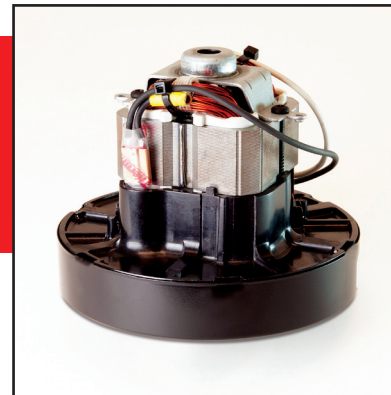
Innovative fan and integrated diffuser design makes Ametek’s Lamb 5.4-Inch Diameter Through Flow Vacuum Motor quieter and more efficient

AMETEK Lamb’s 5.4” diameter vacuum motor is designed with technology that allows it to operate 7dB and 10 Sones quieter than an equivalent 5.1” or 5.7” diameter motor. The noise cancellation technology is a result of the integrated diffuser system in which the frequency and phase between the primary and secondary diffusers are designed to reduce noise.

In addition to an innovative fan-diffuser system, the motor features an improved motor lamination that increases its efficiency by between 30 and 40% and a distinctive commutator down design that allows it to run cooler as well as reduce vibration. Overall, the 5.4-inch diameter vacuum motor at 2.7 pounds is more than a pound lighter than an equivalent 5.7” version, and half a pound lighter than a similar 5.1” diameter model.

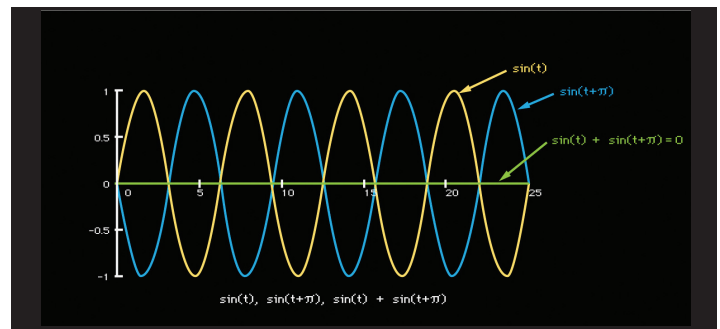
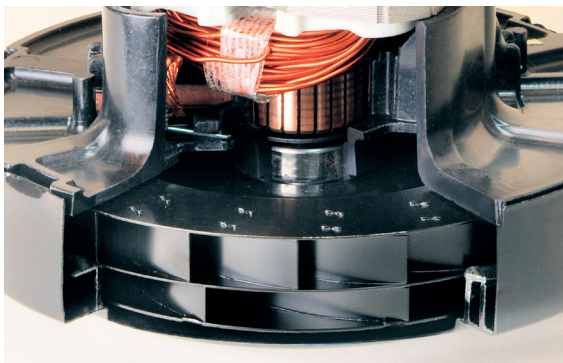
The 5.4” diameter vacuum motor is ideal for a variety of demanding vacuum motor applications, especially those where its lightweight, compact size, and quieter, more efficient operation are significant advantages. These include commercial backpack vacuums, central vacuum systems, and other high-demand floor care appliances.

For more information, contact
AMETEK Lamb
100 East Erie St.
Kent, OH 44240
www.ametekfsm.com



*AMETEK Lamb quiet running
5.4-inch vacuum motor*

About the Company: AMETEK Lamb is a product portfolio of AMETEK Dynamic Fluid Solutions, a division of AMETEK, Inc, a leading global manufacturer of electronic instruments and electromechanical devices.



Top: Integrated diffuser noise-cancellation sine wave
Left: Noise-cancelling integrated diffuser system

Protecting the Environment Starts at Home:

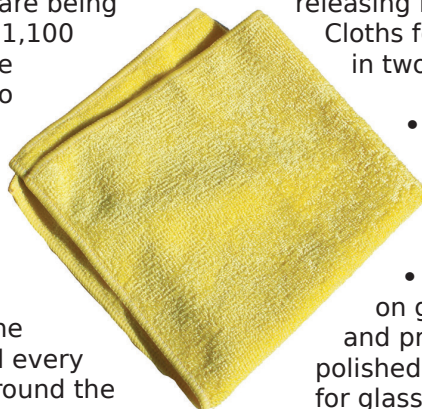
How to Make Every Day Earth Day with e-cloth®

Synthetic chemicals – which contaminate homes and the environment – have significantly increased in terms of availability. In fact, one of the top news stories recently reported on seeker.com states that “[f]ully 10 million new compounds are being unleashed each year: That’s more than 1,100 every hour, or 19 per minute.”¹ They are being released into the atmosphere, into waterways, and eventually into U.S. homes. Protect the home environment by cleaning chemical-free with e-cloth and just water, and in turn, protect the outdoor environment too!

Earth Day, which is dedicated to bringing awareness to and expanding the environmental movement, is celebrated every year on April 22 by millions of people around the world. Earth Day may only be celebrated one day, but its scope spans every day of the year. e-cloth helps introduce and support a chemical-free, waste-free lifestyle and helps consumers protect their environments for Earth Day and every day.

1. e-cloth prevents needless toxic chemical pollution. The U.S. Environmental Protection Agency lists Volatile Organic Compounds (VOCs), commonly found in cleaning products, as some of the worst environmental hazards in household cleaners. VOCs “contribut[e] to smog formation in outdoor air and [are] released to the environment during normal use through evaporation...and rinsing down the drain of residual product from cleaned surfaces, sponges, etc.”² e-cloth cleans using just water, making it a natural and safe way to reduce air quality pollution.
2. e-cloth decreases the amount of disposable trash. The EPA estimates that the average person generates over 4.4 pounds of trash every day³. According to the *Stop Trashing the Climate* report, “[b]y reducing our waste 1% per year and recycling and composting 90% of our discards by 2030, we could save 406 megatons of carbon dioxide equivalent every year. This is the equivalent to shutting down 21% of our nation’s coal-fired power plants.”⁴
 - a. Paper towels – Americans create more than 3,000 tons of paper towels waste per year. e-cloth is reusable up to 300 machine washes, keeping unnecessary waste out of landfills.

e-cloth makes it easy to create a chemical-free lifestyle and reduce the amount of consumer waste created while cleaning. Just in time for Earth Day and Spring Cleaning, e-cloth is releasing its most popular promotion - Two Cloths for the Price of One. It is available in two of its best-selling products:



- **General Purpose Cloth** used for general cleaning of all hard surfaces and light dusting; easy and eco-friendly replacement for paper towels.
- **Glass & Polishing Cloth** used on glass and other shiny surfaces and provides a streak-free, smear-free polished finish; great replacement for glass cleaners that contaminate the air.



Offering e-cloth is a great way to help customers do their part to decrease unnecessary pollution both for their home environment and the Earth. e-cloth cleans better in less time with less effort than traditional cleaning products and protects what’s most important. For inquiries about or to place an order, please contact ESSCO at 800-321-2664 or sales@ESSCO.net.

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

1. Mulvaney, Kieran. “Chemical Pollution Is Soaring Faster Than We Can Measure It.” Web accessed February 1, 2017.
2. U.S. Environmental Protection Agency. “Greening Your Purchase of Cleaning Products: A Guide For Federal Purchasers.” Web accessed March 2, 2017.
3. U.S. Environmental Protection Agency. “Advancing Sustainable Materials Management: 2014 Fact Sheet.” Web accessed March 2, 2017.
4. Platt, Brenda, et. al. “Stop Trashing the Climate.” Web accessed March 2, 2017.

Airfree:

What the Buyer is Looking For

We are pleased to announce that Airfree had a successful experience at the 2017 Vacuum & Sewing Dealers Trade Association (VDTA) Show held at the Las Vegas Convention Center from February 12 to February 14th.

During the event, we presented with great pride our Airfree Lotus, Iris, P, T, and Fit models. We were excited to meet with our contacts and distributors along with stores across the United States. Some of our new contacts showed interest in our products and we look forward to working with them in the coming days and months. The new interest and contacts will allow Airfree a greater distribution of our products across the country.

The VDTA Show, as always, attracted the attention of visitors and with many new products showcased, nothing was left behind. Airfree's product design

attracted the attention of everyone passing by, but design isn't the only thing that makes our product stand out. Our contacts at this show are mostly with shop owners who are in direct contact with their customers. In turn, we hear, directly from our customers and learn exactly what the buyer is looking for. We always love to hear the benefits our products have on consumers. We take great pride in gathering all information from consumers to shop owners and using it to improve future lines.

Thank you to everyone who visited our booth and we look forward to a successful 2017 together!

If you have any questions please feel free to contact us and as always we invite you to browse our fine line of maintenance-free air purifiers by visiting our website at: www.airfree.com

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Josh Sutherland
208-509-7908

josh@sewandvacmedia.com

SUNHEAT Massage Chairs

Hit the Spot for High Profit “Kneads”

VDTA dealers lined up in droves to relax in one of the five brand new full body massage chairs featured at this year's convention. Perhaps it was the long nights or extra walking that Vegas seems to invite, but whatever the reason, everyone who sat in a SUNHEAT full body massage chair absolutely fell in love! The huge savings provided with the show special pricing allowed some retailers to bring in several units with huge profit potential.

The incredible discounts and free financing also allowed many retailers to purchase a zero gravity chair for their homes while others planned to place it in their retail store as a sign of appreciation for loyal customers. It didn't come as a surprise that many store owners said they'd be spending some time after the work day in their floor model!

With several styles, colors, and options to choose from, SUNHEAT has brought a line-up of true quality massage chairs not yet seen in the Sew and Vac industry... at least not at incredible container lot pricing and offered by a family business which has served the industry since 1954.

Take, for example, one of the high-end SUNHEAT chairs which wholesales for under \$2700, compared to a different brand from the same factory which wholesales under a different name for more than \$4400! It's not hard to see the potential for selling SUNHEAT massage chairs at better-than-industry norm pricing, especially with the MAP pricing, which is strictly enforced online.

SUNHEAT International encourages you to contact them and discuss how you can increase sales by offering customers a massage while you tidy up paperwork on their sewing machine or vacuum purchase... only to increase the chances of selling a massage chair by ten-fold by the time you are done! For more information, call 800-652-1916



Zero Gravity Full-body
Massage Chair

**Know someone
graduating in May?**

Tell them about the VDTA/Epstein Scholarship!

**Available for dealer members,
their dependents (including grandchildren),
employees, and employee dependents.**

The Scholarship Application is available online at www.vdta.com

This is a Members-Only Benefit

Soft High-Pile Carpet Woes Solved at 2017 VDTA Floorcare Convention

The Lindhaus three point Soft High-Pile Carpet Solution was chosen as the problem solver of the year! Lindhaus unveiled the final stage of their three-point Soft High-Pile vacuum kit at the 2017 VDTA Floorcare Convention. Dealers fell in love with this solution for vacuuming the new polyester and nylon high-pile carpet.

"Introducing this at the VDTA show is exactly what this convention is about," said Cliff Brady of Lindhaus. "Consumers have had this carpet installed only to find, to their surprise, that their vacuum will not move through the carpet. They push, pull, and almost have a hernia just trying vacuum."

Independent floorcare professionals need to be educated and prepared with answers for their customers' greatest problems. The three point solution, offered by Lindhaus, not only solves the problem of ease-of-use, it actually cleans better as a result. So-called "lightweight vacuums" aren't much of an answer because they also come with lightweight performance. A quality, high performing vacuum that pushes easily on this carpet is the only answer that professional floorcare stores should ever endorse.

No single modification was going to solve this problem. So Lindhaus attacked the issue at three levels.

Level 1. Increased height adjustment range. Every Lindhaus on the market currently features an expanded height adjustment range with an axle and base design modified to keep the nozzle at the optimum angle for cleaning – all the while reducing the force needed to push the vacuum through deep carpeting.

Level 2. Increased brush propulsion. A high majority of the soft high-pile carpet is made from polyester fibers. Lindhaus offers a specialty brush designed to increase brush propulsion without increased wear of the carpet fibers. The proprietary material and configuration of this brush not only make the Lindhaus vacuum much easier to push, but also increase performance on this hard-to-clean carpet.

Level 3. The Venturi principal. Many dealers have taken to drilling holes in the baseplates of vacuum cleaners to relieve suction and make it easier to push. This only works at the expense of performance. Vacuum cleaners drilled with holes are not going to clean very well... which is why Lindhaus employed a precise set of venturi jets with its new soft high-pile carpet plate. The placement and shape of each jet was designed using a complex formulation based in aerodynamics to increase performance while reducing suction gripping.

Level 2



Working together, these three features make any Lindhaus Upright the ultimate solution for this tough-to-clean carpet.

**Contact Lindhaus today at
1-800-498-7526.**

Level 1



Level 3

bObsweep's Home Robotics Built to Last

Robotics company bObsweep has emerged as a premier maker of multi-functional robotic vacuums. 2011 marked the birth of their iconic bObsweep Standard, boasting the company's signature 5-in-1 cleaning formula: the ability to vacuum, sweep, mop, UV sterilize, and HEPA filtrate all with just one machine.

Now six years later, bObsweep's advances in the industry have helped cement their reputation as a trusted name in home robotics. The brand is beloved for their ever-growing selection of personified robovacs. Their best-selling model, Bob PetHair, features an extra-long main brush and a 1000-mL dustbin. At nearly three times the size of the average robotic vacuum's dustbin, this means holding more and emptying out less often.



bObsweep Pet Hair Plus

ready members of the family, and is equipped with everything they need to get started on their new cleaning chores. A quick glance at customer reviews reveals that the brand has successfully earned a reputation as a family favorite, as well as a robotics innovator.

Today in 2017, bObsweep is breaking the mold of home robotics with their newest creation, Dustin. The epitome of science fiction, Dustin features a sharp, elegant design and all-new smart home controls, including a carbon fiber reinforced metal chassis and smartphone-customizable cleaning routes. As of today, Dustin will be the only robotic vacuum on the market that navigates using time-of-flight (ToF) sensors, which are so accurate the robot can accommodate previously problematic obstacles, from ornate area rugs to glass doors in the home environment.

***To learn more about bObsweep,
visit them on the web at***

www.bobsweep.com



bObsweep Classic

In 2013, bObsweep released bObi, sister product to their original "Bob." bObi maintains the standard of cleaning that customers have come to expect – with style. She's a sleek, quietly powerful bot that gracefully glides under furniture for extra pickings. Both products revolutionized the domestic sphere by introducing over a quarter-million households to automated floor cleaning.

Built to last, every bObsweep is equipped with an on-board self-diagnostics system and guarantees a lifetime of customer service. And with an increasing number of service centers in the US and Canada, users can easily replace parts and maintain the efficiency of their Bob or bObi. Every bObsweep arrives to customers as



bObi, released 2013

2017 Convention was Huge Success for DNP Motors - Johnny Vac - USA

The 2017 VDTA•SDTA International Trade Show wrapped up February 14 at the Las Vegas Convention Center. Representing DNP Motors - Johnny Vac - USA at the convention were Enrico Rimondi, Vice President, Johnny Vac; Alexandre Beaulac, President, Johnny Vac; and Dean Petrosewicz, President, DNP Motors.

"As members of the VDTA•SDTA, we are proud to be a part of this yearly conference of independent dealers," said Petrosewicz. "This convention was the perfect place to solidify the commitment that DNP Motors - Johnny Vac - USA is making to independent dealers. Our participation showed dealers that we are dedicated to strengthening the independent dealer network and helping small businesses succeed. It was about being present and having one-on-one contact with the attendees."

While networking during the convention, Petrosewicz, Rimondi, and Beaulac not only explained what DNP Motors - Johnny Vac - USA has to offer, but they showed how their product line-up can expand profits and bolster success.

Rimondi said, "There is nothing like meeting customers in person. To be able to show our gratitude for their business or encourage someone new to give us a try is a benefit to all."

Petrosewicz said, "We hope to continue our many great relationships with our customers. We look forward to working with those who visited our booth in Las Vegas, and we hope to see you next year in Charlotte, NC."

You can contact DNP Motors - Johnny Vac - USA today by calling Dean Petrosewicz at 713-890-2260 or 800-514-DEAN (3326).



*"I can't wait for the VDTA • SDTA Show next year, I have always wanted to go to **Charlotte!**"*

Dan Silva, Owner
Dublin Central Vacuum,
Dublin, CA

SBA Administrator Honors Nation's Top Small Businesses

Administrator Linda McMahon, the head of the U.S. Small Business Administration, announced this year's Small Business Person of the Year winners from the 50 states, the District of Columbia, Puerto Rico, Guam, and the U.S. Virgin Islands. All of the winners have been invited to attend ceremonies in Washington, D.C. on April 30 – May 1 where they will be honored with their individual award along with recognition of the three runners-up and the naming of the 2017 National Small Business Person of the Year.

"It is my honor and distinct pleasure to announce the 54 winners from across the U.S. and its territories," McMahon said. "These small business owners define entrepreneurial spirit and best represent the 28 million small businesses that are the backbone and economic engine for today's economy. I look forward to welcoming the winners to Washington when they are officially honored for their achievements."

Each year since 1963, the President has issued a proclamation calling for the celebration of National Small Business Week. National Small Business Week is set as the first week in May, and this year the dates are April 30 – May 6 with national events planned in Washington, D.C., New York City, Indianapolis, Dallas & Fresno, CA.

2017 Small Business Person of the Year Winners

Winners to be formally recognized in Washington, D.C. on April 30 – May 1

ALABAMA

Jodie Ray Stanfield, *Owner*
Local Joe's Trading Post
Rainbow City, AL 35906

ALASKA

David McCarthy, *CEO*
Jason Motyka, *CFO*
Denali Visions 3000
Denali Park, AK 99755

ARIZONA

Vickie Herd, *Manager*
Extended Family Disability Services,
LLC / Bella Rose
Chandler, AZ 85286

ARKANSAS

Victoria A. Washington, *President*
Vision Information Technology
Consultants, LLC
Little Rock, AR 72204

CALIFORNIA

Lars Christopher Herman, *President*
Herman Construction Group, Inc.
Escondido, CA 92029

COLORADO

Lorena P. Cantarovici, *Owner*
Maria Empanada
Denver, CO 80210

CONNECTICUT

Carla Bartolucci, *President*
Euro-USA Trading Co., Inc.
North Stonington, CT 06359

DELAWARE

Donna L. Vanderwende, *Owner*
Vanderwende Farm Creamery
Bridgeville, DE 19933

DISTRICT OF COLUMBIA

Robert W. Dozier Jr., *President & CEO*
RWD Consulting, LLC
Washington, DC 20036

FLORIDA

Paul Morrow, *President*
South Dave Air Conditioning and
Refrigeration
Homestead, FL 33033

GEORGIA

Kevin B. Boykin, *CEO*
Path-Tec, LLC
Midland, GA 31820

GUAM

Derrick Muna Quinata,
CEO / Dealer Principal
Monster Auto Corp.
dba Guam Autospot
Hagatna, Guam 96932

HAWAII

Garrett Marrero, *President & CEO*
Melanie Oxley, *Vice President & COO*
Maui Brewing Company
Kihei, HI 96753

IDAHO

Eric Browning, *CEO, Owner & Mgr*
Steven J. Browning, *CFO & Co-Owner*
Blue Spring Partners, LLC dba Fin Fun
Idaho Falls, ID 83401

ILLINOIS

Sonat Birnecker Hart, *President*
Robert Birnecker, *CEO*
Koval, Inc. dba Koval Distillery, Inc.
Chicago, IL 60613

INDIANA

Joey Rivera, Ph.D., *President & CEO*
Rivera Consulting Group
Sellersburg, IN 47172

IOWA

Benny Duane Puck, *President*
Puck Custom Enterprises, Inc.
Manning, IA 51455

KANSAS

Ken Bellesine, *Owner*
Central Electropolishing Co., Inc.
Anthony, KS 67003

KENTUCKY

Debra Dudley, *President*
Oscarware, Inc.
Bonnieville, KY 42713

LOUISIANA

Alejandro (Alex) Hernandez, *President*
Hernandez Consulting & Construction
New Orleans, LA 70119

MAINE

Leigh S. Kellis, *Founder/Owner*
The Holy Donut
Portland, ME 04101

MARYLAND

Kara DiPietro, *CEO*
HMC Incorporated
Columbia, MD 21046

MASSACHUSETTS

Victoria Bondoc, *President & CEO*
Gemini Industries, Inc.
Burlington, MA 01803

MICHIGAN

Jon Lanning, *President - Finance*
Inontime, LLC
Zeeland, MI 49464

MINNESOTA

Shirley Joann Wikner, *CEO*
Aviation Charter & Executive Aviation
Eden Prairie, MN 55347

MISSISSIPPI

Mary J. Russell, *Founder & President*
Sugaree's Bakery
New Albany, MS 38652

MISSOURI

Phillip Cohen, *Founder & President*
Cohen Architectural Woodworking
Saint James, MO 65559

MONTANA

Mark Bretz, *CEO & Chairman
of the Board*
Bretz RV and Marine
Missoula, MT 59808

NEBRASKA

Cody C. Brooks, *Owner*
Chrystal Brooks, *Co-Owner*
White River Feed, LLC
Chadron, NE 69337

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About the Organization:

The U.S. Small Business Administration (SBA) was created in 1953 and since January 2012 has served as a Cabinet-level agency of the federal government to aid, counsel, assist, and protect the interests of small business concerns, to preserve free competitive enterprise, and to maintain and strengthen the overall economy of our nation. The SBA helps Americans start, build, and grow businesses. Through an extensive network of field offices & partnerships with public and private organizations, the SBA delivers its services to people throughout the United States, Puerto Rico, the U.S. Virgin Islands and Guam. Visit www.sba.gov

Make Your Website Work FOR You

How important is a website? Just like your physical store, first impressions matter. When a potential customer finds your website, what do they find? Is it mobile-friendly? Does it load fast? Is the content relevant to your community and service offerings? In this article, we will break down three important attributes that each website should have.

Mobile-Friendly

On April 21, 2015, Google released the mobile-friendly ranking algorithm, one of the largest algorithm changes to date. There is no degree of "mobile friendliness"; you either ARE mobile friendly or you ARE NOT.

With nearly 60% of searches being on a mobile device, it is crucial that your site is mobile-friendly or you will lose web traffic to your competitors. The easiest way to find out is to visit <https://search.google.com/search-console/mobile-friendly> and enter your website address. It will present your site's mobile-friendly status and, if needed, suggestions of changes to make your site mobile-friendly. If your site is not mobile friendly, get with your current web provider immediately to resolve this issue.

Page Speed

We have all clicked on a website and then waited painfully as the mouse cursor rotates and rotates while the page tries to load. Google hates that as much as we do!

Many factors can contribute to slow page speed, and a lot of it deals with the technical side of how a site is built. It can range from where your server is located to the size of the images on the site. Google has developed a tool where you can enter pages of your website and learn their page speed, assessed as a number between 1 - 100. Anything over 70 is a good score. Here is the link to run the page speed test: <https://developers.google.com/speed/pagespeed/insights/>.

Content

When a potential customer types in the search term "vacuum repair near me," Google looks through all sites with relevant content. If you offer "Vacuum Repair" but don't have a vacuum repair page, you're making it more difficult for Google to show your website in the search results.

Remember, Google wants to show the best result for the user, so make it easy on yourself and create good content for your site that is relevant. A good rule of thumb is to include 300-600 words per page of unique content. Do not copy content from other websites, as that can get you penalized with Google. Write unique content and include words that your audience uses when searching for your service.



If you have any questions or would like a free review of your site, reach out to Josh Sutherland at josh@sewandvacmedia.com or give him a call at 208-509-7908.



Josh Sutherland
Sew & Vac Media

Guest Writer Month for Dealers!



The VDTA•SDTA is YOUR industry trade association, and *SQE Professional™* and *Floorcare-Central Vac Professional™* are YOUR trade magazines! We'd like to encourage YOU – the dealers – to take up the pen and submit articles for publication.

If you're feeling anxious about this opportunity and have questions, here is what you need to know:

- **Don't worry about re-inventing the wheel:** Afraid you don't have anything "new" or "exciting" to say? Don't worry! Some of the best articles we publish serve as reminders of best practices. Even writing about your experience with a difficult customer helps fellow dealers realize they are not alone in their challenges. Just write about what you see, know, and do.
- **...But don't be afraid to offer something new:** If you have a contrary opinion or novel idea, write about it! We aim for our magazines to be the venue of critical and innovative thinking. Sharing a new idea with your fellow dealers via our magazines is a great way to determine if it's something worth pursuing or needs further evaluation.
- **So you're not a silver-tongued wordsmith? That's OK!** New writers sometimes fear their words won't sound right, that they'll make spelling mistakes and grammar errors, that their writing isn't "polished." THAT'S OK! I would be out of a job if every article sent to our offices was perfect. My job as an editor is to do the "polishing" and "correcting."
- **Feedback isn't required:** Several people who contribute articles encourage readers to email them with feedback. If this makes you uncomfortable, no need to solicit comments.
- **No commitment required:** We do not require all writers to commit to regular columns, though many do so willingly. If you have a one-time only idea for an article, pursue it.
- **Common topics:** If you don't know where to start, consider one of these topics.
 - Customer Service (good or poor)
 - Training Employees
 - Motivating Employees
 - Advertising and Marketing
 - Sales (big-ticket items & gateway items)



Our July issues will feature **"Dealer Guest Authors"** – dealers who are interested in writing but may not have submitted articles before or have not submitted them consistently. **First-time and experienced writers wanted.** Half-page = 300 words. Full-page = 600 words. Photographs welcome.

Be a Writer! Send in articles by May 20, 2017 to managing editor Tonya Tienter at tonya@vdta.com

You Want Answers? ASK!

“High-growth companies stay in touch with their markets – and willingly spend the money to do so. They know their customers and they keep their knowledge fresh,” says the American Management Association (AMA) in its *Research Report on Consumer Affairs*.

It is important to know your customers' wants and needs before you try selling them a service or a product. If you do not know, then you are guessing. Guesswork makes dissatisfaction inevitable.

You might have been good at predicting customer behavior in the past, but remember: what you think you know is not important. Good service has nothing to do with what the provider of services believes it to be, unless those beliefs coincide with the customers'.

Few executives truly understand what good service is, nor are they close enough to their own employees to understand how bad and inconsistent service can be.

Kris and Mary Anne Kowalski, owners of several supermarkets in the St. Paul, MN area, have a fine informal survey format that could be used by an organization of any size. Each quarter they rent a conference room somewhere near each of their stores. They meet at each store with an invited group of 8 to 12 customers.

“Nothing formal,” says Kowalski. “We just order out for pizza and ask them a lot of questions about what they like and – more important – what they don't like about our stores. They talk. We listen.”

Out of these meetings have come decisions to stock more low-calorie foods for older customers, to offer smaller meat cuts to accommodate people who live alone, and so on.

The Marketing Science Institute of Cambridge, MA asked customers involved with a wide range of service businesses (such as banking, appliance repair, etc.) what factors they considered most important to assure satisfaction with a product or a service. The research found that these are the most important characteristics of quality service:

RELIABILITY. Customers want companies to perform desired service dependably, accurately, and consistently. A major source of customer dissatisfaction is unkept promises.

RESPONSIVENESS. Companies should be helpful and provide prompt service. A business that answers or responds to telephone calls quickly meets this expectation.

ASSURANCE. Employees should be knowledgeable and courteous, customers say, and should convey confidence in the service they provide.

TANGIBLES. Physical facilities and equipment should be attractive, clean, and employees should be well-groomed.

EMPATHY. Customers want companies to provide individualized attention and listen to them. The Marketing Sciences survey indicates that people want to be treated as individuals; they want to be noticed.

Asking questions is one way we learn information and communicate with the people around us. For instance, ask customers what they would Google to find a business like yours. If you want your business to be easily found online by future customers, you need to know everything you can about the key words and phrases they use when looking for companies like yours.



“Asking questions is one way we learn information. For instance, ask customers what they would Google to find a business like yours?”

How valuable is customer input? Here is a unique case study that paints a believable picture. The example comes to us from 3M.

3M's poorly performing Medical-Surgical Markets Division was looking for a way to kick-start its lackluster innovation record in the 90s. Instead of taking the standard route (relying on internal, employee-backed ideas), a separate team was formed to search for breakthrough innovations that consisted of the "lead users." When the results of these two groups (users vs. employees) were compared side-by-side in terms of revenue generated, the differences were quite drastic:

- User-lead innovations had an average revenue of \$146 million dollars (in 5 years).
- Internally generated innovations had an average revenue of \$18 million (for the same span of time).

The results were clear: Customers were coming up with the winning ideas because they were....ASKED.

Asking is the beginning of receiving. People forget that. Reach out to your customers and ask them questions.

"The information you'll get from your customers can help you steer your product and company to the next level of success." ~John Tschohl

About the Author: John Tschohl is an international service strategist and speaker. He is founder and president of the Service Quality Institute in Minneapolis, Minnesota. Described by *Time* and *Entrepreneur* magazines as a customer service guru, he has written several books on customer service. He just released the 10th Edition of *Achieving Excellence Through Customer Service*. The Service Quality Institute (<http://www.customer-service.com>) has developed more than 26 customer service training programs that have been distributed and presented throughout the world. John's monthly strategic newsletter is available online at no charge. He can also be reached on Facebook, LinkedIn & Twitter.

The graphic consists of a white, rectangular piece of paper with slightly torn edges, tilted at an angle. It is placed over a background of the American flag, showing the stars and stripes. The text on the paper is in a bold, blue, sans-serif font.

**The VDTA•SDTA
recognizes all servicemen
and servicewomen this
Memorial Day.
Thank you.**

New Business Book Released – *Experience My Brand*

The book addresses the largest challenge common to any organization wanting to design and execute a customer experience program that is sustainable and differentiates them in the marketplace.

Kinetic Consulting Services, a leading consulting company for branded customer experience, announces the worldwide release of a new business book, *Experience My Brand*.

Experience My Brand author and CEO Joe Tawfik shows the reader how to analyze, design, and implement a branded customer experience program. The book overcomes the largest challenge facing organizations by providing a detailed guide that will achieve an increase in bottom-line profits and the number of loyal customers.

Heralded as the last battleground for competition, customer experience management has become a core strategic imperative for many organizations. Building unique emotional ties with customers that are stronger and difficult for competitors to imitate is considered the cornerstone for organizations to achieve an unbeatable competitive edge in today's market.

Known as “branded customer experience,” the association of experiences specific to a brand has created mega organizations such as Apple, Zappos, and Amazon. To deliver a great branded experience to customers, an organization must embrace customer experience management as their highest priority if they are to prosper in the future.

Tawfik writes because a large majority of companies are failing to achieve any sustainable value from their customer experience programs and waste their investments on changes that deliver mediocre results. Research undertaken by *Accenture* in 2015 identified that 77% of firms were not achieving any increases in bottom-line profits from their customer experience programs.

With clear data to complement the text, *Experience My Brand* puts theory into practice in a way that is practical and easily understood. Readers are provided the tools to effectively implement transformational change and create a unique and sustainable experience for their customers.

Experience My Brand is a must-have guide for those who want to learn about this increasingly important field and seek to strengthen this critical aspect of their businesses.

The book can be purchased from Amazon or from leading book retailers.

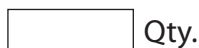
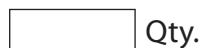


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400-1000 @ \$11

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1000 @ \$11
2000 @ \$14

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1000 @ \$10

Clean Like a Pro:

The When, How and Why of General Purpose Spot Removers

By: Dale R. Silbaugh
President, Kleenco Products, Incorporated

Carpet: it pads our steps, softens harsh sounds, feels wonderful under the toes, and gives a spark of color and texture to your home. But what exactly is that fuzzy stuff we walk on? Where does it come from?

The answer, like most things in our modern, technologically-advanced economy, is surprisingly complex. In the past, carpet and rugs were made from only a few materials. Now, advances in Materials Science and manufacturing have multiplied many times over the potential sources from which carpet fibers can be derived.

Broadly, carpet fibers can be grouped into two categories: natural and synthetic. Natural fibers include wool, silk, rayon (believe it or not), cotton, sisal, and jute. Synthetic fibers can be roughly divided into four categories: nylon, polyester, polypropylene, and triexta.

What are these fibers? What are their characteristics? And how can they be preserved so the properties we love so much will not fade away or be trampled underfoot?

NATURAL FIBERS

While there are many benefits of natural fiber carpeting, it can be easily stained by the natural dyes found in grape juice, red wine, and similar beverages. All natural fibers readily absorb both oily and water-soluble soils.

The natural fibers are easy to stain and easy to get dirty, but there is light at the end of the wool tunnel! First of all, natural fibers resist soiling from pet hair, dust, and lint. Plus, since they readily absorb water, with the right detergent they can be made to release both water-soluble and oil-soluble soils.

But, there is a catch! A properly pH-balanced cleaner must be used. Wool, the most popular natural fiber for carpet, will discolor if exposed to especially high or especially low pH cleaners. And cleaners with active oxygen should not be used. Although they will not affect the tensile strength of wool, they will make it alkali-soluble. This means that afterwards, an alkaline solution can actually dissolve the wool, turning it to gelatin (thought the effect may be delayed sometimes for months).

Cotton and rayon, on the other hand, can both be cleaned with high pH solutions – but not low pH. Although the fiber itself is not often damaged by high pH or weak organic acids, the dyes used to color them can be.

When in doubt, treat all natural fibers as you would wool. Use neutral or near neutral pH cleaners and avoid water temperatures greater than 140° F. Also avoid peroxide-type spot removers. And never use chlorine bleach on wool. When questioning if a carpet contains wool, a common test is to submerge a few fibers in bleach and check for dissolution.

Also note, since these fibers are hydrophilic, they absorb more moisture during cleaning and will need longer drying times.

SYNTHETIC FIBERS

The four most popular synthetic fibers are nylon, polyester, olefin, and triexta. Synthetics are all to one degree or another hydrophobic (“water-hating”) and oleophilic (“oil-loving”). These fibers do not absorb water and most actually repel it. They do, however, readily retain oil and do not easily give it up. Food spills containing oily or greasy material can be difficult to remove from untreated synthetic fibers.

Aside from these commonalities, each synthetic fiber has its particular quirks.

NYLON is almost always acid-dyed. It is rarely solution-dyed, so it can have problems with bleaching, fading, and reactions to urine and other staining materials. Nylon dries quickly since it absorbs less than 8% of its weight in water. It is resistant to abrasion, resistant to mildew, and responds well to most professional cleaning methods.

POLYESTER is usually solution-dyed, which makes it very resistant to bleaching, fading, and soil-dye reactions. An oily spill or spot left without proper cleanup can oxidize and even chemically bond with and become part of the fiber. Untreated spots can become permanent.



OLEFIN is very difficult to dye because of its very low absorbency rate, and so Olefin is often solution-dyed. It's very resistant to stains, and most chemicals and bleaches have no effect on it. However, it is very sensitive to heat. Olefin can be damaged by friction: simply dragging furniture across it can cause permanent marks. Like polyester, extended exposure to oil-based soils can cause permanent staining.

TRIEXTA is a newer stain-resisting fiber. Technically Triexta is a polyester fiber, but because of its unique wear and resilient properties, it has been given a classification all its own.

Almost all vacuum dealers have encountered this new type of carpet fiber, which is popularly known as Smartstrand. Triexta is hard to vacuum and usually carries manufacturer warranty restrictions, prohibiting the use of several makes of vacuums. Many vacuum manufacturers have re-engineered their lineup, introduced new models, or retro-fit existing machines to work on this new fiber.

PROTECTING SYNTHETIC FIBERS

Manufacturers of synthetic fibers have invested huge amounts of time and money improving the performance characteristics of their product – making them more soil repellent and stain resistant. That is why you will hear of 1st, 2nd, 3rd, 4th, 5th and now 6th generation fibers. There are still many early-generation fiber carpets around, which can make cleaning and stain removal results somewhat unpredictable.

By knowing the composition of carpet fibers and how they respond to different substances, you can direct your customers to the perfect stain removing or carpet cleaning product.

KLEENCO EFFORTLESS: THE SAFE SOLUTION

Spills and stains will always happen, and depending on the carpet fiber type and the soil type, they may become permanent. But they don't have to. Most permanent stains can be prevented by immediate or same-day treatment. Anyone with carpeting in their home or office should also have a safe-to-use spot remover on hand to quickly attend to any accidental soils.

Effortless is a neutral pH spot remover formulated to penetrate and dissolve hydrophobic soils and also add an anti-soiling treatment to the fiber. It is safe to use on all natural and man-made fibers including nylon, polyester, olefins, and wool carpet.



Effortless has the ability to remove oily soils that easily become stains and permanently change the color of carpeting. It is formulated with a triple combination of surfactants that allow for the solvents to be delivered directly to the face or surface of the fiber. The solvent is then able to solubilize the oils, grease, proteins, and dyes, breaking the adhesion forces that bind the soil to the fiber. Once the adhesion force has been broken, the soil is emulsified and held in suspension so it can be blotted away.

Even once the spot is gone, **Effortless** does not stop working. **Effortless** contains a unique polymer that fortifies the fibers and dye blockers, which help prevent future stains.

Directions for Use

- First, soak up excess liquid or dab up excess solids / semi-solids like ketchup and mustard.
- Once excess soil has been removed, apply a generous amount of **Effortless**.
- Allow a few minutes of dwell time for the solution to work.
- Then cover with a clean white absorbent towel and blot up the solution.

Never rub or scrub as this can disturb the twist and resiliency of the carpet fiber. If the spot is especially tenacious, apply more solution to the spot, cover with an absorbent towel, and tamp the area with a spotting brush. Difficult spots may take repeated application.

Once satisfactory results have been obtained, rinse with clean warm water, blotting up any excess liquid. Say goodbye to the spot and hello to the clean, bright, and soft carpeting that we all love!

Look for Dale's follow-up article next month on the science of staining.

Knowing even more about the types & process of stains can perfect your product recommendations. You'll be telling customers why certain products – like Kleenco's **Effortless** – are the perfect match.

Founding Fathers

By Andrew Lawrence

The 1970s were years of promise, creation, and innovation: the birth of the first microprocessor – the 4004 – is released by Intel; “Pong,” the first video game to have commercial success, is released; and while Bill Gates and Paul Allen create Microsoft, Steve Jobs and Steve Wozniak create the Apple Computer Company.

Promise and creation surrounded floorcare as well. While Toronto’s CN Tower is finally completed to become the world’s tallest freestanding structure, the central vacuum industry is being birthed.

It was during this time an ambitious Jean Beaulac embarked from humble beginnings doing repair work on sewing machines and vacuum cleaners from the basement of his home, later opening his first retail store in Rawdon, Quebec. From this start-up blossomed what is today Johnny-Vac Distribution.

At the same time, inventor Leonard Budd founded Budd Vacuum Co. and began manufacturing central vacuums from a tiny workshop with a dream to populate homes everywhere with his vacuum system of the future, “Cana-Vac.”

As the years progressed, so did success for these fledging companies, and in 1992, Jean created a new filter manufacturing company, Fibrofiltre 2000 Inc., and the Johnny-Vac® trademark was born. Meanwhile, Cana-Vac founder Leonard Budd sold his company to David Lawrence, and it became Cana-Vac Systems Inc. This company set its course in history to become one of the world’s largest suppliers of private label central vacuums along with its own brand, Cana-Vac®.

But as with every great story, the triumphs are countered by sacrifice and loss. In 2015, a very much respected and loved Jean Beaulac passed away, leaving behind his legacy and forever cementing himself in memory atop the pillar of those honored in our industry.

The climate today of the central vacuum industry has changed. In the global economic era of dot.com marketplaces, Chinese outsourcing with lower cost pressures, and unrealistic consumer expectations bred from box-store mentality, the central vacuum landscape finds itself altered and confronting new consumer buying habits.

It was prior to Jean’s passing that Jean Beaulac and David Lawrence met, setting the course for a stronger future which saw a merging of strengths to ensure success and continued growth – one that honors the past yet embraces the revolution of this industry’s future.

That vision finally came to fruition on March 2nd, 2017 when Cana-Vac Systems Inc., after months of planning, was sold. Alexandre Beaulac and Enrico Rimondi of Johnny Vac Inc. and Marvin Lewis, three well-seasoned industry professionals, founded a new company and purchased Cana-Vac®.

Marvin Lewis, President, will run the day to day operation of the company with Johnny Vac Inc., running independently despite ties in ownership.



“Cana-Vac is now poised to offer its customers the best range of ‘all things vacuum’ while at the same time streamlining its costing structure to withstand pricing pressures.”

The new company and the sum of its two parts means Cana-Vac is now poised to offer its customers the best range of 'all things vacuum' while at the same time streamlining its costing structure to withstand the increasing pricing pressures of today's global marketplace, ultimately giving their customers a competitive edge.

From janitorial supply, canister vacuums, central vacuum hose management, accessories, and of course Cana-Vac central vacuums... Cana-Vac is the clear choice for one-stop shopping convenience! And so marks the beginning of a new chapter for our industry, one with a bookmark as three seasoned individuals join ranks among founding fathers as respected industry alumni.

Don't miss your opportunity to become a Cana-Vac® dealer while there are still territories available!



For more information on Cana-Vac visit www.canavac.com or contact Cana-Vac at 1-888-226-2822.

Classifieds

HELP WANTED: Rocky Mountain Sewing and Vacuum, Colorado's largest retailer of sewing machines and vacuums is looking for an assistant service manager for our central service center in Sheridan, Colorado. We are looking for candidates desiring an environment to learn, grow, and to be a part of a winning team. We will train and provide all tools needed.

Qualifications: 2 years electro-mechanical repair experience; 2 years Management experience; Willing to commute/relocate near Sheridan, CO; Great communication skills; Great Organizational Skills; Basic Computer skills; Ability to Multi-task; Eagerness to learn.

Benefits Include: 401k; Medical; Vacation Pay; Paid Sick Days; Holiday Pay; Compensation based on experience \$40-\$50k per year.

Contact: Rob Richards, Rocky Mountain Sewing and Vacuum, LLC; Stores in Arvada, Aurora, Colorado Springs and Littleton; rockymountainsewing@gmail.com (1-1)

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A peek @ June

National Splurge Day

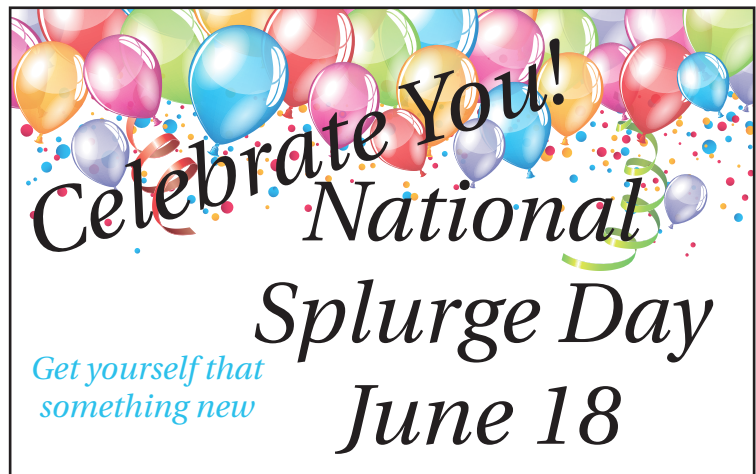
While most people would consider a splurge something impulsive and recreational – a new TV, a new Xbox, a new designer handbag – I’m guessing very few think of “splurging” on a home appliance. The truth is, splurging for the items we use most just makes sense. It’s logical to spend that extra couple hundred on the new stove, the ceiling fan, or vacuum cleaner. Splurging on those types of items may not seem “fun” for the immediate future, but investing in long-term house care definitely pays off.

If coming home to the breeze of a ceiling fan when it's 80 degrees, then slipping off your shoes to shuffle around on clean, fluffy carpet, and finally enjoying a meal cooked perfectly in the oven isn't enjoyable, I don't know what is. Being able to rely on your home items day after day – not replacing them every few years – saves a huge headache... and dare I say, makes your home “fun?”

On National Splurge Day, get your customers to reconsider what a “splurge” really is! It doesn't need to be something shiny or flashy, but an extra investment in what they care most about... and who doesn't care about their home? In many cases, the new vacuums are, indeed, shiny and flashy but also of superior quality too.

Maybe make their “splurge” more bearable by offering a discounted product or service. If they're splurging on the purchase, meet them half-way and splurge a little on a coupon or deal. With an impulsive “splurge,” you may turn a one-time shopper into a loyal customer willing to refer their friends.

Also let your customers know about this special day with posters around your store. Here is a poster the VDTA designed for this occasion. If you'd like to use this poster, email heather@vdt.com to receive the digital file and print at your own costs.



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